



# THE LANDGEEK

## The Art of Passive Income Podcast With Mark Podolsky and Scott Todd Today's Guest: [Rocky Lalvani](#)

### Transcript

**Mark:** Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website [www.TheLandGeek.com](http://www.TheLandGeek.com) and today's guest is deep, rich. Dare I say soulful? But before we talk to today's guest, I would be remiss if I didn't properly introduce my co-host, Scott Todd from [ScottTodd.net](http://ScottTodd.net), [LandModo.com](http://LandModo.com). I'm loving Land Modo by the way, Scott. It's like sale after sale after sale. Pretty soon you'll have the Land and Farm people to buy you out.

**Scott:** I'm hoping.

**Mark:** Let's not forget [PostingDomination.com/TheLandGeek](http://PostingDomination.com/TheLandGeek). Today's podcast is sponsored by [TLFolio.com](http://TLFolio.com), a cash sale partial of your notes to an investor, [TLFolio.com](http://TLFolio.com). Today's guest, Scott Todd it's like we don't have a lot of guests like this often. He is just all about a richer life. Rocky Lalvani, the owner of [RicherSoul.com](http://RicherSoul.com) and he wants to help people create fulfilling meaningful lives they have dreamed about and walk them through the long journey of shaping themselves into people they want to be to help them more fully and lovingly support their families and communities and give glory to God. Richer Soul is not a financial blog. Although he talks about finances and money, it's about becoming rich not just in money sense. It's about living a richer life so you can live your dreams, without regrets or

debt. Provide for your children without worry. Give to others in the ways most meaningful to you. Rocky Lalvani, how are you?

**Rocky:** Wonderful. How are you today, Mark?

**Mark:** I'm great. I'm great. I'm really excited to have you on the show and if you don't mind let's just get into it. Let's just skip the pleasantries, Rocky.

**Rocky:** Okay.

**Mark:** Alright. When did you sort of come to this realization or have this epiphany that you could not only live a richer life but you could help other people live a richer life?

**Rocky:** I think it was probably about three or four years ago. I finally figured out what I wanted to do with my life which was to help people come to grips with their money and get over the money scripts that they had and just live a richer life. It just amazes me, we live in a land of abundance and there is so much available to us and yet there are so many people who aren't living an abundant life. I'm like, "Something is wrong here." So, I'm trying to fix it by helping people just do that exactly.

**Mark:** Well, let's rewind the tape a little bit more. Let's go back three to four years ago. What were you doing and how did you find or come to this realization that people weren't living this abundant life?

**Rocky:** I think I have noticed that people haven't been living an abundant life for a long, long time. When I was younger I had one simple goal in mind and that was I wanted to be a millionaire. So, I literally set up an automated savings plan to get me there. Along the way inflation happened and so million turned into two million, two million turns into four million and it keeps going up like that. I noticed people weren't talking much about money and when you would start having conversations with people it was amazing that there were so many people who were making six-figure incomes and had no savings. It just kind of shocked me. As I was thinking of what I wanted to do as I retired from my corporate job and start the next part of my life, a lot of soul searching and this kind of came to be and so here I am.

**Mark:** Rocky, what were you doing in your corporate job?

**Rocky:** I was in sales. I sell biotech drugs. I have been doing that most of my life. I have been in sales somewhere in the medical industry.

**Mark:** How did you start sort of figuring out from that industry that people weren't saving money and sort of become like a financial blogger?

**Rocky:** So, in that industry, I'm calling on physicians who by and far make large amounts of money but I noticed right out from the beginning even when I was in my 20s there were a handful of physicians who were money savvy. The majority of them probably spent way more than they made and they lived lives that were far bigger than their incomes truly were and they weren't saving. Throughout my time, I would talk to a lot of different kinds of doctors, especially get a lot of time to talk to people who were finishing up their residencies and fellowships and you would see the differences.

