



THE LANDGEEK

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

Today's Guest: [Geoff Nicholson](#)

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. I was on his podcast and he's just a great guy. But before we talk to our guest, I would be remiss if I didn't properly introduce my co-host, 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. Scott Todd, are you ready for this podcast?

Scott: I'm ready, Mark. Let's go.

Mark: All right. Our guest is Geoff Nicholson and Geoff has an interesting story. Late 2000 he suffered a bout of viral meningitis which was the start of his journey through his own hell. He recovered but within a year was struck again. This triggered a series of severe stress-related conditions that caused him to be bed bound for years sleeping almost 20 hours a day like a real time Rip Van Winkle, followed by a further four of being housebound. He struggled with depression, anxiety, guilt and many other debilitating mental and physical conditions including severe lethargy, chronic migraines, racking muscular pain, poor concentration, and memory. Now 2006 his life gets better and... Wait no, he doesn't get that much better, actually. He wants to kill himself.

Geoff: Then he gets better.

Mark: Then things do get better and he becomes a different person. He works with people all over the world, entrepreneurs, CEOs, other high performing professionals through his coaching, mentoring, training and speaking. He's a big deal. Geoff Nicholson, welcome to the Art of Passive Income Podcast.

Geoff: Thank you very much for having me, Scott, Mark, lovely to be on the show.

Mark: All right. So, I don't think I did your story much justice there. Kind of rewind the tape and take us back to those dark days and how you got out of it.

Geoff: Yes. So, it really started... I was never really good at dealing with the stress side of things mainly because my belief was men don't talk about their issues; they keep it a secret and everything else. I noticed in the year 2000 I was ill a lot. I was having to be off work. I was getting viruses and all sort of things. Then all of a sudden, November the 5th, which in the UK we celebrate Guy Fawkes Night which is fireworks, and I was rushed to hospital with viral meningitis. We spent 24 hours in the hospital, came out, thought everything was great, started to make some progress but then what we found out almost a year to the day, I was rushed to the hospital again with the same condition. I spent four weeks... sorry, five days in the infectious diseases wards in the hospital which is no fun, Mark, I can tell you. It's like *Outbreak* the film. I was waiting for Dustin Hoffman to run in with the monkey.

Mark: Yeah, yeah.

Geoff: You know that sort of thing. Then what I ended up doing was that I came out of hospital again. My wife had just had our second child so I was trying to keep away from him so I didn't give him any bug because we didn't know what was going on. Then I started to notice that I was unable to really move around. I couldn't get from the bed to the bathroom. I couldn't walk downstairs. I didn't have the energy or the capability to lift my head off the pillow.

As you said when you talked about it, I spent a year sleeping about 20 to 22 hours a day, didn't want to be around anyone literally. Well, when you spend that length of time in bed, your energy depletes anyway because you are not using anything. But I just sank into depression. I had hyper-anxiety,

insomnia, all sorts of stuff going on. When I did come out of that phase, I was then still ill but I was able to move around a little bit more but I needed a walking stick and whatever else. I know I live in England and I don't live in a castle I can assure you, not like all the rest of them.

Mark: Right, right.

Geoff: But to walk down the top of the stairs to the bottom of the stairs would literally take me half an hour. So, I got to the bottom of the stairs. Now I would have to rest for another half hour and then I would walk to the... Hopefully, crawl, walk, slide to the lounge and then I would basically sit in the same place for the whole day and then repeat it day after day after day after day. It was January 2006 where I just got told that I could deal with this for the next 30 years. I have known my wife since I was a kid, since I was young. We went probably to the same nursery but we've been going out since she was 16 and I just looked and I went, "I can't put my family through this anymore. I can't drag them down because I don't know what's going on."

