



THE LANDGEEK

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

Today's Guest: [Dawn Marrs](#)

Transcript

Mark: Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website, www.TheLandGeek.com and today's podcast we found a woman after like just warms the cockles of our own geeky automating marketing hearts. But before we talk to our guest, I would be remiss if I didn't properly introduce my co-host, Six Sigma, you know him, you love him, Scott Todd from LandModo.com and ScottTodd.net. But if you are not automating your Craigslist and your Facebook postings, PostingDomination.com/TheLandGeek and if you are not posting your properties on LandModo.com, I don't know what's going on. Scott Todd, how are you?

Scott: That's a workout, Mark. I just gave you a mental work out with all the stuff for my intro. That's hard.

Mark: Look, I love it. I also just want to remind all the listeners today's podcast is sponsored by GeekPay.io, another way to automate getting paid. So our guest is like, "Going to have to check that out as well." Are you ready to talk to our guest?

Dawn: Yeah, absolutely.

Scott: I am, why not.

Dawn: I thought you were asking me. I'm like, "I'm jumping in."

Mark: You can jump in.

Dawn: I am I guess.

Mark: Let's let Dawn Marrs jump in at MarrsMarketing.com. If you don't know who Dawn is, she is a ... Let's just say she's like an automation master for marketing. So she helps you automate so you earn more while working less. She's like the Ari Meisel of marketing, right? Is that a good term?

Dawn: Sure, yeah, whatever works for you guys? I love the ... What did you say warms the cockles of our marketing hearts?

Mark: Yeah, yeah.

Dawn: Or geeky hearts? I love that.

Mark: So, Dawn what is your sort of marketing automation philosophy? Because I was just reading a post about the 10 things that every entrepreneur should be automating and it really was great. One of the things that struck me was, that I'm not doing, is automating the cart abandonment series when people go to check out and then they don't check out. I don't think I've got that automated.

Dawn: That's kind of a big one. That's a big one. You can recover up to - what do they say like - up to 30% of lost sales. I don't have my stats right in front of me but I think it's about 30% of lost sales that you can recover so yeah it's a good one. My philosophy when it comes to automation really is to automate everything that you can. If there is something that you find yourself doing repetitively in your business, there is a good chance that you could automate that in some way, shape, or form. Like the cart abandonment series that we use is like if people are coming to your website with the intention to buy and then you are not kind of prompting them you

are missing out. What's something else that would be like a daily task? I think about like just following up with a client after a podcast or after you have a guest on your podcast and you don't have an automated follow up then probably something to implement.

Mark: Right. I do have that.

Dawn: I kind of figured you would.

Mark: Yeah.

Dawn: We will see.

Mark: Right, right, absolutely, absolutely. So, let's go back in time and kind of how you got started in all this and how you started your own marketing business and how the automation piece of it sort of made you different than everyone else.

Dawn: You know what? I really didn't mean to get into this industry. I started off in network marketing. Which is interesting because I listened to your last guest Dana and she was talking about having done either direct selling or a network marketing opportunity. I think a lot of entrepreneurs that I know always start that way and what was happening was when my business really started to take off I was doing hand written notes for everyone who purchased from me and it got to be really tedious.

I felt, "Okay, there are a couple of ways I can do this. I can either hire somebody else to do these handwritten notes for me or I can find a solution to automate." They happened to be a company called SendOutCards which is another network marketing thing and a lot of people use it especially in real estate and real estate agents love it. But I was able to automate that process using SendOutCards. It made me look like a rock star but it didn't take up my time anymore. That was the first time I got really like, "Oh, this is kind of cool. What else can I automate to save myself time?" The rest they say is history.

Mark: Scott Todd has a litmus test for what he chooses to automate or delegate or eliminate. So Scott do you want to share with Dawn what your litmus test is? You are on mute.

Scott: That's so weird. This microphone just goes right off to mute sometimes. So basically what I do is I know it's time to automate something or to delegate something when I can't stand to do it anymore. I'm like, "If I do this one more time, I'm going to completely wig out, freak out and quit my business and go get a day job." That's not going to happen but that's like it. That's how I know it's time. It's time to give this thing away. But how do you do it? How do you know what to automate next? I think a lot of people they struggle with automation or delegation because they look at it and they are like, "Man, there is just so much to do." How do you do it? How do you start and build your pieces out?

