



THE LAND GEEK

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

Today's Guest: [Mike Whitaker](#)

Transcript

Mark: Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website www.TheLandGeek.com and I'm really excited for today's guest—a lifelong and successful entrepreneur. 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 ScottTodd.net, LandModo.com and most importantly if you are not automating your Craigslist postings and your Facebook postings, PostingDomination.com/TheLandGeek. I would like to just remind everybody that today's podcast is sponsored by PostingDomination.com/TheLandGeek. You can always get more money, you can't get more time; automate your postings. Scott Todd, how are you?

Scott: Mark, I'm fantastic. How are you?

Mark: I'm really excited about today's guest and I can't even tell you why. It's just he's got that good vibe going.

Scott: Well, you know what's kind of cool is I like his concept too. Make good decisions and get great results, right?

Mark: Yeah, that doesn't seem hard at all. Make good decisions get great results. I can't wait to dig a little bit deeper, peel the onion if you will about what makes a good decision and how do you even know what good results are.

So, let's talk to our guest Mike Whitaker, a lifelong and successful entrepreneur. Mike Whitaker is an expert on personal and professional decision-making, turnarounds, and strategic planning. He is a no-nonsense business coach as well as a speaker on topics that involve critical thinking about the future, offering unique perspectives and world-class solutions to help people achieve their goals. Mike Whitaker, welcome to the Art of Passive Income, how are you?

Mike: I'm great. Glad to be here. I think I'm outnumbered. You two sound very good.

Mark: Mike, don't be intimidated by our geeky radio voices. Let's just get into it, okay? Tell us your story and how you became the Mike Whitaker the guy for strategic planning and good decisions as opposed to Mike Whitaker just the entrepreneur.

Mike: Very fine. I have been a lifelong entrepreneur. I think I had one job out of college and since the last 30 years I have got up every day having to figure out how I was going to make it financially. I thought I was very good at creating. In some cases, I created and have created good businesses and other cases I have created messes and learning along the way and watching intently other people especially the people that you see in the media that are successful. I have had this book in my mind for 20 years as I went to my high school reunion every five years and looked at how everybody was making progress in life. Are they getting what they want? Are they making tracks if you will? Some people were and some were not.

I realized there is a common denominator to all of this which was the reason successful people are successful outside of just pure luck, those are the ones you sometimes you read about. We are going to ditch that for a second because luck we don't control. But for everyone else it's about the decisions we make along the way in life especially when we make them in a series. We

can make a series of good decisions or bad and that leads to extreme differences in what we get out of life.

So, I linked our happiness and fulfillment and attaining our goals. I was able to do that just looking at the data and talking to people and realizing that it's a fork in the road and every time you choose wisely you get dividends out of your decisions. When you don't choose so wisely and sometimes it takes a couple of years to figure that out then you have to pay the consequences. The folks that actually own and take control over their decisions really do have more power about how their lives turn out.

Mark: So, Mike, what do you think of when you hear the word successful?

Mike: So, success as I talk to people about it, they come at it with so many different influences. I am careful to tell my children for example who are all young adults now success is a very personal definition. Success is not money. It is in my view now after talking to a lot of people and walking through this book, success is for you and me our own personal definition it's probably a balance of all the things we feel are important. It's a balance of the things that we want to feel, experience, enjoy, and challenge ourselves with. It's a balance of regard and essentially a feeling of your accomplishment in life. Well, success is a mix of all those. It's a very personal decision.

I know a lot of people that are very wealthy who are successful but are very unhappy. So, I know it's not about money but I do know it's about a balance and it's a personal definition. So, when I hear the word success, I ask you, "What is your definition?" Then based upon your definition, I break down the goals. What is the goal to get you to that definition of success? You could pick one. Let's say your career goal is to be retired at the age of say 60 or 55 from where you are now we've got to talk about some decisions to get us to that goal being achieved. That's how we do it when we talk about success.

Mark: Scott Todd?

Scott: I agree. I think that success is a definition of what you think it is. Because if I judge success by money and that's the only currency that I go

by and then I look at the doctor who is driving the fancy car and living in the big house and maybe they have a lot of money in the bank account. I don't know but let's just say that they do well then I can look at it and go, "Man, they are successful," right?

