



# THE LANDGEEK

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

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

### Transcript

**Mark:** Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website [www.TheLandGeek.com](http://www.TheLandGeek.com). Today's podcast guest is - I'm going to put on my anchorman voice - he's a big deal, he's got a Ted talk, he's done a lot of stuff. But before we talk to our guest, I'd be remiss if I didn't properly introduce my cohost, Six Sigma, Scott Todd from [ScottTodd.net](http://ScottTodd.net), [LandModo.com](http://LandModo.com). And most importantly if you're not automating your Craigslist and your Facebook postings [PostingsDomination.com/TheLandGeek](http://PostingsDomination.com/TheLandGeek). Scott Todd, how are you?

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

**Mark:** Pause is still normal, respiration is fine. I'm drinking your Colonel's coffee by the way.

**Scott:** Is it good?

**Mark:** I am fully caffeinated. I love it.

**Scott:** Nice.

**Mark:** Scott was in Hawaii and was kind enough to send me some goodies from the island and I'm fully, fully enjoying it. So, let's talk to our guest. Jim Harshaw Junior from [JimHarshawJunior.com](http://JimHarshawJunior.com). Failure, struggle and setbacks are not only an inevitable part of life but a necessary step on the path to success. Jim Harshaw has learned many life lessons on the wrestling mat; having been a Division I All-American and won three ACC championships for the University of Virginia, trained at the Olympic Training Center and competed overseas for Team USA. He has experienced significant triumph and devastating defeat. He relates those powerful lessons of failure, struggle and setback to empower his audiences to overcome their own challenges and achieve success despite their inevitable failures. Jim is a speaker, executive coach and host of the Success Through Failure podcast. You can find his TED talk on failure as well. So, we will have links to all that. Jim Harshaw, how are you?

**Jim:** I'm great Mark, great to, Scott. Good to see you guys and I appreciate you saying I'm kind of a big deal because I'm going to try and tell my wife that because she doesn't think so. We'll see. My kids will see.

**Mark:** If you want, I'll show you the link to the TEDx talk.

**Jim:** Good to do, yeah. Tell her I've got a TEDx talk and maybe she'll think I am a big deal again.

**Mark:** Yeah, absolutely. So Jim, why failure? There are so many things to sort of discuss as far as coaching and mentoring and motivating. Why failure?

**Jim:** It's interesting how this all came about. I'm kind of now known as 'The Failure Guy' and this all started with a failure that I experienced. I mean really I had to speak in front of a group and I got really nervous and I was stumbling over my words. I'm like, "Man, this is just not okay." So I went, I signed up for Toastmasters, started going to Toastmasters meetings, speaking in front of groups and then I had an opportunity.

I heard about the Charlottesville TEDx event, which is one of the largest TEDx events in the world and top 1% of the largest TEDx events in the

world. There was open spot for community speaker and so I applied and basically I heard their commercial on the radio driving to work one morning and it said today's the deadline, you've got to have your application in by 5 o'clock if want to try to speak at the main TEDx event in Charlottesville. It was one of those days where I had like 20 hours of work to do on 10 hour day. I just [00:03:58] [indiscernible] man I'd love to send a two minutes sample video but I just don't have time to get to it today.

Well, about 4 o'clock I'm like, "You know what? I need to do this." So, I ran out to my car, I held my phone in front of my face and I was like, "What am I going to talk about?" I was like what is a message that's really going to resonate with people that I feel like I've experienced I can speak from experience on and I said failure and failure as it relates to success and the necessity of failure as a stepping stone on the path to success. I shot this short video and submitted it along with 60 some other people who also wanted that one spot. 25 of us got chosen to speak at an open mic night and at the open mic night there was an audience of 500 people chose me, voted for me to get the main spot, to get the spot on the main stage a month later.