Dawn: Well, I think now it's kind of second nature to me. If I even think for a second that something I do is going to be done on more than one occasion I will just build the system to handle it. But just like what you said if you are doing something repetitively ... Let's say you are doing something that takes 15 minutes twice a week, if you can save yourself 30 minutes a week you've got to think of that over the course of an entire year, 30 minutes x 52. You guys will have to do the math for me because I'm not going to do it on air. But, it's a lot of time and it's these little things ... It's kind of like, did you guys read the *Slight Edge* or you know the *Slight Edge* principle where it's just these little changes over time that make the biggest difference?

If you could be automating a 15 minutes task this week and then next week, you are automating something else that saves you 15 minutes a day and next week you are automating something that saves you 15 minutes a day, you can really compress your work week. I think as entrepreneurs none of us had this vision or dream that we would be working 60 to 80 hours a week which is what essentially happens. So if we can kind of pull back a little on that it's like a very freeing thing to get that time back.

Mark: So...

Scott: One of the things... I'm sorry, Mark. One of the things that I like sort of doing and it's that funny you mentioned it just becomes second nature to

you is I really got on this kick like if I didn't ... So if somebody's email came in and I didn't open it, the tendency is just to hit it then like delete or just archive it or whatever. You are like, 'Okay it's not a big deal or I could unsubscribe that. But I don't want to unsubscribe it because I might go back to it.' I'm like, "You know what? I never ever open this person's emails so what I'm I doing?"

So, then I start creating filters around everything. So then when something is in my email box and I'm on my phone and I'm like, "Oh delete. No, no, I don't want to delete it yet because I want to go home and create a filter so I don't have to do it again." So then you start to get in this kick and like you are saying it builds a snowball because then you are like, "Automate, filter, get rid of it, I don't want to see it." It's amazing what these little steps can do for you.

Dawn: Yeah. You start to see it in everything. Perfect example of something that I wasn't automating, like I do some affiliate marketing and I have a giveaway of like if somebody buys a certain product from me, I give a bonus. So what I was having to do at first was somebody would email me and then I would email them back with the login information to get this bonus which was an online course.

I was like, "This doesn't even make sense." So, what I did is I set it up so that now when somebody contacts me and says, "I purchased this product," then I check a little box in my CRM and that automatically creates their membership account and then it sends them an email that says, "Congratulations on buying this product. I'm so excited. I know you are going to love it. Here is your bonus," instead of writing that email every time.

So, maybe it's only saving you five, 10 minutes but if you are selling a lot of affiliate products that five or 10 minutes per person is a massive time saver. It's just one of those things where until you start really thinking about where you can kind of compress time and where you can automate your life, those are things that are just going to weigh you down or you are going to be paying someone else to do. Which is cool, creating jobs is great. I've got a great assistant and I'm sure you guys do too but some stuff is better left to technology.

Mark: So, Dawn, I remember when I first started and I was so busy working in the business, learning the business, doing, doing, doing. I never was able or at least I felt like I was never able to step back and look at what I was doing and even take enough time to even be intentional about, "Okay here is something that I can automate. Here is a process that I can make. Here is a system that I can make." It took me years to do this. So, what's your recommendation for somebody that is just sort of overwhelmed in the learning curve of it and just doing it doing it doing it? How do they step back and start looking at it with this eye of, "What can I automate?"

Dawn: That is an excellent question. I would say particularly if you are in that overwhelmed phase where your business is really starting to snowball and you are grasping for a way, "How can I make this easier on myself?" I would say go into a retreat. I know that when you are overwhelmed that seems crazy but if you can just retreat for two or three days where you will be like, "Okay, this is business planning. I'm going in a business planning mode." Maybe talk to somebody who does automation or who does process mapping. I think that's a really important thing is to have your systems mapped out or bring on your team.

If you've got people, if you've got a really good assistant or if you've got people around you who you can kind of get into a mastermind with and really take a solid look at what could be systemizing your business, I would totally recommend it like two or three days. Because it's the type of thing where if you give it attention, it will pay off. It's kind of like of that ... I'm going to mess this up. It's like there is four quadrants where there is important but not urgent. Do you know what I'm talking about?

Mark: Yeah, absolutely.

Dawn: I will mess up. If I go too far, I will mess it up

Mark: No, no. Scott, you know this. This is our Rory Baden, right?

Scott: Yeah.

Mark: It's the important, the urgent, the...

Dawn: Urgent but not important.