But if I judge success not on the money side but on the freedom side like the ability to work when I want, where I want and with whom I want. Well then I'm going to look at that doctor I'm going to say, "That guy is not successful. That guy has got the worst job ever. He's terrible. He's in the office 60 hours a week. He can't even go outside and watch the eclipse if he wanted to." Success doesn't necessarily always mean money like you are saying. It really depends on how you are going to define it.

Mark: Yeah. You know what I liked about what Mike said is that sort of like that locus of control if you will. One of those things that you can control, typically when you feel like you have control over your life you really feel a lot happier and there is like psychological studies on this. But what was also interesting to him was that metric is so personal, it's so internal and we get to choose whatever we want as our definition of success. So I'm sure Mike, when you were at your high school reunion you were seeing all types of stories that might have been like Scott, is saying. On the outside they looked really successful but on the inside, they didn't have a good marriage, their kids barely saw them, didn't know them and they are stressed out all the time, poor health and all these other metrics that we would consider successful they might have been failing in. But if you just take that one metric of making a lot of money they might have had that but nothing else. What are your thoughts on that?

Mike: Well, I can relate too. I'm in my mid-40s and all the decisions really start to come home to roost as you look at the decisions you made early. One of the things that I noticed is that people who married early and married at the wrong time, married too soon, had children too soon, didn't advance their education, never moved away from home, there were a whole lot of decisions that will make or break people's destiny in a way. Some of them are unavoidable but most of them are and people have control over. So, whether it's my high school classmates or my college classmates, just the comparative was interesting because we had some similar backgrounds,

similar type of parents but what was different was our decisions and how we approached decisions.

One of the common questions I get is, "How do successful people make decisions?" I will tell you that there are just three things they do. First thing is, successful people, keep their goals in mind. I write in the book in great detail how to use that tool. I prescribe you keep five prime goals at the top of the list and as you knock them down you can replace them but when we have too many goals we never succeed. There is too much to do. It's too fragmented. So, one, you take five prime goals and I make you choose one, number one. With one number one goal, everything else is subservient. That goal is king for the day for the week for the month.

The reason that will work to get your number one goal achieved is that all the decisions have to point to that number one goal and what makes it advanced. You often find people set a goal but then their behavior doesn't act like it. They say, "I want to lose 20 pounds," and then they go they eat nachos and they drink sweet sodas during the day or they don't hit the gym or whatever it is. Your behavior on a daily, weekly, monthly, basis has to support your number one goal.

Then your prime goal, it's kind of like the roster of what you are there for. If I hit my prime goals, am I going to be a happy person? You bet I am and they are a cross-section of my life. So, that's the first thing is how they use their goals.

Successful people also are much quicker to judge a bad decision. They recognize it instead of waiting and procrastinating and hoping something gets better. What they do is they do two things that I label this, these are my phrases, they either fail fast or they fix fast. Failing fast is calling it a day and saying, "I've got all the data I need. This is a bad deal and I need to move on because I'm wasting time and I've got opportunity cost." So, failing fast means you know what you need to do, get over with and move on and find something better whether it's with the career, the relationship, the investment. Just because the stock is falling doesn't mean you shouldn't sell it, those kinds of things.

The other alternative is to fix fast. Fix fast is not trying harder. That's a common misconception. People say, "I will just need to double down, try harder." When you hire an employee and it doesn't work out, you trying hard to make them a better employee doesn't change the employee. That's what I learned in business. You need to call it. You either fail fast or you fix fast. You change the deal. Fixing fast means change the contract, the structure, the terms, the work assignment, to fit better what you are trying to accomplish. So, fail or fix fast much more quickly done by success people and looking for the goals. So long way around, success is attained by those who decide what they want and then are very aware of it as they make these daily decisions to go get it.

Mark: So, Mike, let's talk about this book because you have alluded to this book, what the hell is the book?

Mike: All right, *The Decision Makeover*.

Mark: *The Decision Makeover*, okay.

Mike: The title is very meaningful to me because the word makeover can happen anytime in our life. It's about a renewal if you will because while I wrote the book and I gave it to my children because I said, "Look, you are young adults, this is how not to screw up. This is how to look at decisions differently and be prepared for what's going to come at you." Because the book highlights that there is a succession from your teens to your twenties to your thirties you are setting up your life. I have what's called decision zones.