We would just have casual money conversations. You can only talk so much about the drug side. The conversations would be, you are about to go out and make a very high income. If you walk out here and you buy that big massive house and the big fancy car, you are going to go into immediate debt and more often than not in a couple of years you may not even like where you landed and now you are in a massive mess. Whereas if you just stopped and said, "Wait a minute. I'm going to kind of slowly ease into this. I have been living on next to nothing forever. I can live on twice what I was living, save the rest, and ease into this lifestyle," you would end up with a ton more money and you would be way ahead of the curve." It's not just physicians who were doing this it's people all over, professional everywhere I see this happen with and it's a shame. You look at the number of millionaires in the United States there is something wrong. There should be so many more of us.

**Mark:** Scott Todd, I have a personal story about this as well with my lovely, ego-driven, Parkinson's Law of money. I don't want to go too deeply into that shame rat hole for myself but we can talk about it. But Scott, as far as what Rocky is saying, you were a lot smarter than me. Have you seen this in your own life with people?

**Scott:** Yeah. For me, I was given some good advice a long time ago which was like, "Hey, whenever..." Because I too Rocky, worked in as corporate role up until about, I don't know, almost a year and a half ago, two years ago. The thing is, is that I was always told like, "Hey, whenever you get a raise, let's say you get a three percent raise, well take one and a half percent of it and split it with yourself." Like, "Okay, hey, I'm going to take half the raise and I'm going to go and I'm going to put the other half in my 401K." So, let's say you are putting away six percent and you got a three percent raise well then kick it up to seven and a half percent and then just keep pushing that all the way through. It's so easy to say that. It's easy to say it. The reality is that it's really hard to execute on it.

But I can tell you like, Mark, since switching to like being my own boss since I have been taking money out of my own company for the year and a half to two years, I have continued to pay myself the exact same amount. Every two weeks I just take this amount as a paycheck. When you think about it in the big scheme of things, it's not a ton of money. It really isn't. But you know what? It allows me to live the lifestyle that I want to live. I have money that's going right back into my business to grow it. So, I'm like investing in my future self, still, continue today and it's a happy lifestyle. It's not necessary one where I'm driving around in a Maserati and living the fast life. I'm doing the stuff that our family is very comfortable. We have a good lifestyle and I think that's like kind of the abundance that we are talking about here. It's not necessary this cash number that hits your bank account or that you can go out and you can buy all these cool toys. At the end of the day, the toys are not going to bring you any type of satisfaction.

**Mark:** Yeah. I tried it and I was literally like Rocky's doctor. I was making a ton of money and spending it just as fast as I could make it. I thought I was doing savvy saving but I wasn't saving enough because I wasn't a doctor and I didn't have a steady income. I was an entrepreneur and then 2010 hit for me and it was like, "Oh, better get rid of the big car, get rid of the private schools, the nanny five days a week, the house cleaner five days a week." It was a huge blow to my ego but it forced me to really dig deep with my wife and my family what's really important? So, I want to pivot with Rocky. When we go to Richer Soul what are the things that you find because when you clearly know money isn't going to make anybody happy. What does make people happy? What does fulfill someone's soul?

**Rocky:** Well, I think that the first part you need to know your purpose. You need to have direction. Napoleon Hill wrote a book which was called *Outwitting The Devil*, a lot of people aren't familiar with it. I think it was written in 1937. They wouldn't let him publish it until long after he died. What he basically said in that thing is that if you don't have a purpose then you are in the drift and when you are in the drift your life kind of sucks. If you ask people say, "Do you have a written life plan? Do you have something? Do you have a purpose? Do you have direction?" So, many people the answer is, "Well, kind of, maybe." "Is it written down? "No." When you have that it gives you meaning and it gives you something to work towards.

The biggest thing I talk about is that too many people I think live life in silos. Everything is interconnected and you have to look at all of these types of things. First and foremost, you need your health. If you are not healthy you will give up all your money for health to try and be healthy again.

You've got to have great relationships and you got to build those relationships. If you don't take care of your wife she walks away with half your money and that year your business goes in the tank because you are fighting her. You are like, again screwed up. Spirituality, just believing in something bigger than yourself and being connected to the universe and then constantly learning and growing and putting all those puzzle pieces together. I think a lot of times people make a decision and they don't see that if I make a decision here it's going to have an outcome over there. They don't take all of that into play. So, it's looking at your life and all the different puzzle pieces and making sure that they are properly placed so you don't get out of balance.