Scott: The best thing about purpose visiting.

Mark: Yeah, yeah. Everybody is working on urgent, urgent, urgent. They never get to the important.

Dawn: Yeah. This is a task that I would say is extremely important but not urgent and that's why it tends to get pushed off. I know for years and years in my business I have pushed off knowing that I needed to have a really good nurturing sequence for my leads. I recommend to people that they have at least 45 days follow up to start off with and up to six months because people aren't making a buying decision until month three to six sometimes and I knew this. I knew the statistics but in my own business, the cobbler's kid has no shoes, that old thing.

So, it took me a long time because it was important but it wasn't urgent. I was too busy serving clients and building systems for other people and building courses and that kind of thing so I put it off. Finally, I was like, "You know what? This requires attention. This requires retreat." I'm part of a mastermind so we took off to Mount Arizona actually, mapped out an entire year of systems and then implemented it. The best thing that you can do to take yourself out of overwhelm I personally believe is getting a really solid plan and then executing it, either executing it yourself or hiring somebody to execute it for you.

Mark: So, what do you do if you have a friend like Scott Todd that gives you a shiny object every day? I will talk to Scott and next thing you know I'm chasing Hazel. My first instinct is "Oh-oh, now I've got FOMO, I have this Fear of Missing Out and Scott's desktop is pristine and I am a complete chaotic mess." But then next thing you know I'm working on that shiny object as opposed to the important things in my business. Scott, you have shiny object syndrome.

Scott: First, for the record, Hazel is an app. You are not out chasing some woman named Hazel.

Mark: Yeah, very good.

Scott: We always clear the record. It's an app that helps you clear up your desktop.

Mark: Yeah, my wife is listening.

Scott: I'm covering you. See how I got your back, Mark? I always have your back.

Mark: Thank you.

Scott: I think that, Mark, I'm always playing with new apps. Even my tip of the week today is one that I'm playing with. Because, I don't want to settle and I don't want to discount something because, "Well the way I did it back in the day," I do want to keep learning and leaning into things because I think that's the only way that you can kind of stay in tune.

But look I always say even in Flight School or any coaching Mark I always say don't let technology stand in your way. If you can't figure out the technology or if the technology becomes kind of a burden to you or it gets in your way, put it to the side and come back to it after ... There is no rush to technology. I think that's a mistake that a lot of people make is there are like, "Oh I got to learn Hazel and I got to learn accounting through the county system and I've got to learn this." You don't have to learn anything. Paper and pencil are still very adequate to do any job that you need.

Mark: If you say that, Dawn's head is going to explode.

Scott: No, it's not because she doesn't want technology to stand in somebody's way either. I know she doesn't.

Dawn: I don't. But I do. But I do. No, I really don't. No, I tend to agree. I think all of us especially with the internet we have all gotten entrepreneurial ADD to some extent like the shiny object thing. I don't know anybody who is immune to that. You have to be a special type of person. It's kind of like knowing when to put your toys away I guess. I don't know. I will sometimes

go off on a tangent for a week. Like it will be a full week where I'm just like, "Oh I'm diving into something new. There is a new app or something."

Recently, somebody introduced me to Robinhood investing app. Look, I'm not an investor. I'm very risk reversed. So, I was like, "Okay, I'm going to do this." I dove into it and I got into some high volatility stocks. I was like down a complete rabbit hole for a minute. Then I was like, "What am I doing? Stop it," and I stopped. I just got out it. None of us are immune. None of us are immune to that stuff.

Mark: Dawn, do you like a rule that says, "Okay. I'm going to go, I'm going to try..." Like I know on your website you are a big Ontraport fan versus say maybe LeadPages or ClickFunnels or some other type of automation app, right?

Dawn: Yes.

Mark: So, do you have some type of rule that says, "I will work on this for X amount of time before I say, "Okay, I'm going to jump ship and go to something that suits me better."

Dawn: I wouldn't say that I have a rule but I do use the Pomodoro method like with the countdown timer. I have a constant countdown timer going and I have a list of things. Like I have got this really cute ... it's a very girly planner, not on purpose, it's the only one that had this layout but it's like an open face and it is not a book, it's a flip planner. So it is always open in front of me. So if I get off task and I can feel myself going down the Facebook rabbit hole, for example, I can look down on my planner and it's also got like every 25 minutes I have an alarm going off that says, "Hey wake up. Have you been doing your work? Is it time for a break? That has really helped. I still I'm not immune. I still end up on tangents. We all do. It's just a matter of being able to kind of rein yourself in.