They are three decision zones and the critical one is from 16 to 35. You basically set up your entire life in the critical... That's called the critical zone. All the big decisions you are going to make happen there and then after that is the consequences zone which is 35 until you die. That's where you have the dividends of the consequences, the fruit of all that decision-making labor come home to you. If you want to be happy as you get older, you have to make some really good decisions early. So, for my children and any parents that wants their kids to have more insight on how to get the life you want and not have it be turned around on you, the book is very important.

It's also in the book for people in middle age, mid-career it talks them through how to do the big reset which is everyone makes a mistake. I have made a couple of large ones where you just kind of need to start over and give yourself a break, start fresh. It talks about achieving a brand new streak of good decisions regardless of the age you do the big reset where then you take the next 10 years and that now becomes your new critical zone to make a series of great decisions to get you down to the track of whatever life you want. So the book is about getting you to understand the power of decisions, the size of decisions, the decision zones in your life and then how to avoid making bad decisions which I have a character called the Decisionator which I want to make sure I tell you guys about.

Mark: Scott?

Scott: I want to hear about the Decisionator.

Mike: Can you guess what that is?

Scott: I think it's a superhero that helps you make good decisions.

Mike: Actually, it's a villain in your story, mine and Mark's. The Decisionator is why we make bad decisions. I put a character to that just picture like the hulk with a bad attitude but our brain don't always helps us. A lot of times our brains are in need of something that short-term, it feels good but it's not in our best long-term interest. It's like asking me if I would like ice-cream at midnight. That's a bad time to ask if I want ice-cream because I'm probably going to take you up on that. The problem is that the Decisionator happens when we are in a good position to make a decision. It happens when we are hurried, when we are frustrated, when we are tired, when we've been rejected.

Like for example, the first thing when you should do when you get rejected whether someone broke up with you or you just got fired or a client says we are done with you, sometimes we make immediate knee-jerk decisions that aren't in our best interest. That's the Decisionator at work because our mind is still reeling from the trauma that we don't have a clear head. Being fearful or grief-stricken, there is all kinds of things that happen to us to put

our mind off center and then we are in a bad way of making decisions at that point.

So, what I explained to you is kind of recognizing when you've had too much to drink and you shouldn't drive that's when this being the Decisionator is. You've got to recognize when I'm I not in a good decision making mood? What you do is you give yourself a pause. That's the most common reason people make bad decisions is that they are making decisions when they are not in the right mindset to do this. It happens to me a lot of times around food. It happens to me on like you know I love cars and guns so when I want to buy something that I probably shouldn't. But Decisionator is very much a part of why people get or don't get what they want in life. I think successful people are aware when they should be able to take a quiet pause if you will and make that decision a little later.

Mark: It's interesting how the self-awareness of it can or can't help you sometimes if Decisionator is in the room. So, I have a self-awareness that if I have let's say two glasses of wine, I will overeat at some point that night. Decisionator will come into my head and say, "Mark, you deserve that dessert". All of a sudden, I'm off the races and my wife is like, "You are becoming Jabba the Hutt. Put the ice-cream away." I'm like, "I already did. It's done. It's gone. Don't get another pot out." So Scott, like what happens for you? What's the environment where Decisionator comes in and you know you are making a bad decision but you can't help it?

Scott: I went through an education process if you will that really educated me on what they called the mood elevator. So if you are in a bad mood, think about this elevator that goes up and down, you are in a bad mood, you are at the lower level, you at the ground level. If you have ever been in a building or if you imagine a glass elevator that looks out when you are on the ground floor, you don't see much. In fact, it's kind of a little dingy, it's dark. It's not the very best place to make a decision. Then as you move up of that mood elevator all the way to the top where you are optimistic and you are feeling good, you feel good about yourself, you tend to make better decisions high up in that mood elevator. Because think about a glass elevator again you are looking out on the glass, you are looking at the beautiful scenery or landscape it's beautiful, you are coming at decisions with a better approach.

So, if you find yourself in a bad mood or lower in that mood elevator whether it's self-doubt or self-confidence issues, pause, as Mike said, put a pause on it and come back to it maybe you are half way up. That level is what they call the curious level like in the mood elevator. When you get to that curious level, now you are able to think a little bit more, you are able to ask some questions.

