



THE LANDGEEK

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

Today's Guest: [Jim Palmer](#)

Transcript

Mark: Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website, www.TheLandGeek.com, and today's guest we've had before on the podcast, but he has a new book out, which I'm really excited to talk about. But more importantly, he's kind of taken Scott Todd's dream lifestyle and just executed on it. So now, Scott has the perfect mentor to follow into his steps.

But before we talk to our guest, I'd have to properly introduce my co-host, Six Sigma—you know him, you love him—Scott Todd from ScottTodd.net. Most importantly – not most importantly, pretty important though, LandModo.com and actually, if you want to start listing your properties on LandModo.com, you could start doing that now and PostingDomination.com/TheLandGeek. You can always make more money, you can't make more time, and this automates your Craigslist and your Facebook postings PostingDomination.com/TheLandGeek. Today's podcast is sponsored by GeekPay.io, the only automated natural CRM, set-it-and-forget-it system. GeekPay.io, schedule a demo today.

Today's guest is Jim Palmer.

Jim: Captain.

Mark: Captain Jim Palmer. If you don't know Jim, he is the dream business coach, he is a marketing and business building expert and in-demand coach. He's the founder of the Dream Business Academy and Dream Business and Coaching Mastermind Program. He is the host in Business Coach TV, the hit weekly web TV show watched by thousands of entrepreneurs and small business owners, and he's also the host of Dream Business Radio, a weekly podcast based on Jim's unique brand of smart marketing and building business strategies. Jim is best known internationally as the dream business coach and creator of No Hassle Newsletters, the ultimate done-for-you newsletter marketing program used by hundreds of clients in nine countries. He's the author of over seven books, but I think we're going to talk today about the seventh one, *Just Say Yes: Create Your Dream Business and Live Your Dream Lifestyle*.

Jim Palmer, how are you?

Jim: I am great. Thanks for having me on, Mark, we had a lot of fun last time on The Land Geek.

Mark: It was a lot of fun, but you have written another book, and I want to kind of just rewind the tape a bit. Why did you write this book, and what are we going to learn in *Just Say Yes*?

Jim: You know, I've learnt three times now. When I wrote my fifth book, I said, "That's it, I'm done. I don't want to write any more books." Then I ended up writing *Decide*, which is I think the last time you had me on your program, and I said, that's it six books. They actually fit nicely behind me in my old office, three and three, and I said no more books and then I just was really encouraged to write this book. Mark, I'll tell you, one of the things that hold so many people back and I know you know this with what you do, is, they get an idea, they get a concept or they have a dream or whatever it is, to live and work on a boat, or just do whatever you want to do and then whatever side of the brain kicks in, the what if game. "Well, what if this happens, what if that happens?"

You know, this dream that Stephanie and I have, which we've made come true, it was a good eight to nine months in the making and that whole time we were like, "Yeah, but what if I'm not really a good boat driver? What if this thing sinks, or what if we run out of gas? What if we run a ground? What if I can't get Wi-Fi and I can't run my business?" In other words, what if, what if, what if? And sometimes, you just have to say yes. Another way to say it, which was alter-ego cover, was jump and spread your wings on the way down. Because if people wait until they have everything figured out, until they connect every last dot, they often don't get anything done.

Mark: It's so true and right now, I'm reading a book by Mel Robbins, *The Five Second Rule*. Jim, have you read that book?

Jim: I've heard of it. I don't think I've read it.

Mark: Scott, have you read that book?

Scott: I have not, no.

Mark: It's just basically a metacognition book that says when you want to do something, you have to get started and you go, five, four, three, two, one, go and then you do it. If it's something like planning your dream lifestyle on a yacht like Jim, probably not a good idea to do five, four, three, two, one, go and just buy a yacht. But the idea of these little things getting done, whether it's working out, losing weight, maybe paying that bill, there's something you're procrastinating on, you go five, four, three, two, one, go and you do it, right? I think it's a metacognition sort of hack and it can work. I'm still going through the book. But what Jim is saying is so important. It's like, getting started is the hardest part, right Jim?