Mark: What's like the worst advice you see or hear given in the marketing automation world?

Dawn: Worst advice? I don't know if you guys would agree with this but I see sometimes when people are getting started the recommendation is to

use cheaper, free, automation tools and people really gravitate towards that. Because a lot of entrepreneurs are starting out and they are on a shoe string budget and there is nothing wrong with that. There are lots of low-cost options that are awesome. But you look at some of the free options and you are like, 'Oh, sweet I can send email with this.' Yeah, you can send an email but it's not an auto responder. It's not going to do the job for you. You are going to have to log in and do that yourself.

If the tools that you are not paying for aren't doing you any good, if they are not saving you time, they are not making you money then they are not good for your business. I see that advice like, "Oh get this free auto responder." No, don't. Don't get the free auto responder because it doesn't have the functionality you need. You are going to have to pay a little bit of money no matter where you are. You have to come up with a little bit of budget. I think people who perpetuate that idea that you can do everything for free really do a disservice because I just don't think you can get the same results.

Mark: Scott Todd, what do you see in the automation game right now that makes you crazy?

Scott: I think the fact that people don't... They don't sit down and plan ahead. They don't sit down and try to solve a problem with it. They kind of get that shiny object syndrome. It's easy to look at all these ways to automate things but at the end of the day, you have to have an understanding of what problem you are trying to achieve, what problem you are trying to solve because only then can you apply the appropriate strategy or the tool.

I think what happens is... like Hazel, for example, we will go back and pick on Hazel, I love Hazel but it was because I had a pain point. I had an issue that I was trying to solve which was the fact that I hated all these files always on my desktop and there was no way of cleaning it or I might go and I might put something in the trash bin and then the trash bin fills up then I have no room. So, I was like, "Okay, this is ridiculous. There has to be a way." The download's folder that's my biggest pet peeve too, my downloads folder I download all this stuff and I never go back and use it and then it just sits there.

I basically just said, "Hey Hazel, if I haven't touched this folder in 30 days or file in 30 days, just chuck it. Throw it in the garbage. I don't need it." Then every seven days if I haven't moved something out of the trash in seven days, it gone. I don't need. So if you are not having a defined purpose for trying to solve a problem applying all these tools or looking at these tools is not going to solve anything for you. It's going to waste your time. I think that's what a lot of people try to do then they get frustrated and they are like, "I don't understand it." Well, you don't understand it because you are not entering it, in my opinion, with a defined problem that you are trying to solve.

Mark: Yeah, yeah. I mean, I totally get it. So Dawn, if you go back and if you could say, "Okay, I started my business in 2010." What advice would you give your new self that was starting out back in 2010?

Dawn: That is a good question. I think probably to have a little bit more patience and to not ... This is a little like woo- woo but to live in the now a little bit more. I feel like in the beginning of my business I was really on the grind and I was working like 12, 14 hours a day, because I thought that's what it took to be successful, was to be grinding all the time. I think that it was really at the detriment of other parts of my life like my health suffered. My relationships suffered. So if I could give myself some advice it would be, "Shut down at 8 o'clock. Hang out with your family. Go for a walk with your dog. Do those things because now is just as important as that idea of success that you have that's a year or two years down the road."

Mark: Yeah. It's so true isn't it where we want it now, now, now. I love that Tony... What's that Tony Robbins quote, Scott?

Scott: That success leaves clues?

Mark: No. I think it's you overestimate what you can do in a year but you underestimate what you can do in five years.

Scott: Or your lifetime, your lifetime.

Mark: Or your lifetime, something like that.

Dawn: Wow. I haven't heard that one. That's a good one.

Scott: It's one of my favorites.

Mark: See Dawn, that's why you are on the Art of Passive Income Podcast now?

Dawn: Yeah, I was already glad about that. I was already happy.

Mark: So what one thing would you most like to change about your own business or improve on your own business right now?

Dawn: Well, you know, it's always a work in progress. Wouldn't you guys agree? It's ever like you are never done. There is always something to work on. You guys feel like that?

Mark: Yeah, I feel like that. I feel like that with my life. It never gets easier. I woke up this morning I'm like my workout never gets easier. The business it's just more problems just get created. Scott and I are always joking like, "New problems." Hopefully, better problems but they never end.