**Mark:** I love that. You know, there is a lot of people out there that kind of talk this talk but they don't walk the walk. What are some of the worst advice you see or hear given in your area of expertise?

**Rocky:** I don't know that it's the worst advice but I think the biggest thing is people just don't take... Right from an early age, they don't take the time to think and make a decision. I've got a daughter who's about to start college. You have kids going into college kind of thinking, "I don't know what I want to do." Signing loans for 50, 100, \$150,000, they come out, like especially with the doctors they come out with a degree and a doctor can make a lot of money but they never took the time to think, "What does that really mean to be a doctor and how does that affect my lifestyle?" Then they finish this program and they realize, "How did I get here? This isn't what I expected and this isn't what I wanted." So, it's just taking the time to be intentional and thinking forward, "What is it that I want and where do I want to go?" From where you live to the work you do to whether or not you want to have kids, all those different things. You have to think about them and be intentional and purposeful in what you do.

**Mark:** Let's take Scott Todd as an example. I'm just going to pick on Scott because it's fun to pick on Scott. Scott, let's talk about your parents for a second. I'm going to make a leap here I don't know if I'm right or not but I'm going to bet that growing up they told you number one get a good education, number two get a good job and number three money don't grow on trees, right? I'm I close?

**Scott:** All three are correct.

**Mark:** Okay. So, somehow how did you take that script and flip it? Because you live an abundant lifestyle, you are an entrepreneur, you are living the life of your dreams, you are not following that path.

**Scott:** Well, I think I did follow the path, right? I did go to school, I did go college. I have the student loans to prove it. So, I did go to college. I went that path. I did get a job. I worked for a company. Worked 10 years for a really large company and continued to work my way up and always had visions of like this larger career. We didn't have a lot of money. Growing up I didn't have a lot of money and there were times even when my kids were born where man we were juggling just to keep the lights on in our household. Money was a struggle for many years.

I think that what happened was you just start having some success. You start having some things connect and then you are able to... It's almost like a baseball game and you hit the ball, you get on first base, next guy gets up there, it's not about home runs, it's a lot of singles that start coming in and a lot of lucky plays and then all over sudden you are on this roll where the paycheck, the corporate job is enough to keep you happy. Then every time you stepped up with a new job if you went out and spent all your dollars, all your newly earned dollars well then you are not in trouble. But I was always proud like we are keeping our lifestyle exactly where it is and we have extra money. We continued to kind of hit those singles and maybe every now and then a double.

Then, Mark, I will tell you the biggest change for me was when I realized that my corporate job was coming to an end and I went out and started looking for land. For me, that was like way outside of my own comfort zone just to be my own boss. It's something that I always wanted to do like always, always wanted to do that. When the bad news did come that or the good news depending on how you look at it that I was in fact outsourced, my job was outsourced. Literally one of the first things my wife said to me is like, "Okay. Well, where are you thinking you are going to look?" I'm like, "I'm not. I have already been looking and it's right here. It's called land. It's called land investing so that's what we are going to do." I showed her the numbers and she's like, "Okay, we can do it."

Then we are kind of telling the family that it was kind of like, "What? What do you mean you are not sending out resumes?" "No man, look at this." I had my collection of notes I was pulling out, I was probably showing everybody like, "Look at this one, look at this one, look at this one, all this money is coming in." Kind of felt like a Walter White moment, all this money is coming and we are going to be okay. Sure enough, that's what happened. It was a little bit of a leap, a little bit of faith but at the end of the day I think that if you prepare properly like anything, you prepare and you are willing to make the sacrifice and you take the leap at the appropriate time, not too early, if you take that leap the net will in fact appear.

**Mark:** Rocky, what do you think of that because you probably have a very similar trajectory with your own background. You could have kept doing your job but you went out on your own.

**Rocky:** So, I still have the corporate job.

**Mark:** Okay.

**Rocky:** I do this on the side, full disclosure. Part of the reason why is because I expected a couple of years ago to end up in that situation, it hasn't happened. So, as long as it keeps going, it will keep going. But I think it's right. He's right on the money and I talk about that. I say people should take leaps but leap with a parachute. So, eliminate your risk. Make the jump but make sure you are jumping where you are not just going to fall out of the airplane and splat. Make sure you've got your parachute.