Jim: Yeah. When we decided to do this, so much had to happen, so the five, four, three, two, one rule in something as big as what we've done. Like we had to sell our house, we sold one of our cars, we got rid of a lot of stuff. In a way, we've very much simplified our lives. We own the boat, we own one car, and we have some furniture in storage and that's it. I've got to tell you, it feels great. I feel lighter. Physically lighter, but I feel lighter for not having all this stuff. There are so many things that go into it.

One of the things I wanted to share with you Mark and Scott is that, when we decided to do it, we both started reading a lot of books from people who became liveaboards, which is kind of the term when you live [00:05:46] [indiscernible].

Mark: Jim, I think your yacht Wi-Fi is acting up because we're losing you.

Jim: I'm tied to the dock actually.

Mark: You're tied to the dock? We're having some issues there. But maybe can you—

Scott: Kill the video. Maybe kill the video.

Mark: Yeah. Kill the video and see if that helps.

Jim: Let's do that.

Mark: And just repeat the liveboard thing again.

Jim: Yeah.

Mark: Now you're back.

Jim: I don't have much on. In fact, I'll even turn off Skype just in case. Let's close that. There's nothing on except us right now.

Mark: Okay, good. And Skype is a huge resource hog by the way.

Jim: Oh, is it?

Mark: Oh, yeah.

Jim: Yeah. That was my issue. But anyway, where was I? Where do you want me to start?

Mark: Let's talk about liveboard. You guys are doing research.

Jim: Yeah. So, I read this guy who wrote this book and it was called *What's Up Ditch?* Now the ditch refers to – Scott probably knows – the Intracoastal Waterway, which they dug to help ships protect them from submarines and stuff. That really is a ditch. He said, so many people think about this romantic life of living on a boat and he said what holds them back is the what ifs. He basically said, which was interesting because I was going through that process myself and he basically said yeah, but what if you do find out you get up every day, you solve problem, you replace a pump, you're a badass boat driver because you said yes, you have the adventure of a lifetime? And for me and Stephanie, we didn't want to get to a certain point in our life where we're too old to do it or not safe to do it, and was like, "Crap, why didn't we just do that?" You know what I mean?

I just turned 59 years old and I couldn't find one financial planner that I work with that said, "Yeah, you know what, buying that boat, that makes really good sense when you're this close to retirement." I mean, a boat is like the worst thing in the world you'd want to buy. But you know what, we're doing it anyway and we're having one heck of an adventure.

Mark: Scott Todd?

Scott: Well, you know, I think Jim, you're bringing up all the what ifs, right? The little voice in your head, some people call it the head trash, that little voice can talk you out of some of the greatest things of your life. Because your brain is trying to protect you, but it's trying to protect you from the dinosaurs and lions and tigers. It's trying to keep you safe. But the reality is that what it's doing is that it's creating self-doubt and that self-doubt is what squashes a lot of dreams.

I think that one of the approaches that you're saying here is like – I've heard it phrased another way – but one of the ways that you can accomplish that are going to try to get rid of it or hush it is to list out. Like okay, here are all the what ifs. "What if this happens?" And then in the next column say, "Then I would do this." Plan out like a post-partum if you will. "Here are all the things that can go wrong and here are all the things that I can do to minimize that today. I may not have internet connection, so what? I switch to satellite." Right? Just list them all out and in the column next to it, list out all the things you can do. Is that something you did?

Jim: Not so much. Not so much. I'll tell you what, I was working on an article or a blog post, I'm not sure what it will be this morning, because I ended up talking with a couple of folks who were interested in coming to my next event. To me, this would be my seventh event. I've been working with entrepreneurs for like 9 years. I know if somebody's going to be like, "This will be amazing. This will be pretty good. You should come anyway." Or, "No, you should stay home." I can tell in a court conversation who would do that. These people, it would be amazing. And both of them said, "Yeah, I've got some real time constraints." Now, mind you, we're talking 90 days in the future, and "I'm just not sure it's in the budget."