Maybe instead of saying, "No, we are not going to do this deal." I can come back to you Mark and say, "Hey, let me understand. Why is this a good deal to do?" Because if I was answering the question when I was lower on the mood elevator lacking self-confidence or just feeling bad, I might say, "No, we are not going to do that deal, Mark." But if I can come back to you and say, "Hey, why? Why do you think this is a good deal?" Now I can start to kind of start to make a good decision or if I really feel good, I'm going to look at it and go "Yeah, this is a good deal. I think we should do that," and I can make better decisions or, "We are not going to do it. I feel very good and very confident this is not a good deal." So, that's the way I kind of make my decisions.

Mark: Yeah it's interesting. I think kids are really skillful at this. My kids are like, "Dad, you are just the best. I love you so much." Then they will pause for like two minutes and then they will come back to me, "So, can we do this?" It's like, "Well, of course, you can." I'm high on the mood elevator. There is no way I'm saying no.

So, Mike Whitaker, my question to you would beside the pause what else can we do to set up the environment so that we are making good decisions. Scott talked to us about the mood elevator. Given your cognitive psychology background do you agree with that? Would you add to that? What kinds of things can we set ourselves up with for success and making good decisions?

Mike: Sure. The first thing is we recognize that life is going to hand us some downs so what Scott said is exactly right. Our mood goes up based upon how we perceive our situation and how we are doing. I think we just know with the ups and downs we need to preserve decision making especially for the big decisions I call those the biggies in the book, we need to preserve those for when we are now in a good mindset, a good clear head.

Sometimes you say, "I got to sleep on it. Can I get back to you tomorrow?" I believe that you have to just know that life is going to hand you ups and downs and I'm going to make decisions when I feel it's the right process for me.

Second thing is the goals we carry in our lives those are going to evolve all the time. We've got to recognize momentum. When we make good decisions we need to recognize that, "Hey, that worked out. That's pretty cool." It's kind of noticing when your stocks go up as well as when they go down because we've got to give ourselves credit. We've all made some really good decisions. Anybody listening there is some things that you've done that are fantastic that are great decisions. Now, are you far along as you wanted to be? I don't know. You've probably made some bad decisions too but the thing is that if you keep recognizing momentum you know what that feels like, you know how to get your mind right to be making good decisions.

People often ask me, "What do you do when you don't know the answer, if you could go left, you could go right and the fork on the road?" In the book, I describe something called decision triangulation. These are basically three lifelines that you can use when you want to make a decision. I review the goals, if I can't figure out which goals something hits, I review the consequences of each option. If I go left, here are the benefits and here are the distractions. If I go right, here are the pros and the cons.

If you can't figure some consequence review, then this is the decision triangulation. Which I tell you, use your instincts what do you think, ask someone who loves you unconditionally what do they think and then ask somebody who is a professional that is not related to you what they think. Those three influences you and two others, you add those up and divide by three you will get a pinpoint GPS answer to your quandary about what you should do and so just these little tools. The book is full of these exercises and tools to help people realize that, "Oh my gosh. I was just this far from understanding or knowing or being able to manage my life a lot better." So, that's my advice on that.

Scott: Mike, do you think like... Because I know what you are saying in terms of really, really hard decisions and I was trying to think like, "What was the last really, really hard decision I made where I felt like I needed to

do that?" I really can't pinpoint that big of a decision I would have made that I would have had to do that.

But my question is does that come from more of just self-confidence? Does better decisions come from self-confidence because I feel with my own career and my own life once I started building my self-confidence up then man it just seem like all of my decisions, not all. Like I just started making better decisions faster because I had more confidence in myself, I had more confidence in my voice. Is that a secret, is that a key your own self-confidence or do I really need to go back and think through and triangulate these things? I'm I messing up now because I'm not doing that or I'm I okay with my self-confidence?

Mike: Well, I think one causes the other. It is chicken and egg in that. But I think the first bit of confidence is that you made a good decision. The decision happened first. You created some confidence. You started getting to what the book calls decision streaks. You started pulling a series of hits together like a batter in baseball and you started creating confidence, "Hey, I can do this."

Now, that's great and it's good to feel confident. I feel that your confidence is always relative to how big your goals are. I shoot competitively in shotguns sports and my confidence is high when I shoot by myself but when I shoot with the world champions I get humbled really fast so my confidence goes down. But the point is it's important to be setting higher goals all the time. That's what humbles us and makes us challenged to do better and to keep pressing forward.