So, that's how it came about. So, I got to share my message. The title of my TEDx talk was Why Teach My Children to Fail. So, to get back to your question why? It was a message that was on my heart, it's a message that failure is something that really held me back for a lot of years, I failed a lot. As an athlete that's just sort of a normal process and then part of it, but those failures created a lot of self-doubt in me. Those failures created a lot of self-doubt in me as an athlete and once I finally got over those and realized that my failures don't define me, that's when I finally broke through. That's when I finally reached my dream, getting on the podium at the national championships in front of 15,000 people. And then you fast-forward through life and I became the youngest Division 1 head wrestling coach in the country and I trained in the Olympic training center and had all these successes.

I got out of coaching and got into business. The first business of the homerun. Started that, sold that and then I started my next business and that one was a failure. I remember being at a point Mark where when that business was sort on its last legs and I was kind of just about to shut things

down I was on Craigslist looking for a job, scrolling past the jobs for unpaid internships and paper boys and thinking like I've got two degrees from the number one public university in the country, I was a Division I All-American, I'm an achiever. How did I get here? We're dead up to our eyeballs because of this business, I was in the worst physical condition of my life, my wife and I our relationship was at its lowest point, I wasn't spending enough quality time with my four kids and everything was a mess. I said how did I get here? How did I get to this point?

That was sort of the low watermark in my life and in my career for sure in business, in my relationship as well and financially. Whenever I gave this talk about failure, it was about three or four years after that low point and I had recovered significantly since then and there was a process that are used to recover but that failure was a necessary step in my path to success as an athlete and as a businessperson and as a human being. So, that's where that came from. I knew it's something that would touch a lot of people and it something that was is important to me.

**Mark:** So, you're in this dark period of your life. How did you come out of it and what did you learn from it?

**Jim:** Yeah. I'm sitting there on my computer and looking on Craigslist like I said. I remember closing the lid, I just closed my computer and my wife Ally was already in bed upstairs and I just set my computer down. I walked upstairs thinking like you know still kind of in this low point, thinking like how did I get here? This wasn't supposed to happen to Jim Harshaw, right? So, I laid down in bed next to her and in the room was dark and she's asleep.

I'm staring at the ceiling and this is just racing through my mind and I hit on the fact of this. I said, "You know, Jim, you were an athlete and you were a successful athlete and you had endured a lot of failure, a lot of failure to get to the point where you were a success. To be Division I All-American is actually statistically easier for a high school football player to make it to the pros than a high school wrestler to become a Division I All-American." It's a really hard thing to do and I said, "You dealt with all this failure but you eventually turned that into success. Like what was in place in your life then that's not in place in your life now? Like how do you take this failure, Jim,

and turn it into success? What were the things that were in place in your life that allowed you to turn failure into success?"

Honestly, Mark, it was like a camera lens just slowly coming into focus. I'm staring at the ceiling and then it all just kind of came to me in that moment laying there and it was this. There were four things that I had in my life that allowed me to not only deal with failure, but deal with it in a successful way that allowed to learn from it and propel me forward and it was this. They were four steps.

Number one. I knew what was important to me. When I was competing, I knew what I valued most and what valued most was getting onto the podium. It was winning the championship, it was being like the people that were my mentors and my heroes and my coaches like: these All-Americans, these natural champions, these Olympians that's who I wanted to be like. They were respected people, they live disciplined lives and they were just amazing people and they were tough, right. So, I wanted to be like them. So, that's why valued, those were my values. That was step one.

Step two was I had goals that actually aligned with my values. My goals were directly in alignment with what my values were. So, my goal was to become a Division I All-American that was in alignment with what was most important to me. But if you look in the real world like most people what's important to them, what most people really have never been truly defined, they don't really know but they kind of have a general idea and then their goals are in alignment with something else. They're in alignment with like what the media is telling us that we should want, most people my goals are in alignment with what they see on Facebook or what's parked in their neighbors driveway. These things aren't truly what they value though. So when I was competing, my values and my goals were alignment and then the third step was this.