You already sound like were doing the land investing, you were familiar with it, you were comfortable with it. So, when it came time to make the leap, it was easy to do. So, you took the full steps up front. I think people have to realize it is hard work, you've got to do the work and you've got to get into places that you are not comfortable and you've got to just keep going and trying. Over time if you just keep doing those little small steps they keep compounding just like the compound interest curve. One step leads to the next leads to the next and amazing things happen.

**Scott:** Mark, I think that one of the things and like I see this when we do strategy calls. When a new coaching student comes in we do the 90-minute strategy session with them. We talk about, "What are your goals in the first three months? What are your goals in the next year? What are your goals two to five years from now?" One, I think people can easily see like, "The next 12 weeks I would love to do this. Maybe a year from now I would love to have this. This is what I want."

Well, in all of these sessions that I have done there is two patterns that you always see. The first 12 weeks and the first year is all about the dollars. It's all about the dollars. Obviously, it's about living today which you have to do. But then in the two to five-year window what you see is okay when all of your dollar needs are met, when all your financial needs are met, now what are you doing? It's almost like very predictable. The first thing someone would say was, "Oh, man, I'm going to relax on the beach. I'm going to travel." How many times have you heard travel, Mark? Like, "I'm going to travel."

**Mark:** Oh, yeah.

**Scott:** It's so predictable. You keep digging deeper. You keep digging deeper, deeper like, "Okay, great. There is only so many trips you are going to be able to take a year. You are not going to be this constant traveler, this world traveler non-stop. It's just not going to happen. One, life is going to get in the way and all these other things. What are you going to do?" "Oh man, I'm going to work on my business. "No, no, no, no, the business doesn't need you for that time if you've built it right. The business is going to run. You are not needed there. What are you going to do?"

You just keep digging deeper and deeper and deeper and guess what? When you dig down deeper and then you start to get like all of these things that people want to do, there is a lot of good that people want to do when they have the time and they have the money. It's not always about being self-centered but it really takes a lot of deep digging to get down to create that abundant lifestyle, the ability to give back. That's really the why man. Like I want my time so that I can go do this, that one thing alone will propel you and move mountains.

**Rocky:** That's literally my client is right at that point where they've got money, they've built up success and they sit around and they go, "I'm missing something. What's the next thing? I want to do more. I want to give back. I want to be abundant." That's the time frame right in there.

**Mark:** You know it's so funny one of my favorite quotes is from Tony Robbins, "Suffering is an excessive focus on yourself." As soon as we stop thinking about ourselves and we start giving back to others life becomes very rich and purposeful and meaningful and abundant. It's an interesting thing but I think... I don't want to sound grim about it but I think it's hard to do when you are living paycheck to paycheck. It's hard to do when you are in this let's say... You are the average of the five people you hang out with the most and let's just take doctors, right? Doctor A buys a Tesla doctor B buys a Mercedes GL and Doctor C just bought a new house and you are living way below your means feeling like you are not enough and you feel that pressure, "I've got the money. I've got the money. I deserve this. I should splurge on this." But there is part of you that's also like kind of fighting it in a way like, "Well, you know." So Rocky, how does someone who's either A, in that sphere of keeping up with the Joneses escape it and how do they also get out of that fear cycle?

**Rocky:** I think at some point you just come to realize that... It's just kind of like that aha moment. You are sitting there with your fancy car and your fancy house and you realize, "This isn't cutting it. This isn't giving me the happiness I want. I'm spending money like crazy and things just aren't what



I expected." Then that's when you have that introspective moment and say "What is important? Where does my happiness come from?" It sounds like you went through that. You had all that stuff and you realized this isn't it. I have been living I guess we will call it a lie in a sense. Not that you are living a lie but that you were sold a lie of this is how we are supposed to be happy.

I think a lot of people today are making the choice to just say no upfront. I know there is a whole group of the fire people who are way at the other end of the curve where they don't want to spend any money and that's fine for them. I do want to have nice things. I don't want to live way, way, below my means. But I think somewhere in there if you can live way below your means and be happy and grateful for what you have instead of always wanting of the next thing, then that's when you find that happiness. You just content.