I would say also, Scott, if you can't think of a big decision you have made well I will tell you've already made them and you made them years ago. You made them with deciding what you were going to do for a career, where you were going to go to school, who you were going to marry or not, whether to have the children or not, where to live in this part of the country. The book goes through all these things even where to live in the country and what it costs to live there. All these are big decisions. You have already made those. In fact, the pain from all those decisions has already probably left your mind. A lot of people happen to remake those decisions with second marriages or wonder if they are with the right person. A lot of folks middle

career are like, "I'm in the right job?" As they don't have a lot of negotiating power.

I think decisions start out we take our best shot at it and then they come back if they weren't great and they hit us midlife and then we have to think about it again. If you don't have to do that and you are in mid-career and in mid-age, great that's fantastic you did some good work. But most people have work to do and those decisions have to feel like they have accomplished something. I use my goals to challenge myself so that I still have something that I am working on all the time but that's just me.

Scott: I think that's the other thing too is that if you have gone through a period of time where you are just maybe on autopilot. Like you are sitting there you've got your career, you've got your life and maybe you are not having to make these tough decisions because your life is on autopilot. I know people who are like that. They have the same routine every single day. They get up they go to the same job. They have had that job for 20, 30 years. They may not be happy. They may be happy. Who knows? They have the same family dynamics, good or bad whatever it is but they just kind of go through the motions. One day they wake up and they are like, "What happened?" Then they have to start making these decisions again.

But for me and maybe for you and I know for Mark, one of the things that I have always done is I continue to learn. I continue to go through training programs. I continue to push myself outside my comfort zone. I will just say if you are finding yourself stuck or you want to get out, to me the way to do that is to pick something small, go do it. Maybe not a big pressure but go get some success. Go do something.

Like you said if someone's goal is to lose 20 pounds, well go lose two pounds. Have the big goal but then like, "Within two weeks this is what I want to do," reverse engineer, do the math. Mark, I know with coaching and everything we kind of go through the strategy and the strategic initiative to like reverse engineer everything. That's really where the motivation comes in like, "Boom. I can have this little success. I can mail 20 offers a day," and then you start to build on that success. If you don't stop, next thing you know you've got a business that's allowing you to do whatever you want to do.

Mike: Well, can I stir the pot a little more on that topic?

Scott: Sure.

Mike: Scott, you bring up a good point. The American condition has made it possible to have the goals, to become stagnant and just to exist. I'm not being a critic of anybody I think, but the point is that freedom you said earlier is a huge word. When I sit down one on one to talk about the book with people I will ask someone that you said they are just plodding along. I will say, "What do you want from this life? What do you want to experience? Where do you want to travel? What do you want to do? What do you want to say you accomplished? Not that legacy is the greatest thing ever but for you, you get one life what do you want to want to do in that life?" Suddenly instead of life happening to them and they are just reacting and surviving, there is not enough time in a day, they have goals now. There is like, "Oh yeah, I want to do these things and I'm in control." Then you start engineering how you are going to be able to do those, the flexibility and freedom in your life. It lights a fire.

The whole point of this book is, the subtitle is, *The Intentional Approach To Living The Life That You Want*. I'm serious about that. It's intentional. I want to do better. I want to live in a different way. I don't want to be told what to do all the time. I don't want to be telling myself, "You can't afford that Mike." So, how do I make so that I don't have to do anything but what I want to do in the boundaries of the life I have constructed? It's totally possible. It's about one decision at a time toward your top goals only. That's where the traction begins, the momentum. I'm really glad that you mentioned freedom because that's why I do what I do.

Mark: Yeah, it's so true. I talk about my terminal days a lot my Monday and Friday where I think about business but I spend those days I take off and I think, "Well, this is the last day of my life which maybe it would be. How do I want to spend it?" Ultimately it's my family and friends. It's very basic simple things just deepening those relationships and so far so good. I haven't died those days but I am always prepared. So, last question, Mike, before we go to the tip of the week. What are some of the worst advice you

see or hear given in your area of expertise? Which I guess we could consider professional decision-making and strategic planning.

Mike: Well, one of the worst is, and the book highlights several types of fallacies one is the "Sum cost fallacy" which is people saying, "Well, you've gone too far to quit now." That is completely the wrong advice because a dead horse is a dead horse. Back to that fail fast concept one of the worst pieces of advice you can give somebody is, "You've been going out too long to change now." That's not true. You may have new information. For example, if you started a career 10 years ago and suddenly automation has removed the need for your job there is new information, isn't there? So too late to quit now or to stop now, it's too late for me to change; those are bad fallacies that really hurt people if they take those to heart. Let's see.