So, obviously the first thing that comes to mind is, "Well, I think I will just end my life." That was the thing that came. It was the only solution I could see at that time. So, I got in the car, I knew where I could do it. I knew I could get to 80 miles an hour, there was a big oak tree, seat belt off I knew that that's what would happen. But just before the speed was going up and as I'm driving there, my eldest son, Will, I hear his voice in my head saying, "Daddy, not now," and I kept hearing it, "Daddy, not now. Daddy, not now." The only way I can describe it is it was like an epiphany. I kind of like came to I guess a moment of sanity in that moment of insanity and I skidded to the side of the road and I just screamed. It was weird because it was almost like a flick of a switch and like I need to know I'm not going to be this person anymore. I'm not going to be this victim anymore. I need to know what moves people from as I call it an act of desperation to inspiration. What is it that moves people from actually this dark spot to actually desire and want to create and leave something amazing and that's been my mission ever since.

Mark: Wow. I get the chills, Geoff. Scott Todd, what are you feeling, man?

Scott: I can't even imagine what it would be like to be at that spot. It's hard to even kind of put your brain around where you would be or kind of how deep you are in at that point when you can't even relate to it.

Mark: How did you get from desperation to inspiration and what was that journey like? Was it slow? Was it arduous? What did you have to go through to get out of that?

Geoff: You know what? There were certain parts that was extremely quick and what I've learned to discover was is that actually, the body wants to recover very, very quickly. The body and mind want to recover because ultimately we have what our head says and then we have what our brain interprets and how that then affects how our body goes. So, what I started to do is I started to look at all different therapies mainly because I didn't have much luck in the traditional medical roots. Their response was drugs, more drugs, and even more drugs and unfortunately, the side effects were exactly the same as the symptoms. So, you would go for, I don't know, let's say pain but actually, the medicine could cause anxiety or depression or weight gain. I was already big because of what I was suffering from so, therefore, the last thing I needed was to do that. I remember seeing a specialist and he told me that the reason I was miserable and he wanted to identify and his words were, "I'm telling you now, you are fat." I was like, "Oh great, thanks. That just makes me feel so much good. I've just spent 300 pounds to see you."

So, I really looked at all that NLP, hypnotherapy, Reiki, and some of the Qigong and Tai Chi, some of that sort of stuff. But it was really a training program that really taught me about how our thoughts can influence our body and how fast our body can repair once it gets back to an equilibrium, once it gets back to a balance. What I realized is once I started doing that training, as I started to educate, I had mantras, I had affirmations, I had germain[sp], I did all that sort of stuff. And I as I was doing that, I started to notice my energy, my positivity all of that and actually not just go to where it was before I was ill surpass where it was before I was ill.

Then I trained with Jack Canfield. I did a one-year mentoring program with him. He handpicked 100 people from around the world and I did that. I learned hypnotherapy because I was fascinated by language, not about turning people into chickens, but the language side. Then that was my mission—to initially start helping people with chronic fatigue and really practice what I preach and practice what I teach. What I realized was this is that we all limit ourselves really in the same way of what we are thinking to actually what we are doing and then it's a matter of helping people work on that.

Mark: Geoff, I try to do mindfulness meditation where I will sit down and I will use the Headspace app. I'm not even exaggerating; I feel like 17 of the 20 minutes my mind like I'm gone like with thoughts, thoughts, thoughts.

Then something will happen and I will have like this very peaceful moment following the breath and then thoughts. I find it very difficult. Scott, do you have difficulty kind of like with the mind kind of doing what the mind wants to do and not being in the present?

Scott: Yeah. I think that's a very common thing. The mind does have a mind of its own, right? There is a reason that they say that. I think that one of the key things is really can you stop the mind whether it's from wandering or kind of talking to you telling you stuff you can't do to just say, "Damn it. I'm going to go do it."