The third piece was this when I was competing I had this environment that I created around. This environment: I called it the environment of excellence. I had coaches to kick me in the ass when I needed a kick or lift me up when I needed lifted up or kind of help me course correct I had coaches. I had teammates who held me accountable and I held them accountable so we were in this together. Wrestling was an individual sport, but I still had these

people, I was in this together, we shared the shared experience and I had nutritionists, I had strength and conditioning coaches, I had sport psychologist, I had athletic trainers I had all these people in my life. And it wasn't just that, it was also the media as part of my environment of excellence. The media that I allowed into my life at the time like I didn't watch much TV but when I did I was watching wrestling, I was watching films of the world championships, I was watching films of myself, I was breaking down film of my opponents. That's the kind of stuff that I allowed into my head. When I was reading books I would read sports books, I would read motivation books, I'd read wrestling books. Like this was my environment right.

And then the fourth and final piece was I had a plan for follow-through. Like if I lost the match on Saturday, coach is going, "Hey, Jim, hi. I'll see you tomorrow morning," after the team left, "at 7 o'clock in the morning." I'm like, "All right." I've got to be there. There's accountability built-in. I was also on scholarship so if I wanted to keep my scholarship this was my plan for follow-through: I had to be there, I had to keep going. So, I could just quit, give up and walk away.

Those were the four pieces and when you re-create those four pieces into your life in the real world, which I did like everything changed. Everything changed so now I'm making more money now than I've ever made in my life. My relationship is... I joked at the beginning of the show my wife is not thinking I'm a big deal. Actually my wife came down this morning, she gave me a big hug and she was like just sort of like gratitude, expressing gratitude. Like we have this great relationship now and my kids everything is great with my kids and I've planned quality time, intentional quality time with my kids. My life is back in balance and that's what most people talk about. Like their life is not in balance and therefore they feel they're not focused, they don't know what the right thing is for them, they are easily distracted, and they don't have clarity on what's next for them. But this whole process helped me that I discovered that night lying in bed, looking at my ceiling helped me get through that dark time. Now that's all I teach people.

**Mark:** Yeah. That's really profound. Scott Todd, what are your thoughts?

**Scott:** I think that Jim to hear your story is really kind of incredible. My own story was that I kind of grew up in kind of a corporate 300 company and found my success there. But before... I think I worked there for like nine years before I left. The thing is that before that like I was successful but I wasn't ask successful as I thought I could be. I had some of those dark days too where I was like man what is missing here? What's not connecting? Why can't I be...? I didn't know Mark at the time. But why can't I have a life like Mark Podolsky?

Essentially what was missing and I think that you really have to dig down and really I think that one of the first things I see in people sometimes is a lack of self-confidence. Like for me I had a Master's degree. I had a Master's degree in Accounting, Master's degree in business and I was working for this small little company and I hated every single day, I hated it. It was painful just to get up and to go to work and I thought, "What's wrong with me? Why can't I find the success?" And one day my wife says to me she says, "You know you've got a great education, go and use it." I'm like what? She's like, "Go and use it." She's like, "Believe that you can do it." And I'm like, "Huh, that's a very insightful thing from..."

It was kind of hard to hear from your wife because you want your wife to think like that you've got it altogether and I really took to heart what she was saying and I am like I've got to do this, like it's time. That's when I went and got my job at my fortune 300 company. One of the things that was hard for me was like I always felt like people that were higher up or had success that they have something on me, that they were something that was different and then started putting together some small successes and I started realizing that hey if they can do that, then I can do it. I started to build my self-confidence just by looking at it like if they can do it I can do it and from that point, you know, 12, 15 years later you start to realize like man that's really the secret. One is you've got to have some self-confidence, you've got to build a team of people that you can trust to guide you but at the same time, you really have to take action and just believe that you can do it.

To hear your story really kind of takes me back to some of the thoughts that I had in the past too.