**Mark:** Yeah. I mean getting off the hedonic treadmill frees up so much energy and it can really open up so many different avenues of your life in so many different arenas. A lot of people are I think afraid in a way to get off that hedonic treadmill or they just don't know any other way.

**Rocky:** I think people are afraid but again it comes back, if everyone around you is doing something then you just kind of assume you are supposed to do it too. This is the way life is. It isn't until maybe you meet somebody who says, "There is a better way," and you start to see it that you realize there is a better way.

**Mark:** So Rocky, I'm your doctor and I'm living way... I'm living maybe not above my means but at means. I'm making \$750,000 a year and I have got nothing in savings but I'm looking really impressive, right? But then I'm empty. What do you say to me or Scott? Let's pick on Scott.

**Rocky:** Sure. The first thing I do is have people create a balance sheet. Run your life like you run a business. So, put together a balance sheet, what do you actually own and what do you owe and what do your assets look like. So, we know, "Here is a picture of where we are today. Here is what I have money-wise." Second thing we do is a statement of cash flows. Budgets are like diets. Nobody wants one. But a statement of cash flow tells me, "Where is my money going?" So, I'm spending all this money throughout the year it's going to all these places. Then you sit down and say, "Are you happy with where your money is going? Is this what you expected?" I think first of a lot of people are surprised with where their money is going and second of all when they sit down and they look at it numbers to numbers without all of the emotions in it then you can make a choice. "I'm spending X on eating out. Do I want to spend 50,000 a year on eating out? Do I want to spend

50,000 on a car every year? Do I want to spend 50,000 on the nanny?" Then you make choices.

So, it's not to say you can't do those things but make the choice is this really what you want to do? I think when people finally look at their numbers and see where their money is going I think they are shocked. When you start to say, "This is where I want my money to go instead," and you start using it for what you want, it's so much easier to say no to what you don't want. That comes back to having a purpose. What do I want in life and when I go in and the shiny object shows up in front of me and I'm so excited about it it's like, "Wait a minute, I said I wanted this and this is what is most important to me, this is where I want my money to go, it's not going to the shiny object." I think that really helps.

**Mark:** Yeah, clarity of purpose is huge. I actually just had this conversation the other night with my wife because we were kind of talking about as the kids get older what is our priority right now and we are looking at all these things and there are all these different options and what we can do. She wants to get some new patio furniture or some new bedroom furniture. I said, "Okay, those things are great, there is nothing wrong with them but is that really what's most important to us right now? What is most important to us right now?" We both came to the same conclusion saving for the kid's college education is most important right now and then it was very simple with no emotion to it. This is clear we are after that. Then let's talk about the patio furniture, not a problem.

**Rocky:** It makes it a lot easier when you know what you want it makes it easier to say no to the things that you don't want.

**Mark:** Yeah absolutely, absolutely. So, Rocky, we are at that point now of the podcast where we are going to put you on the spot. But your mentorship has been phenomenal this podcast. So we are going to 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 businesses, improve their lives, what have you got?

**Rocky:** So, I think the most important thing is your health and taking care of your body. More and more they are saying that we are going to live to 90, 100 and if you are going to do that you better do your best to take care of your body and the number one way to take care of your body is to fuel it properly. I'm actually reading a book, it's called *The Plant Paradox* and there is a ton of stuff in this book about how things that we think are healthy aren't really healthy. Certain vegetables we think are healthy aren't healthy, certain fruits. What's happened I think over the years is our food supply has

become industrialized and chemicalized and a lot of things have been done that probably aren't for our best health but they do put money in the food producers' pockets. This book talks a lot about some very dramatic differences in what we should be eating and how we should be eating. So I'm about halfway through it and I've already started to change my diet.