Geoff: That's a good question. I think when you meditate, don't believe the thing that says you are supposed to go to a place where you don't think of anything because the brain doesn't work like that. Actually what's happening is when you are going into your meditative state, you are actually giving your mind a chance to go, "Let me just kind of like go through some stuff that I'm trying to process that probably it doesn't get a chance to do when you are working and when you are doing everything else." So, you are kind of like giving yourself and sometimes those things that come in your mind when you are doing those meditations are those great moments, those inspirational thoughts. I want those sorts of things to come because my brain allowed to play and allowed to do all of those things. So, I think that's an important aspect.

The other aspect is a lot of it is about the self-talk and how can we change the self-talk that's polluting or poisoning what we want to do and how we want to create success. Part of that I think is a morning ritual. You know what do we do in the morning that gets me to a place that goes "Bring it on, day, because I'm ready for you?" Ultimately at the high-performance level that's what we are wanting to do. When I started my recovery, I started to do this thing that basically I go to the bathroom in the morning, I look at myself in the bathroom every morning and I got this mantra that I say to myself. But words aren't just enough because we can say things without complete meaning. So, it's a balance of posture, conviction, congruence, and picking the right words that are going to go, "Okay. I'm ready for the day."

I will share this on the podcast; I share it with other people but I always end it with "I love you" at the end. Now I know that's soft and I know that's fluffy and all that stuff but if you don't learn to appreciate yourself because I'm coming from a point where I hated myself enough to get in a car and go, "That actual tree makes sense to me hitting that at 80 miles an hour." But when I can stand there and I can look at myself in the reflection and when you look at yourself in the reflection, you see the true you. You are not just looking at anything you are looking at you looking back and you can see if it

means something. You can see if your posture is right. All of that sort of stuff has a huge impact on telling your body how you want to feel. So, if you start the day like a complete A one, "I'm going for it but I understand it all of the mindfulness set and everything else but I have complete conviction and appreciation of myself," then you can start the day with this relentless strength that comes from you. No matter what people say, you just can go for the most amazing things that you can ever dream of.

Mark: I love it. To play devil's advocate and you are like in this depressive state, I don't think I'm very depressive but I have read enough about it where it's just so dark and people have a very difficult time getting out of it without some type of professional help or without some type of medication. So, how does someone in that state even have the energy or the wherewithal to have even this positive sort of morning routine?

Geoff: Okay, there is a good thing. First of all, you have to go and seek help. Don't think you can do it on your own because... There was a thing that I have got. I wrote a book somewhere where I have written down everything I thought about myself when I was ill. From fat, useless, stupid and rubbish dad and all of those stuff and I actually wrote a list of how bad I was as a person. So, when you are going through that depression state, your filter is, "I want to look for everything that's bad." It's like don't think the pink elephant. Well, don't think of how rubbish your life is and that's what comes up. So, definitely seek talking, counseling or seek medical advice. I do think there is a place for antidepressants. I think the big problem is is when people think they need to live by them because all you are actually doing is you are suppressing, that's why it's called depression. You are suppressing your emotions rather than expressing them.

So, by getting something that gives you a little bit of a lull to be able to go, "Okay, now I feel comfortable enough to talk about something," then that's what you need to do. But talking about your issues is the best way to deal with stuff, getting them out to someone that is prepared to listen without judgment. Because one of the hardest things was if you are having a bad day at work, if you are having a bad day at something, let's not take it to depression and you speak to someone that's emotionally attached to you. It's very hard to hear someone saying something to you. So, by going and seeing a professional, whether it's a coach, a counselor or something you are able to go there, speak to them and repair some of the stuff that's happened in the past maybe or sometimes it's just about to change your focus.

The way I used to describe is, I lived life in the rearview mirror. I wasn't taking any notes as of what was happening possibility in the future. I was

always living in, "Well, everything has gone wrong in the past; so, therefore, everything is going to go wrong in the future." So, I think there is that massive importance. But also I went through a paradigm shift. So, when I was going to that moment, there was a moment where I went "There is nothing on this earth that's going to stop me from getting better." Because at the time when I was driving towards the tree, I was in that space; I was then going, "Nothing is going to get better; so, therefore, let's just finish it off."