Another one is throwing good money after bad. Money doesn't necessarily fix things that are bad by design. I think the hardest thing for people is realizing that they can make change if they want to make change. I think the worst advice is people who make a list of what's the worst that can happen? If you think about the things that we want to have change in our life for the better it's okay to go what's the worst thing that can happen and it's okay to test it because if you don't you will always wonder if you did. What would have happened? How would my life be different? Like what if I had married my high school sweetheart?

I have a big chapter on regret. I do a whole regret inventory. I make you go through that and it's pretty amazing. People do the regret inventory and they come up with some doozies that have affected their entire life and they still today carry the regret. So the point is that I kind of try to live a life of no regrets. I feel like to turn your question into my best advice is that you will never regret pursuing your goals and you will never regret making the best decisions you could at the time because it's just infallible. It's the best way to do things.

Mark: Absolutely and I hope after we stop recording you don't look at us and you are like, "Boy, I regretted coming on that podcast." That's going in the book, the Art of Passive Income podcast.

Scott: Mark, I just want to make sure that your wife doesn't listen to this podcast and she says "Man, I regret marrying that guy after he ate all the ice cream."

Mark: Not funny, too soon, too soon. That was last night, Scott.

Scott: I didn't know it was last night. I mean wow.

Mike: What's the hardest decision about passive income? I will turn the tables.

Mark: You don't get to turn the tables on our podcast, Mike Whitaker.

Mike: Well, I don't know.

Scott: I think that the hardest part of it is allowing yourself to be successful. Because it's easier to go through the process of trying to build your passive income and hitting a roadblock and saying, "Well, that's just my luck. This isn't for me. Every time I have tried this is what happens. I'm just not capable of doing this." So, that's why I was saying it's this self-confidence piece as opposed to saying, "What the heck man? If these two goons can do it, why can't I?"

I remember listening to this podcast and I heard Mark and the other host and I was like, "Man, if these two clowns can do this, so can I." I didn't mean it in a negative way I'm just thinking like I had to put myself on their level and I had to have the confidence in myself to say, "I'm confident that I can do this." Then when you hit that roadblock and you hit that piece and you are like, "Well, okay maybe it's not for me. Why not? Why isn't for me?" So, it's the challenge, it's the... What did you call it, the Decisionator?

Mike: Decisionator.

Mark: Decisionator, yeah.

Scott: The Decisionator that's the evil voice in your head that says, "Go back, it's not for you." You have to say, "Shut up, it is for me. Now sit down for the best ride of our lives."

Mike: Go for it.

Mark: I think a lot of times it's just exactly what Scott said where people get knocked down and then they are afraid to get back up and they think, "Oh well, this is just too hard. I will go do ATM investing or something else." I think a lot of life is just daily grit and persistence and that laser focus on your goals and your effort. Those are things that you can control.

You can't control necessarily how many deals you are going to do in the next 90 days or 180 days because it's a market. But you can control how many offers you are going to make, how many ads you are going to create, and your attitude with your customers. These things you can control and these things you can be proud of and that ultimately you need to have that faith that eventually the results which we call passive income will come. So, just spend the time on focusing on what you can focus on and the effort and all of a sudden your passive income exceed your fixed expenses and you become a Mike Whitaker and you can go on this podcast and really enjoy life.

Mike: I was just going to say I remember Robert Kiyosaki, *Rich Dad, Poor Dad* years ago and I read that about how he redefined assets as things you buy that pay you and if your income stops they will still pay you. It was very sobering so every time I bought anything that wasn't going to pay me back I feel guilty because of that book. That was the passive investing lesson I had early. So, I value what you guys are talking about.

Mark: Yeah, yeah, so, Mike, we are at that point in the podcast now where we get 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 improve their business, improve their lives. Your mentorship has been phenomenal, I'm going to ask you for one more nugget of advice or wisdom. What do you got?

Mike: Okay. My tip of the week is that you the listener you've got a decision that you have been dancing around that you have not wanted to address. There is a decision that is mediocre at best that you know that you need to decide on, that you need to take action on. It's been hanging around and the

fact that you haven't dealt with it is baggage. It's heavy and once you take care of this it's going to feel really good.