To me, I don't even go past that because I just can't fix. And you know what it is and what made me want to write this article guys, I was sharing this with a friend of mine who's also a coach. He said, "Jim, here's the thing, you can't want it more for that person than they want it for themselves." I want to be, because I know it will be awesome or I know if I can help with this, it'll be awesome. But if they don't want it bad enough that they want to go ahead to find a way to get here, get help with childcare, drive instead of fly, whatever it is, if they don't want it bad enough, it's not going to happen.

Now, for Stephanie and I, we really wanted it. We were in the same house which we loved for almost 30 years, we raised four kids there. I was getting tired of an acre and half of grass and you know, all the service that goes with the snow blower tractor, generator, all that stuff. I didn't want to do it anymore. So we both wanted to go on an adventure, and no matter what came up, actually, when we drove the boat from Maryland on the

Chesapeake Bay up to Rhode Island where we are now. I've never driven a 50-foot boat with this kind of horsepower. I've never been in the Atlantic Ocean other than on a ferry going to Martha's Vineyard, it took 5-12-ton ferry, whatever it is, big steel job. And so when we were out there and we're bobbing around like a cork in a washing machine at a certain point for about an hour. And I'll tell you what, I felt really insignificant.

But we got here and we both feel like, "Can you believe what we just did?" And you know what it made me realize, guys, was that for the last I'd say three to five years, we've been very blessed and lived a very comfortable life, but I don't think we've been outside our comfort zone too much. Things are going and growing as they say, and doing what we're doing right now is stretching us like we haven't been stretched in a while and it feels pretty cool.

Mark: I love it. I love it. I feel like people are either camping or climbing, right?

Jim: Yeah.

Mark: And there's nothing wrong with camping, right? We need it. We need to take a little break. We need to sort of get our bearings but then we need to start climbing, right? And now you're climbing, Jim. I think that the little daily adversities of living on the yacht are probably some of the things that once you solve those problems, correct me if I'm wrong, are probably providing some of the greatest happy moments that you guys are having. There's nothing better, I mean, at least for me personally, when I've got a problem and I solve it. How do you feel about it?

Jim: Pretty much. You know, we call this our big adventure. We're always talking about yeah, it's our adventure, life's an adventure, etc. But you're right, there are certain things that I have gotten used to that I don't have or can't have, or it's a different variation on the boat. For example, I love long hot showers. If I want to take a long hot shower, there are very nice bathrooms up the marina. I may just gather my clothes and towels and walk up to the building up there or I can have a five-minute shower on the boat because the hot water tank is about a quarter the size of what you'd find in your house. I mean, that's just one thing but there's other things. Every time I discover one of these little things which if I was at home I would throw money at it and fix it, you can't necessarily do it here and what I've learnt is that life for us is a trade-off. So I'm trading different things. With one car, if Stephanie wants to go out shopping or go to the [00:13:21] [indiscernible] or do whatever and then something hits me and I say, "Man, I've got to run to the... Oh, I can't until she gets back." I mean, it's kind of

silly things like that that in your normal routine you get used to, but it's a trade-off because every day I wake up, and I'm still an early riser, and I look at the sun coming up over the water. I'm in the marina where I love looking at other boats. So, there are trade-offs. There may be a few things that are slightly annoying to me, but it's an awesome trade-off for the benefits that I have that I didn't have when I was a dirt-dweller, as some boaters call it when you have a home.

Mark: A dirt-dweller. So Scott Todd, how are you going to make the transition from dirt-dweller to Jim Palmer?

Scott: I don't know. We've got to have Jim tell us. How are we going to do it, Jim?

Mark: Jim, how can Scott do this? He's got two kids, one in high school, one in middle school. Do you wait?

Jim: At this point, I would think so. I mean, Stephanie has been following this couple, they have a YouTube channel called "Boat fam". It's a couple with two boys. I think they're six and nine, something like that. They've been living aboard for two years on a sail boat and they're home-schooling the kids, and that is their home. Not a sail boat excuse me, I think they're on like a troller. But they totally do that. I think for Scott, unless his kids were totally into it to take them out of middle school and high school it might be a bit of a challenge. But the thing is, Scott, you could easily look at the five-year plan because somewhere around five years you'll be empty nesters. Did I get that right? The age of your kids?