But with the help of my son, who thank God wasn't in the car, but with the help of him and his voice that jarred me enough to go, "Okay, regardless of what I need to do, what demons I have to confront, what limitations, what past beliefs I have got about myself is I need to get better." Then that spurred me on to try even harder but also to look at all of the different possibilities of what is out there and also not to be ashamed. I've gone through depression, so what? It's not a sign of weakness. The problem is a lot of people are strong and the reason is they suffer from depression because they don't want to burden other people from those issues or maybe also have got some mental chemistry issues and stuff but that's what a professional is for to help you identify and to help you get that sorted.

Mark: Yeah, absolutely. Scott Todd, what are your thoughts?

Scott: The story here is so deep. I think that that anytime you are looking back at your life or you are looking at it from... I like to think of it as kind of like a mood elevator if you will. If you just imagine like this glass elevator and when you are at the lowest point which is like, I don't know, what is the lowest point? Maybe it's driving your car 80 miles an hour towards a tree but what emotion is it? It's hopelessness. It's all of this stuff. "Nothing ever goes right for me." You are deep in the basement of this glass elevator, man. Like you are in the lowest of lowest floors and all you see is like concrete walls and nothing is beautiful.

But then as you rise on that elevator up and you become kind of curious, maybe that's halfway up the mood elevator, you are kind of curious about things. "Hey, I wonder how that works or hey, I just got cut off in traffic by this jerk, man. I wonder if in a hurry to get to the hospital maybe something bad is important." Now all of a sudden, I'm not like lashing out at somebody. I'm more able to be kind of curious and more, I don't know, compassionate about things so that it goes through. Then as I rise up now, I'm seeing the world through this glass elevator. Now I'm seeing things that I'm grateful for and I can make better decisions because everything is clear. I get a bigger picture of the skyline.

I can see the trees. It's just a much better picture and so it's really, really hard to go from like that basement back up again. But I think if you can just suspend like, "Okay, this is not a good time for me; I'm going to like suspend decision making for right now until I can get to at least to the point where I can be curious about something," like you are saying, "Okay, well, I'm going to change this or how can I change this?" Once you become more curious about things, well then the outlook was completely different.

Geoff: Yeah, yeah absolutely.

Mark: Geoff, I can imagine that you get a lot of emails. People are not in the best frame of mind. Is there a book or a piece of art, some type of music that you gift or you recommend the most of?

Geoff: So, there is a couple of things that you've brought up. So, what I would say is gratitude is probably one of the most powerful ways to re-tap into what actually is great about life because you are so right, Scott. When people are in that bad place, they don't look at the right place. So, what I would say is there is a great app called the Five Minute Journal and really simple. It's great but it gives you all of the steps to flow through about looking for something great in your life. Now what I would say is what you've got to do is always choose something different. So, three different things every single day. Because I've got a wife and two kids so that's three things straight away, but what is it about them that you are grateful for? So, for example, it might be my youngest son's laugh because he laughs like Bluto. It might be something like that or it might be I love the passion that my other son has in his career that he wants to take up.

Once you start getting into the use of that, then go smaller. So, choose simpler things like, "I love the fresh air on my face when I'm going for a walk in the morning." Because despite how bad things get, there is always the simple things. Scott, you eloquently put that about the elevator and I might borrow that and steal that in the future but as you used that, it is about talking that up and using that thing. Because the other thing that's different when people are in a dark spot they look down, they don't look up and looking up is a postural change as well. So, when you are looking up and looking at what's around you, all of a sudden, the horizon looks wider. There is a different message that goes out to maybe the brain and all sorts of things. There is a couple of stories of therapists telling people to walk home and look up and count the chimneys on the roofs and then feeling very different when they get back to their home because all over a sudden their attention is very different. It's up and out rather than down onto the ground. So, I think for me the big one is the Five Minute Journal and practicing the gratitude.