**Jim:** Yeah and I would imagine a lot of the listeners have had or are experiencing similar thoughts right now. When you create this environment and you identify what's important to you and you create these goals, Scott, your experience—it becomes not just action and drudgery action; it becomes inspired action.

**Scott:** It does, yeah.

**Jim:** That's what we want, right?

**Scott:** Right.

**Jim:** Like my entire life I've not been a morning person. I actually remember fearing graduating from college because that meant I had to wake up early every morning and go to a job, but I look back and go I woke up at 6 o'clock in the morning most mornings in college to go to extra work outs. I would go grab a 45 pound template to run up and down the stadium stairs and put myself through voluntary pain and suffering but I would wake up early to do it because it was inspired action. Right now I wake up at 5 AM every day and I work on my podcast and my coaching it's inspired action; it's different than the drudgery and the things that we don't want to do. When it becomes inspired action, that's where it becomes really fun and that's where the self-confidence comes from and that's where success comes from.

**Mark:** Yeah, I mean if we flip this, Jim, a lot of times what happens and is that people need a crisis to really get to a point where they're really going to make a big change in their life. How do we shortcut that? Why do we have to wait for a crisis? Like why can't we just not be in so much pain and have this change that we want?

**Jim:** Yeah, that's a great question because most people are experiencing some level of that pain. Most people that I talk to are experiencing some... like it's a dull pain, it's like a dull ache. It's just underlying anxiety of I'm not quite living out my full potential, I'm not doing what I know I could be doing or I should be doing. I'm not living to my fullest and I'm slowly letting that dream, that hope that vision I have inside of my head I'm slowly letting that go and so it's this dull underlying subtle pain and anxiety and in until becomes acute you're not going to most likely do anything about it. What



does it take to have that lightning bolt or that you know short of having that rock-bottom moment is this.

I have a podcast, as you know as well, Mark, you've been on there Success Through Failure and I've interviewed tons of amazing and successful people like yourself and astronauts and billionaires and professional athletes etc. etc. New York Times bestselling authors. I always ask them what's a habit that you do that you feel sets you apart. What I've learned is they all tell me some form of pause. It's some form of getting off of the treadmill of life and actually evaluating, thinking. They stop doing and they do thinking instead. It's either meditation, it's coaching they get a coach or they're prayer journaling. These are all like regular habits, not something that they do once, but like regular habits of highly, highly successful people. I've grouped these activities into something that I define as a productive pause.

I call it a productive pause and the definition of a productive pause is a short period of focus reflection around specific questions that leads to clarity of action and peace of mind. So, a short period of focus reflection that leads to clarity of action and peace of mind. When you do that, you go, "Okay. So, I'm experiencing this subtle pain, I'm experiencing this anxiety." There's this whole mindfulness movement out there. Everybody thinks it's just meditation; it's not. It's all these things, and it's these forms of a productive pause. When you stop, get off the treadmill and you identify and you sense and you feel this pain whether it's through journaling, whether it's through meditation, whether it's through hiring a coach or a prayer whatever the case might be. When you feel this pain, you can go, "Okay, wait a second. Let me zoom out here. I'm headed this trajectory, I want to go on that trajectory, something needs to change here." And it's usually after identifying what's important to you, then create goals that align with what's important to you and then create that environment of excellence and then a plan for follow-through. Does that make sense?

**Mark:** Totally makes sense. Scott Todd, what do you do for your productive pause?

**Scott:** Literally I like to write down my goals every day. Like that's my way of connecting with them and thinking them through and thinking through what I'm trying to achieve on a bigger scale, not just like today.

**Mark:** Yeah. What's so funny is I rotate my productive pauses where I'll go into mindfulness, meditation and then I'll go into sort of stoic principles and then I'll also when I work out I'll have an audiobook and I'll be listening then I'll start thinking. Again I read a lot. I take Mondays and Fridays off just to take that productive pause and really sort of meditate on the things that are important to me in life. But you know I'm not watching Netflix all day. It's more a productive, sort of thoughtful isle. Am I living my best life and those types of things? Jim what do you do for your productive pause?