Scott: Ballpark, yeah. 14 and 26 so in five years.

Jim: Yeah, so you can do that. You know, Stephanie and I, we were married at 21 and started having kids at 23. We had four kids by the time we were 27. We've been empty-nesters now for quite a while and I still feel fairly young and still feel fairly healthy, knock wood. That's one of the reasons we started having a family early. We didn't know what it would look like, but we wanted to be young enough to still do things. Other people make different decisions to work till you're 35 or 40 and then have kids. I guess you're so tired when you're done with kids. I don't know what you're going to do, but we just wanted to experience life.

You know what else, this will probably resonate with you guys, we felt like we have lived a very safe, predictable life. The home, we had all the insurances, we put money away in retirement, we did everything, we got all the kids braces. We did everything we were supposed to do and now it's like

okay now – it was Stephanie's idea – we need to do a big adventure. We almost thought we might go live in the Caribbean for a year and we bounced around a few ideas before we decided to become liveaboards.

This is good. You'll like this. One evening when we both decided after some conversation yeah, this is what we're going to do, I think we both woke up the next day feeling, "Oh my god, did I just say yes to this? I don't know if this is the right thing." I don't know if we even vocalized it, but she went off to work. She got one of her daily morning motivational emails and it's all gone. I can't think who said it. You might know this. But he said, "You are not created to arrive at heaven's door in a well-preserved body. You are meant to skid in sideways with a big pile of dust, with a smile on your face and say, "Wow, what a ride." And we took that as a sign that says, "All right, that's enough safe, predictable, dependable and boring sometimes. We're going to do this."

Mark: It's really inspiring, Jim. It's one of those things that I think that we don't see it enough, where people do get comfortable. They get on the hedonic treadmill, where it almost is to the point where it's really difficult to kind of go that other way where you've got the dog, you've got the house, you've got the yard and you've got all these things that society says, "Yeah, that's what you do." And now you've kind of got to face all that and say, "Well, this stuff isn't really making me happy. Let's go on an adventure." Right?

Jim: Yeah.

Mark: Tell us about that conversation. Who was more difficult to sort of...? Were you guys totally aligned? Was there any kind of friction there?

Jim: Yeah. Not only were we totally aligned. It was her idea. She's the one who verbalized, "Why don't we live on a boat?" And I think that was just God looking out for me because had it been my idea and gone bad, it would've been maybe not so good. It was her idea. Of course, she knew I would love it. We've been boaters now for three years, and we just totally loved the boating lifestyle and the community, people supporting each other. It's just wonderful and so we thought, "We can do this."

And then we started putting the plans into motion. We've got to sell our house. I just thought, "Well, I know enough about marketing. Let's sell it ourselves." And we did. In five weeks, we sold it ourselves and probably saved 14,000 or 15,000 commission, which you know, went into the boat. We just figured it all out and we sent Steph to a nautical school on how to read charts and know what those floating things are on the water, the buoys

and stuff like that. We spent so much to learn and the way to worked out is we sold our house in December. We didn't move on the boat until late April. She found us a one-bedroom furnished apartment we lived in for five months and we just really studied, studied, studied. I learned an awful lot about different things and basic repairs, how boats work, all the different systems in a boat. You never stop learning, right?

If you've got to hire somebody to come fix every little thing, man, you're going to go broke really fast. You learn to get stuff done. You mentioned having a dog. Yeah, we have a 78-pound black lab. We had to take that into account, how we're going to deal with him. We thought we could train him to go at least number one on the back of the boat when we're out there and he won't do it. He's very respectful of his territory. We can be out for 8 or 9 or 10 hours and he's got pretty good holding power, but as far as us being overnight, I don't know if we'll be able to do that. Like out of the hooks, so to speak, when you drop an anchor. We'll have to figure that piece out or we'll just have to stay at marinas when we're travelling.