Mark: Yeah. I have the Five Minute Journal app, so now I feel really good about myself.

Geoff: Five stars.

Mark: Five stars, Geoff Nicholson, that's right. So, it's interesting and it's a very serious subject but what is great about you, Geoff, and I don't know if it's coming through on this podcast is how much joy and humor and levity you bring especially on your own podcast. You are just having a great time. What I would be interested about is, were you always like that and then you got sick and then it just kind of come back? Is this something that is innate to you or you developed?

Geoff: No. I wasn't very confident as a child. I was bullied at three schools. My only avenue for my confidence or to excel in something was sports. Whatever sports was out there I did because I loved the competitiveness and I loved the fact that I actually could do that. Stick me in a classroom and put in front of some books because I'm dyslexic as well and my mind just melted. It literally came out of my ears that sort of thing. I think is when I have gone through my crystal ball moment and I have done my paradigm shift I see really what's important. I look at things and go, "I'm not supposed to have a miserable life." It doesn't matter whether you want to excel for a multi-million company to me or whether it depends on your own personal definition of success, for me, I just want to have fun.

I want to be an example for my family. I want my kids to see that you don't have to go do a job that you absolutely hate. You don't have to be angry all the time which unfortunately they have seen that side of me when I wasn't well. I want them to be able to express. Now I have to be an example to them but I also have to be an example to others. As far as I'm concerned, every person I meet are a corporate person and I want to get to know them and the only way I can do that is just being open myself because then it invites them to be open. My whole business is talking, it's conversation.

So, if I cannot communicate and I'm not in a good place, I will work with people who are burnt out, I will work with people who the business are on the course of break up and everything else, I've got to be at that high energy level to have fun and no matter what God forbid touch wood and everything else, no matter what life will throw at me I have been through worse than when people say, "Oh, my career is at the end," it's not as bad as they initially think. It's just looking at them and going, "Okay, well, what can we do with this?" I'm solutions orientated. I used to be always problems orientated and being solutions orientated you get to see the horizon. You get

to see where is it that I want to go in my life? Where do I want to travel to? How do I want to do the business? I don't believe in thinking small. I used to but I just don't. If you are going to have a life make it as I say on my podcast an exceptional one. I will create the exception and be the exception and that's where things will go.

Mark: Yeah. You are like the British Tony Robbins.

Geoff: Please market that one up.

Mark: Yeah, yeah. One of his best quotes is, "Suffering is an excessive focus on yourself." Clearly, your story is amazing but ultimately at the end of it's about gratitude, it's about joy, it's about creating this metric for success and you are not focusing just on your stuff. You are helping people and you are rising up that mood elevator like Scott said and because of that you are able to achieve a purpose larger than yourself which is moving the needle in people's lives and helping them go through the darkest of days because you've been there and you can relate and it's really phenomenal. But we are that now point, Geoff, where we get to put you on the spot and ask for you for a 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?

Geoff: Okay. So, it's not about the depression and the mood but it's about productivity experiments. I see far too many people doing the same thing over and over again and expecting a different result. The tip is, do a productivity experiment every quarter within your business and focus within a certain result that you are looking for and explore how you can make that as efficient as you possibly can.

Mark: Can you give me an example of a productivity experiment?

Geoff: So, for example, the famous one is I don't want to be working every hour God sent in order to work. Work doesn't have to be nine till nine, let's say for example. So, I might be looking at systems as in something like using Zapier, there is an app for you. That's a great way to look at your strategies and actually create workflows that actually make life easier because everything is done. I introduced that to my business and I saved three hours a week on strategy just on one part of my strategy and that was the podcasting process side of it. So, using apps and taking time to explore and be willing to change the things that you may have always done can save you huge amounts of time.

Mark: I love it and we love Zapier. We use Zapier like every day. We are like geeky Geoff.

Geoff: Oh I know. After your interview with me, I've got TextExpander now. You've got me on that one though. It's your sale.