**Jim:** Yeah, I do. Gosh, all the things I mentioned and more. So meditation, journaling, prayer, I have a coach, I do visualization. A lot of it and a lot of times when I'm driving, I will turn off the radio, turn everything off and I would just think out loud. I will ask myself questions as if I was coaching myself. I'll ask myself what I call these productive pause questions and I challenge and I make myself answer those questions. So, any of those forms of a productive pause and I think about 5% of our total lives should be a productive pause or least 5% of our waking time should be in pause and the other 95 should be inaction, at least 5% you should be. 30 minutes a day can really set your day up for amazing results.

Whether you're doing the prayer, the meditation etc. the pause in the morning, before you walk into a meeting you should spend 32 seconds saying, "What do I want to get out of this meeting?" Everybody hates meetings but if you go wait, a second productive pause. What do I want to get out of this meeting? What are the three things I want to leave this meeting with and then you walk out of that meeting instead of saying gosh I forgot to ask this question or we never clarified that or we don't have these action items. You walk out of the meeting and happens to be instead of an hour-long it's 45 minutes long and you know exactly... everybody has their action items, everybody knows, gets out of the meeting what they need to get out of it. So, those are all different ways that I use the productive pause.

**Mark:** Is it okay to ask you what your three questions are that you like to ask yourself?

**Jim:** Yeah. I have a bunch. The one that I ask myself most is what's holding you back? What's holding you back and it's such a powerful question that

just starts the conversation. What's holding you back? It's usually something internal. If you're saying it's my boss or it's my spouse or something like that then you need to look in the mirror and figure out what is your role in that.

Another good one is what would - fill in the blank - do? What would Jesus do? What would Tony Robbins do? What would Richard Branson do? What would Elon Musk do? Richard Branson, Elon Musk those guys those are big ones, great ones because those are huge, huge thinkers.

Another one is what am I not doing that if I was would most move me towards my goals? What am I not doing or what am I afraid of? What am I afraid of, that I'm not doing and if I was so, if I was actually doing that thing picking up the phone, calling that person, networking with that group or launching that website or picking that first step or having that conversation with my spouse or whoever. What is the one thing that I'm not doing and if I were would most move me towards my goals?

**Mark:** Those are great. Those are great. Jim, when you hear the word successful, what do you think of?

**Jim:** Interestingly or I should say ironically, the thing that I think of what I would imagine that the world planted into my mind initially. It's people like Steve Jobs but that's not how I define success. I think that's what most people think of, like somebody who just changed the world right and it's amazing. But when you look at what his goals were and what he based his values it's like his values were nothing like mine. I mean he stepped on people, he denied his own daughter. I mean I wouldn't have wanted his life in a million years. For \$10 million I would take his life. What I think of as successful is somebody who's living out their values, living their life the way that they define or however that they define success.

**Mark:** Great answer. We're at that point now in the podcast now, Jim, where we're going to put you on the spot.

**Jim:** Lay it on.

**Mark:** We're 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 improve their businesses, improve their lives. I think your mentorship in this podcast has been invaluable and this is going to be the kind of podcast that people should bookmark and listen to probably quarterly to get them really thinking and engaged in their own lives and have those productive pauses and really not sort of have this shame about failure. Because I think that culturally speaking other cultures don't have shame about failure. You go to a place like Israel, they love it, and they embrace. They're like great, good for you. Your startup failed great, no big deal. What are you going to do next? Like they're excited about the next thing. So Jim, what have you got?

**Jim:** In terms of the tip of the week?

**Mark:** Tip of the week.

**Jim:** Yeah. It would be to do that productive pause and for the listener, you can do this right now. I mean you can hit pause on this podcast right now or as soon as this podcast is over you can do this. But ask yourself that question out loud what's holding me back? Just ask yourself that question right now. I would suggest you answer that out loud to yourself, if you're in a group people you might want to journal on it. You know, write it down instead that's another great way to flash this out.