Dawn: No. I think they never end. I think the things that I was really excited to do was to get really serious about automating my own business and having a really long beautiful follow-up process that really walks people through a journey and that I was really segmenting my list and purpose and all that stuff. So that's a constant work in progress. I'm always finding new ways to do that.

I think right now one of the things that I'm trying to be better at is actually spending the time to sit down like what I was talking about earlier. Like go into a retreat with my own business, map out and then implement and also letting go of some of the implementation. Because I've got some really fabulous people on my team now who are ... They are just as good if not better than I am at Ontraport and with marketing tools. So sometimes it's being able to let go of some of those things. I don't have to do it all myself. That's like a personal development thing I think more so than improving my business.

Mark: No, I mean absolutely. Scott, how difficult was it for you to let go certain parts of your business?

Scott: No. Again because I think like I'm always letting go of the stuff that I don't like or I don't like anymore or I don't want to do anymore it becomes a lot easier when you do that as opposed to letting go of the stuff that is really core to you. Mark on this podcast I've talked about the guy that does the car dealership. He always ends the ads with, "It's huge." He is the Kia Dealership, the largest Kia dealership in North America I think.

Here he is he's on these ads and he's doing the advertising and I was reading about it, he is based in New York but he flies to Florida like once a month to do his ads. So he is here and he records all his ads over the course of a few days. They are recording like 30, 40 different ads. He visits his locations then he flies back out and then they play the ads the whole month long.

I think like what is it that he is really good at or what is that he enjoys about his business? It obviously it's the ads, in creating the ads otherwise he wouldn't do it, right? So I'm sure if someone went to him and said, "Hey you've got to stop doing these ads," that would be really hard for him to give up because it's core to him. It's in that core circle as opposed to maybe he doesn't like the accounting, he doesn't even talk about the accounting other than looking at the financial statements that's going to be stuff that's like, "Man I'm so glad I hired an accountant to go do that for me." So if you just keep the stuff that's core to you that you are enjoying and get rid of the stuff that's not, I think it's an easy progress.

Mark: Dawn, is there anything that we shouldn't be automating?

Dawn: Yeah. I think you can automate relationships to a certain extent but I think that there is no substitute for actually getting on the phone with people or if you are local to your clients or your audience than to get in front of them. I think there is no substitute for that and stuff like this. When you guys asked me to do the podcast and come on video with you, I feel like there is no substitute for that face to face connection. It's so much better

than being on the phone. I get to see you go for your morning walk for example.

Mark: Right, right.

Dawn: That's fun. It's just nice to be face to face with people. I would never automate that bit. I still get on the phone with all my clients.

Mark: Okay, that's great advice. I think sometimes I get so caught up in maximizing my time that I will lose sight of that. That ultimately it's about the relationship and that just doesn't scale. I can't automate that, right? Now what I can automate is my calendar. I use Acuity. I'm actually going to do *Book Like a Boss*. Is there a calendar app you like better than another?

Dawn: I love Acuity. I love it.

Mark: You do?

Dawn: Yeah.

Mark: Check out *Book Like A Boss*, I think it might be competing.

Dawn: Oh-oh, shiny objects.

Mark: We are getting geeky. We are getting geeky.

Dawn: I can do that. I can go there with you.

Mark: All right so let's get geeky now. Scott, are you ready to get geeky?

Scott: I am. Let's go.

Mark: We don't do this normally with our guests but since Dawn is like the marketing wizard ... I'm almost afraid to even start going down this road.

Dawn: I'm the geekiest of the geeky. You can do this.

Mark: I'm afraid it's going to ruin my whole week. Like I'm just going to go down all these rabbit holes now.

Dawn: Maybe, and as long as it's not so geeky that you are not able to visualize it in on a podcast. Because sometimes you listen to a podcast and you really need to be sitting down in front, like you need a screenshare to visualize that. Let's not do that but I'm totally happy to talk tech.

Mark: All right, let's do it. All right, we are at that point now where I'm going to ask you for your tip of the week. I'm going to ask you for your five favorite marketing automation tips as of this recording.

Dawn: Oh my Gosh you are totally putting me on the spot here, marketing automation tips. First of all, I absolutely adore Ontraport. If your business is sort of in a growth phase I think it is absolutely betting on the best software there is.

Mark: Better than Infusionsoft? We had some Infusionsoft guys on.