Mark: Oh good. See? Scott Todd, what's your tip of the week?

Scott: All right. So, Geoff mentioned this guy and I don't know if I've ever... I think in a way I think I've given this in the past but you know what? I'm going to give it again and here is the deal. Geoff mentioned Jack Canfield, right? I think Jack Canfield is just a fantastic kind of motivational person but there is one book... He is the guy known for *The Chicken Soup For The Soul* and those books but there is one book, one book that I read that literally transformed the way that I think an I think it has a lot to do with the success of where I am today and that is *The Success Principles*. So, go get that book *The Success Principles*, read it, read it again, read it again, execute on it and your life can be exactly what you want to be.

Geoff: Yeah, totally agree. I listen to that every single year at least once.

Mark: Wow, that's great. Well, my tip of the week is learn more about Geoff Nicholson at GeoffNicholson.uk. I will have a link to his website because it's arguably the worst domain name of all time because Geoff misspells his name. And first of all, Geoff, no one can spell it. It's Geoff, it's G-E-O-F-F.

Geoff: We are English. We got it first. That's all I'm going to say.

Mark: I know. Then you've got Nicholson. I mean come on, man and then.uk. Who thinks of .uk? So, I will have to have a link to it so that anybody can find it.

Geoff: People think I'm Dutch, you know? So, it's when they first see me, it's like Geoff, Geoff," and I will look at them, "I'm Jeff," and they go, "What? Okay."

Scott: So see, they heard it first and then we tape fixed it, G-E-O-F-F.

Geoff: You are literally phonetics, yeah, yeah.

Mark: Yeah. I got to figure out a way to get across the pond and have a pint with Geoff.

Geoff: Yeah, although I will get you one if it will be equivalent to a water bottle full of beer.

Mark: That would be ridiculous. You can dock your jet ski in this water bottle. This water bottle has got an undertow.

Geoff: We can't buy them in this country. We cannot get them.

Mark: You can't?

Geoff: No.

Mark: Is there a water shortage?

Geoff: This is the biggest one you get.

Mark: Oh my gosh.

Scott: Mark, not that this has to do with England but it's their neighbor Ireland. I went to Ireland and holy cow man I'm asking for like Diet Coke and they are bringing me like this small little Diet Coke and I'm like, "Okay, we are going to need about 10 of those. Okay like just keep them flowing." Then I'm like, "Can I please, please, please get some ice?" Then they are like, "Oh yeah, yeah, here is two pieces. I'm like, "No, no you don't understand, I need ice like lots of it like can you just back the truck up for me?" Then I got smart I went to the gas station to buy them and I'm like, "This is ridiculous. This is more than the price of gas, this Diet Coke, come on."

Geoff: There is a reason why we think like that though because in America when we've gone on holiday in America and you get a Coke, you get free refills quite often in a lot of places. You will never get a free refill from a British restaurant

Scott: You can't even get it?

Geoff: No. It's when you get ice. Because when they put ice in you lose your drink so you end up getting half water. See, we are super efficient than the UK. We know what we want.

Mark: Yeah, I'm sold. I'm a huge [00:33:06] [indiscernible] now. All right. I want to remind the listeners the only way we are going to get the quality of guests like a Geoff Nicholson from [Geoff Nicholson.uk](http://GeoffNicholson.uk) is if you do us three little favors. You've got to subscribe, you've got to rate, you've got to review

the podcast. Send us a screenshot of your review to Support@TheLandGeek.com. We are going to send you for free the \$97 *Passive Income Launch Kit*. Today's podcast is sponsored by LandModo.com. It is the best platform now to list your land listings and get them sold quickly and efficiently. Geoff Nicholson, are we good?

Geoff: Yes, we are good. Thank you very much and it's been an absolute pleasure being on the show.

Mark: It's great and it's great seeing you again. Scott Todd, are we good?

Scott: We are good. We are good, Mark.

Mark: All right, let freedom ring.

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