Mark: Scott Todd, he's solving a lot of your problems.

Scott: He is man. We could just keep this podcast going. Like, how are you doing this? Jim, I really think that it's kind of cool, the adventure that you guys are on. As you can tell, I have a boat, I enjoy going out on the boat. You're right, there is a sense of community out there on the water, everybody's looking out for each other. A friend of mine that I used to work with, he and his wife were building a dream home and they were renting a house and the dream home was going to take a little bit longer than what they expected. I think it was going to take like a year and a half. And they had rented a townhouse or something for a year and they're like, "Look, we still have another year and a half to go. We're going to spend x amount of money on rent, why don't we go and buy a boat that we can live on?" So they went out and they bought a 43-foot boat that they could live on. I think it's been about a year and a half now, and last I checked they were still living on the boat because the house was taking a little bit longer than expected.

Really, they were making the most of it and just enjoying that whole lifestyle even while they were holding down their corporate jobs. They had their corporate jobs, but then they had this boat that they were living on. So on vacations, they could pick up anchor and go wherever they wanted. Really, a different lifestyle. I asked my wife, "Could you do it?" She's like, "I don't know I could do it." But I think that it's something that could happen, especially after the kids are grown up.

Jim: That's it. I had been looking to downsize for probably the last five years. It took Steph a long time, even though before we had the plan. Very emotional about the house where we raised the kids and all this and that, and plus we didn't know what we were going to do. We didn't want to downsize just for the sake of downsizing, although I could have done that. But she wanted to have an actual plan. That's why it got put off and with timing and everything, it just worked out.

But you know what, we've talked to people who try it and do it for a year or two and find out that even on a big boat, it's not that much space. And the funny thing is, Steph and I jive with each other a little bit about she has shoes and purses, and I have baseball bats and t-shirts. I see a good hat and a good t-shirt and I just buy it. We don't do that anymore because we each have two small drawers that fit almost all of our clothes. Which is kind of a cool thing. If we're out shopping or we'll see something that's some kind of an antique store or something, we don't buy it. You know why? Because we don't have a place to put it. It's pretty cool. Financially, knock wood. If the boat doesn't need any major repairs, this is actually less expensive than our former life.

Scott: There you go, Mark. There you go. You've got to get your wife living on the boat so the shopping bills go down.

Mark: I'm sold actually. But I'm like you, Scott. I can't take the kids out of school. I go through this a lot, Jim, where because of the freedom that I have and the flexibility I have, I have all these opportunities, right? And yet, at the same time, I can't just do whatever I want because I've got to take into account what's best for the kids. But there will be a day in seven years where the whole world will open up to me and I can do whatever I want. Then I have one person to convince, who will be really tough.

Scott: Seven years, six months, 23 days, 42 hours. You got it all figured out.

Mark: Yeah. It's crazy because the way our business is just like, your business we can do it from anywhere in the world. We've got the systems, we've got the processes, we've got the passive income coming in, and there are no restraints. It's really a very cool thing, but it is scary.

Jim: I really appreciate people that want to do it when the kids are young because I'm sure it's just an amazing experience, but to take kids that are teenagers or in school, their friends, that would be tough. We could not do that. Steph always said, we'll have a time again for us but now, it's our family. Now it's kids' time. It's all about the kids. Believe me, I have a hard

time remembering. We had four kids go through school and it seems like a blur, so it'll go by pretty quick.

Mark: Oh, it is going by quick. Oh my gosh, it's crazy. So, final words of advice Jim Palmer before we get to our tip of the week.

Jim: I saw this video and the guy said they were talking to a bunch of people who were very close to death and they said, "What are some of the things you regret?" And most of the people didn't regret things that they did. They regretted things that they didn't do. I think the video ended like, "You can't change the beginning of your life, but starting today, you can change the ending." I think what I'm trying to say and what the video said was, don't have any regrets. If this is something you want to do, you should do it. Figure it out. There are people that can help you.