But I would encourage people you will get so much value out of that I promise you or I guarantee you. If you finish that conversation with yourself because it's not one answer. You go, "Okay, what is holding me back?" You say, "Ah well, it's my doubt around starting that business." You go, "Okay." Then the fictitious coach sitting next to you or me... Imagine me or Mark or Scott sitting next to you he says, "Okay. Well, what are you going to do about it or what can you do about it?" Well, I guess I could call the Small Business Development Center or I could reach out to a good friend of mine who has already succeeded in that or I could create a business plan. There's all kinds of things.

The next question might be when are you going to do it? Well right now I guess. I can Google it on my phone, the SBDC, Small Business Development

Center. So, you don't stop with the line of questions until you come to action, to an action. The one thing that you can do right now. So, that's my tip of the week.

**Mark:** Phenomenal. Scott Todd, what's your tip of the week? Wait, let me unmute you here. There you go.

**Scott:** I'm good, okay. I want everybody to check this book out. It's kind of an older book but it's called *The Magic of Thinking Big*. David Schwartz wrote the book some time ago and really it ties into what we're talking about today. And I can tell you that when I was kind of in that down and out period man this book really got me thinking, like seeing how important it is to think big, not little things but big things. Check it out.

**Jim:** I just had lunch with a guy a couple of days ago and he brought up that book and this is a very, very successful man. A great book and I read that years ago. Love it, great recommendation, Scott.

**Scott:** Thanks.

**Mark:** I remember when I was in my dark period in 2010 and had to sell the house and really just a cut down on my personal overhead and sort of at the crossroads. Like you know look at what I've done to my family and making all these bad choices. One of the books that I read that really kind of helped me through it was *The Power of Now* by Eckhart Tolle. So check that one out. Have you read that book? It's kind of woo, woo but...

**Jim:** I have not read it. That's been recommended, I need to read that book because I've heard a lot of people, and very successful people recommended it. So I need to add that to my list.

**Mark:** Yeah, but also my tip of the week is learn more about Jim Harshaw at [JimHarshawJunior.com](http://JimHarshawJunior.com) and watch the TEDx talk and just it could be like daily motivational practice. Just going to that website every single day and check out the blog, going on the podcast and just engaging in the wisdom of Jim Harshaw Junior. So Jim, thanks so much.

I want to remind all the listeners today's podcast is sponsored by [TLFolio.com](https://TLFolio.com), which stands for Tax Lien Folio not Tate Litchfield, TLFolio.

**Scott:** The land, The Land Folio.

**Mark:** Oh yeah, I'm sorry. [TheLandFolio.com](https://TheLandFolio.com) because if you want unlimited funds, it's a great place to put your note up and get it cashed out and then have that passive income revert back to you in 12 to 18 months and then just redeploy that capital. Learn more at [TLFolio.com](https://TLFolio.com). And also, please, the only way we're going to get the quality of guests like a Jim Harshaw from [JimHarsawJunior.com](https://JimHarsawJunior.com) is if you could do us just 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](mailto:Support@TheLandGeek.com), we're going to send you for free the \$97 Passive Income Launch Kit. So, please do that.

Jim, are we good?

**Jim:** We're good. That was fantastic. Mark, Scott, thanks for having me on.

**Mark:** Thank you so much.

**Scott:** Thank you.

**Mark:** Scott, are we good?

**Scott:** We're good. All right. I'll let you lead us out of here.

**Scott:** All right. You know what we've got to do, Mark. We have to make sure that we...

**Mark & Scott:** Let freedom ring.

**Mark:** Pretty good.

**Jim:** Not bad.

**Mark:** Jim is like, "Okay, these guys are geeky but not too bad."

**Jim:** Love it.

**Scott:** You should have seen the old days man.

**Mark:** Yeah. We've really refined it. You know just another sort of kaizen, continuous improvement. All right, thanks everybody.

*[End of Transcript]*