Dawn: I think that Infusionsoft is great but if you are a person who enjoys being inside of your own system and being able to manage it yourself and you don't find yourself to be particularly geeky and you don't love technology then you will much prefer Ontraport. It's much easier user interface. I will say that for it.

Mark: Okay, four more.

Dawn: Four more. My number one tip would be to get a 45-day follow-up series in place now. A lot of people buy an autoresponder or they get a mail system and they write that first email and they are like, "Okay and now what?" That is just like terrible for your business that you give something great and then you don't follow up. The fortune is totally in the follow-up and so getting a 45-day follow-up in place is key. It's only six emails, one email a week, six emails you are good to good.

Mark: All right, six emails.

Dawn: It's not that much and you can hire someone to write them if you need to if you hate writing

Mark: [Fiverr.com](https://www.fiverr.com).

Dawn: Let me think now. When email marketing, this is an email marketing tip always leave your audience on a cliff hanger. Always leave like a, "PS, in tomorrow's email or your next week's email I'm going to share this juicy amazing tip that you will step over your mother to get. Make sure you come back." So, something that keeps them opening your emails and that can actually ...Typically email open rates go down over time, you can actually keep your open rates very steady if you use that technique.

Mark: I'm going into my auto responder right now and let me start editing. All right, sorry.

Dawn: Okay, here we go.

Mark: Besides my ADD. I'm still listening. Scott, are you off to the races now?

Scott: Not yet. Not yet.

Mark: Are you doing that in your auto responder?

Scott: No, but I will.

Mark: I'm editing it right now. I'm actually going to take Dawn's words, "Step over your mother for this next tip."

Dawn: I don't know if I would say that. I probably wouldn't. I feel like it's a little bit too harsh but you guys might be able to manage that in your own series. Next thing is the cart abandonment. I really believe that you can definitely add some cash to your bottom-line by doing that. So if you've got people who have that buying intent you want to make sure that you are actually taking them to a check out page. It's not people that see your sales page, that's annoying if you go to a sales page and start getting hammered with emails.

But if you actually click the buy button and you are taken to a page where you can buy something that's when you can start following up. All the big companies are doing that now. Amazon does that. How many times have you gone shopping for a product at Amazon, put it in your cart and then gotten an email that like, "It's still waiting for you, come on back." So, big companies are doing it. It works. There is being a lot of market research on it. How many tips am I at now?

Mark: You've got one more.

Dawn: I feel like I really need to pull something good out here.

Mark: How about a favorite book?

Dawn: Oh that I can totally give you.

Mark: Okay.

Dawn: It's the most boring book in the entire universe but it will change your life. It's called *Work The System*. I wish I had it in front of me.

Mark: Do I have to get it in print or can I get it on Audible?

Dawn: That's the kind of book I think you would probably do better if you had both. I usually get the Audible version of my books that I buy for my Kindle. This one is cool as a print version though, I think.

Mark: Okay.

Dawn: So, it's *Work The System: The Simple Mechanics of Making More and Working Less* by Sam Carpenter, really amazing. If you are thinking like, "I would love to automate my business but I really don't know where to start and I don't understand how that would improve my bottom line." If you are not already convinced this book will not only convince you, it will explain how to systemize and how to scale and it's beautiful. You will be bored. The first half is very boring like, "Sam, buddy?" But if you can get through it you will love it. It will change your life.

Mark: All right, all right. I just checked out. As you were giving the tips I just went into my autoresponder and into Amazon how about that for not being present?

Dawn: That's fast action.

Mark: See? That's what we do here. We take massive action. I don't think about it, I just do. Scott, what have you done? Scott probably already completed his auto responder series as you were talking.

Scott: Well I didn't complete it. I've already delegated all these tasks Mark to a VA to do them for me so you know. While you are doing the work I've got somebody else doing it for me.

Mark: You just dropped the mic.

Dawn: Yeah.

Scott: That's what I do man. That's how I roll.

Mark: I think that's great. I actually enjoy writing so that's part I actually want to do it for myself.

Scott: So that your core, right?

Mark: Yeah.

Scott: That's something you enjoy.

Mark: Yeah. But Dawn would you make the argument that even though I enjoy it I'm not growing as an entrepreneur if I'm actually writing the PS cliff hangers.