So, the decision makeover starts here with you identifying what your options are to fail fast or fix fast, do that and then move forward confidently and know that you have made the best second decision you could make. That's my tip of the week because I believe everyone has got at least those hanging around and life is too short for a whole lot bunch of baggage hanging around. So, that's my tip and I will give you a website, it's MikeWhitaker.com.

Mark: Mike, I already told you. Don't take my tip of the week.

Mark: Oh, that yours. Sorry, go for it.

Mike: Thank you.

Mark: Man.

Mike: What do you think about my tip?

Mark: It almost got ugly in here.

Mike: What do you think about my tip? Does that relate to you? Do you guys have anything you can think of?

Mark: That's a great tip. I'm very excited for the decision makeover. You know it's funny I was going to talk to you about this after the podcast but how can I Benjamin Button it? How can I take the decision makeover and have that wisdom at such a young age? Right now I'm thinking about kids. I'm middle-aged but if I could actually fabricate and actually do a mental simulation of these decisions I'm going to make in my 60s and my 70s and 80s and Benjamin Button it in 40s and make good decisions now how much better could life be, the clarity of it. That would be amazing. So I'm really excited about reading the book to help me make better decisions.

Mike: It will make you a better parent too. It already has for me because the focus with your children is not so personal it's more about, "Let's just

focus on what makes a good decision here." Versus just pointing the finger and saying, "That was stupid." So decisions early in the dialogue help you be a better parent I believe.

Mark: Yeah and since my teenager probably won't listen to me, I will just be like "Look, have a call with uncle Mike and he's going to help you make a better choice as far as college." And like he brings home that girl and I don't really like her I'm like, "Call Uncle Mike." Because he will listen to him. Are you sure you want to make this decision because these are consequences? They are going to be very, very severe.

Mike: Sounds good.

Mark: I'm excited about them contacting you. Scott Todd, what's your tip of the week?

Scott: Mark, check out this Chrome plug-in here. It's called Gmail Screenshot and basically, it goes into your Gmail when you have a screenshot, you can mark it up real fast, add it to your Gmail message that you send real fast. It's really, really geeky and really, really cool.

Mark: Really? You like this better than Skitch or Preview?

Scott: Yeah because it's lightweight and it's fast and I do it right from Gmail, right from Gmail. I'm not having to leave somewhere else and go somewhere else.

Mark: Yeah but what if I want to put it in like Facebook or email. Can I use it for that?

Scott: I'm not so sure.

Mark: Not a Gmail email like an Aweber email.

Scott: Yeah, email to yourself and then save it.

Mark: Okay, done and done, great tip.

Scott: Try it out.

Mark: I just did. Now I just added it now it's taking me to my email and Gmail Screenshot, "Create account." Okay very cool. Now it's recording, it's showing me a YouTube video. Okay, now I'm really off to the races. CloudHQ, allow, all right very cool. My tip of the week which Mike Whitaker tried to steal is MikeWhitaker.com, learn more. Then also I think we can go somewhere Mike like I can pre-purchase the book right now before it comes out at a deal?

Mike: Yeah it comes out September 12.

Mark: Where can I go there?

Mike: Pre-orders on Amazon and BarnesandNoble.com either one you can just search for Mike Whitaker or *The Decision Makeover*. It will come up, big blue cover. The hardback is being sold at a really good discount either one of those for pre-orders and it comes out just in three weeks September 12.

Mark: All right, fantastic, fantastic. Scott, are we good?

Scott: We're good.

Mark: Oh go ahead, Mike.

Mike: There is some free resources on my website, people can download the first chapter of the books. They also can download several key exercises that are in the book for free. I keep those resources handy so people can learn and experience on their own. It's again at MikeWhitaker.com.

Mark: Awesome, awesome. Mike, are we good?

Mike: This was great. I really enjoyed meeting you and talking about the decisions.

Mark: Yeah, yeah, same here. It's great. I can't wait to get the book and Benjamin Button my children's lives and have them make better, wiser, decisions and let them see the impact of them. Again I want the only way

we are going to get the quality of guests like a Mike Whitaker is if you do us three little favors. It takes literally 20 seconds to do. You've got to subscribe, you've got to rate and you've got to review the podcast. Send us a screenshot and you can use Scott's plug-in to do that and send it to Support@TheLandGeek.com. We are going to send you for free the \$97 Passive Income Launch Kit. So, please do that. It really helps and you know.

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