We are totally loving life right now, and whether we do it for another 18 months or we do it for five years, we don't know, we're kind of up in the air. If we don't want to do it, "What are you going to do then?" "Well, I don't know. We'll just figure it out." We'll just figure it out. I also appreciate how that's very hard for some people to do. They want to have a real concrete plan, but if anybody's thinking about it, we created a blog. It's not a business blog. It's OurFloatingHome.com. The name of our boat is Floating Home. OurFloatingHome.com, if people want to just learn about our journey, we've posted videos, just a video tour of the boat there. If you just want to see what's going on, that would be one thing to check out.

Mark: Alright, fantastic. So Jim, we're now at that point of the podcast where we're going to put you on the spot and ask you for your tip of the week, a website, a resource, a book. Something actionable where The Art of Passive Income listeners can go right now and improve their businesses, improve their lives. What have you got?

Jim: Well, it'll be very self-serving but I think they should get a copy of my book. I'll give them one for free as long as they pay the shipping and handling. If you go to JustSayYesBook.com, we'll send you a free copy. My team will mail it out within 48 hours, first class mail. I know you've read some of my other books, Mark, and I think the first five were very strategic and strategy and business building. *Decide* was very good, *Mindset* book. I'm pretty proud this is my motivational kick in the pants book to get going. Just say yes. Do what you're going to do and stop worrying about it.

Mark: I love it. All right. Scott Todd, what's your tip of the week?

Scott: Mark, this is one is easy. It's something everybody should go do. When you have those voices in your head talking you out of those great things, simply make the two lists I talked about. List one is the what ifs, as Jim said. List out all the things that could go wrong or all the things that you feel are bad and then in the very next column, write down all of your containment plans. Like "What can I do to offset this? If this happens, this is what I will do." I think what you'll find is that just by going through that exercise, you will be much more engaged and much more active in solving that problem. And you'll be more energized because you'll be like, "You know what, I got this. I'm bulletproof." You'll march on to your goals very quickly.

Mark: I love it and my two tips of the week again. The first one is, when you're procrastinating or you're having a hard time starting, just do that meta cognition hack 5, 4, 3, 2, 1, go and do it. Get your mind out of the way. That will shut down the mind saying, "What if?" Or, "I don't want to do it." 5, 4, 3, 2, 1, go and just do it. My other tip of the week is learn more about Jim Palmer at GetJimPalmer.com, the dream business coach who is literally living the dream. Jim Palmer, are we good?

Jim: We are good. It's a quick funny story. I know we're ready to sign off here, but even if there were a couple of days when I was like, "I don't know if I can do this, my God." I have told so many people about it, I absolutely have to do it, even if I completely screw it up because I had too many people. I've made a public declaration we're talking about living on the boat. We're going to have to do this Steph. We're going to have to drive that boat into the ocean. We're going to have to figure out if we're going to get there or not. We're going to have to figure out if we can put this thing in the dock, into the slip without having to hurt our neighbor on this side and the other thing. Too many people know it, and if we say we couldn't do it for whatever reason, I'm going to look like a big weeny and that isn't going to happen. So sometimes you want to make public declarations also and have people hold you to account.

Mark: Oh, absolutely. Absolutely. Fantastic. I want to thank all the listeners and just remind them that they only way we're going to get the quality of guests like Jim Palmer is you've got to do three little favors. You've got to subscribe, you've got to rate and you've got to review the podcast, send us a screenshot of your review to Support@TheLandeek.com. We are going to send you for free, the \$97 *Passive Income Launch Kit* so you can learn step by step how to actually become like Jim Palmer and live on the yacht. Do that please.

Also, please go to GeekPay.io schedule a demo and learn the set-it-and-forget-it financial CRM. Also, PostingDomination.com/TheLandGeek, start automating your Craigslist and Facebook postings.

Scott, are we going to do it? Oh, you're on mute.

Scott: I'll let you do it.

Mark: Let freedom ring. All right. Thank you, Jim Palmer, Scott Todd and we'll see everybody next time.

Scott: Thank you.

[End of Transcript]