**Mark:** What did you change? Because I'm ready to change.

**Rocky:** About five years ago, I lost about 50 pounds and I've been able to keep it off. I do it two ways. One is through diet. I eat a high protein, high fat diet with vegetables. I've gotten most of the weight in my goal but these last 10 pounds have been stuck. Some of the things they talk in this book like I used to eat a lot of zucchini and he's saying zucchini is not the best for you. You should stick with broccoli and asparagus. Actually, when I was losing weight I was more focused on those veggies so dropping that particular vegetable out of my diet. He talks a lot about lectins and there is a whole bunch of science in how it plugs up, it mimics and it plugs into your cells and it affects the way that sugar is transported in and out and insulin affects your body. So basically what he's talking about is staying away from foods high in lectin and there is a whole bunch of other types of food in there and that's what we have to worry about. There is a lot of lectins in grains and wheat and certain vegetables.

**Mark:** Very cool, very cool. Now I'm not going to eat lectin. I love these protein cookies from Lenny & Larry, now I don't know who would eat it. It's got lectin, sunflower lectin.

**Rocky:** Sunflower I think, yeah so there you go. There is a lot. Protein bars are good but some of them are filled with too much in the way of carbohydrates. The other question is the source of protein. These days our animals are fed corn to fatten them up which isn't natural and it's not what the animals naturally eat and now you are eating the unnatural animal. So, I'm trying to clean up my diet. It's difficult.

**Mark:** All right.

**Scott:** Well, I like the tip but I'm afraid that my meals with Mark will never be the same now. Man, I'm going to have to worry about like Mark dietary needs now when I plan a dinner.

**Mark:** Yeah, Bootcamp dinners.

**Rocky:** You know what? Steak and broccoli.

**Scott:** All right, Mark, steak, and broccoli.

**Mark:** Grass-fed streak. Grass-fed steak.

**Scott:** Yeah.

**Rocky:** Yeah and you have to watch out because supposedly grass fed just means they were grass fed at some point. They may not have been finished with grass feed. They might have been corned up at the end.

**Mark:** Oh great.

**Scott:** 98% grass fed cow. All right, Mark, you are ready for my tip of the week?

**Mark:** I am ready for your tip of the week.

**Scott:** All right. Listen, I know you don't have this problem because the world revolves around Arizona time. But others of us have a problem with like trying to figure out what time is it somewhere else. You know you might know the time zones or maybe you don't, it's okay. My tip of the week is designed to help you like answer that question, "What time is it where Mark is?" Or, "What time is it where my VA is?" It's a nice cool app for the Mac because we know the world revolves around Macs. It's called [FlagTimes.com](http://FlagTimes.com), [FlagTimes.com](http://FlagTimes.com). It's like 99 cents. You get it from the Mac Store and it goes up in your little bar there at the top, you are able to type in the city and it shows you the time in that time zone. No more guessing. So, I don't worry about Mark anymore I know exactly what time he's on.

**Mark:** Very cool. I like it. I like. This is good and this will be good for my narcissism because I always think everybody revolves around me.

**Scott:** Right. That's what I'm saying. We all revolve around Arizona time apparently because we all have to change except for you guys.

**Mark:** All right, [FlagTime.com](http://FlagTime.com). My tip of the week is, start living a deeper, more fulfilling life, a purposeful life, go to [RicherSoul.com](http://RicherSoul.com), [RicherSoul.com](http://RicherSoul.com). Learn more about Rocky there. He's got a podcast which yours truly was actually on. He talks about life, family finances, tax services. He's got a coaching program. He's very cool. [RicherSoul.com](http://RicherSoul.com). Rocky Lalvani, are we good?

**Rocky:** We are good. Thank you so much for having me. It's been a pleasure to be here.

**Mark:** Thank you. Scott Todd, are we good?

**Scott:** Mark, we are great.

**Mark:** All right. I want to thank the listeners and just remind them the only way we are going to get the quality of guests like a Rocky Lalvani from [RicherSoul.com](http://RicherSoul.com) is if you do us three little favors. You've got to subscribe, you've got to rate and you've got to review the podcast. Send us a screenshot of that review to Support@TheLandGeek.com. We are going to send you for free the \$97 *Passive Income Launch Kit*. Today's podcast is sponsored by [TLFolio.com](http://TLFolio.com). Go on the site, start looking where you can invest your money or notes or sell your notes [TLFolio.com](http://TLFolio.com). All right, let...

**Scott:** Freedom.

**Mark:** Ring.

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