Dawn: I think you could argue for or against that. I have a lot of people who come to me who don't love writing and they are like, "Can you please just give me some templates? So we can do that. But I'm like you, my core is writing. I like writing my own emails and so it's really hard for me to

delegate that. So, if you love it, why would you delegate the stuff that you love? I don't know.

Mark: I know that's right. I have problem.

Dawn: Unless of course if it's eating into your family life and your whole life around you is falling apart because you are like, "No I just want to write all the time." I think that that becomes a bit of an issue where you could then outsource it. There are a lot of really good copywriters out there.

Mark: No, absolutely. I just feel like nobody is going to care about that auto responder series, like there is certain parts of the business that no one is going to care as much about it than I will. So those things I feel like as much as I probably would want to delegate it I think that the soul of it needs to come through, like my geeky soul kind of needs to come through. But you are probably right like you know, I don't know. I struggle.

Dawn: I would keep it. I really, really feel like that your writing ... The power of the written word really can't be understated. You really have the opportunity to touch people and to move people and to change hearts and minds. That's really at the core of the writing. If you love writing then don't give it up. I will say that if you don't love writing and you are going to hire a copywriter or you're going to buy templates because there is lots of good copywriters and lots of great templates, make sure you don't let it become like an extraneous ... like you don't look at it. Because if you let someone else write for and you and the voice isn't right it's so awful.

A couple of years ago there was a big launch of basically these email templates and a whole bunch of people started using them. Some of it was very harsh language and there was a particular subject line that went around and it was just like arghhh, like yucky. And every time I saw it I was like, "Did you guys even read this before you sent it because there is no way on earth that if you had read through this and you care about your audience and like them that you would send them this email? It's awful." So just like having a little bit thought process behind it thinking through, "Does this sound like me?" I think that's important.

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

Scott: Mark, I've got an app for you to check out. It's Gfeed.co.

Mark: Oh no. I'm scared.

Scott: Letter GFeed.co letter G F-E-E-D.co It's pretty cool because you download the app. You log into your Google or Gmail and guess what it treats all your email like a feed. You can just scroll up, take action, delete, do whatever all by scrolling as opposed to going message by message. It's like a Facebook kind of a feel.

Mark: Oh, done and done. I just downloaded it.

Dawn: So, now I need Gfeed and Hazel is the other one, right?

Scott: Yeah, Gfeed and Hazel.

Dawn: Okay.

Mark: Oh, I've got one for you Dawn.

Dawn: Yeah, let's have the tip of the week.

Mark: Well, my tip of the week is going to be your site but just for you, listeners you can look at this or not, Airtable.com.

Dawn: Airtable.

Mark: Airtable and Zapier. If you are not using Zapier every day.

Dawn: Oh, my second love behind Ontraport is Zapier.

Mark: Yeah, yeah. See? There you go. Then, I did find a great site that will take your blog post and make it a video, automate it and it's free, Lumen5, L-U-M-E-N-5.com. What we do, let's say you make a land listing well then it will automatically create this video that you can put on Facebook. You know video killed the radio star.

Dawn: That's cool. That's actually really cool because there is some very expensive paid software that does that. So if that free, rock it.

Mark: Free. L-U-M-E-N the number 5.com, then my tip of the week is, learn more about how you can automate so you earn more while working less and Dawn's got a free Facebook group which I just joined, [MarrsMarketing.com](https://www.marrsmarketing.com), M-A-R-R-S marketing.com. We will have a link to her site. "Are you ready to save 10 to 20 hours a week? Click here to register." I'm going to register because I'm ready to save some time.

Dawn: Yeah.

Mark: Because look at the end of the day we can always make more money we can't get more time and that's what it's all about, right?

Dawn: Agreed. All right, so Scott Todd, are we good?

Scott: We are good, Mark.

Mark: Dawn Marrs, are we good?

Dawn: So good. Thank you so much guys for having me on. I love your show and this has been so much fun.

Mark: Thank you so much. I want to thank the listeners and look the only way, the only way, we are going to get the quality of guests like a Dawn Marrs from MarrsMarketing.com is if you do us three little favors. Super easy, it takes two minutes but it really helps a lot. 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. We are going to send you for free the \$97 *Passive Income Launch Kit* so you can start automating your passive income which is pretty geeky. Scott, you want to lead us out or are we even going to do this?

Scott: I think we have retired it, Mark. I don't know.

Mark: Let's retire it. All right. Let just say Freedom...

Scott: Freedom.

Mark: ...Ring.

[End of Transcript]