



# THE LANDGEEK

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

Today's Guest: [Lyndsay Phillips](#)

### Transcript

**Mark:** Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website [www.TheLandGeek.com](http://www.TheLandGeek.com). Before we talk today's guest who is really good help us with all aspects of our lives, not just marketing, but also productivity; I am very excited. I'd be remiss if I didn't properly introduce my cohost—you know him, you love him—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, are you ready to go?

**Scott:** Mark, I'm ready. How about you?

**Mark:** I'm really excited, I really am. Just so everybody knows, speaking of automation, did you know that you can get paid in automated way? And if there is ACH which is like their checking account fails, their credit card on file will actually charge it.

**Scott:** How do you do that?

**Mark:** It's almost impossible not to get paid with [GeekPay.io](https://GeekPay.io). Get your first note for free at [GeekPay.io](https://GeekPay.io). The only set it and forget it payment automated system. Notifications, it's amazing and it's super affordable. It's actually a profit center if you do it the right way.

All right. Let's talk to our guest Lyndsay Phillips, CEO in Captain of Smooth Sailing Business Growth, a content marketing company for life and business coaches, accountants, authors and other online entrepreneurs across North America. Her amazing team supports emerging entrepreneurs who are seeking fast paced business growth. Who doesn't want fast paced business growth by the way? Nobody ever wakes like you know what I really want to do this slowly.

**Lyndsay:** Yes, slow or no growth that's the way for me.

**Mark:** Yeah. So, they've realized they can't do it alone and they doing it all, they're doing it well and they go to Lyndsay Phillips to help put the strategizing and implementing of the content marketing, sales funnels and all that good stuff, social media, emails, lead magnets, online events she helps you with her massive growth and she's going to help us massively grow our business. Lyndsay Phillips, how are you?

**Lyndsay:** How's it going guys?

**Mark:** It's going great. It's going great. So Lyndsay, why should we listen to you? What makes it so special and an expert in this area?

**Lyndsay:** My clients do call me a project ninja, a taskmaster um... I've been given many names but yes I love tools, productivity hacks and anything to do with content marketing. Because really you can't just throw out content like spaghetti up on the wall and hope it sticks and hope that someone find you. You want to attract and acquire customers faster and content marketing is the way to do it. We publish and optimize and promote so that we can get you there faster.

**Mark:** I love it, I love it. So, in the content marketing world what are some of the worst advice you see or hear given in your area of expertise?

**Lyndsay:** What is the worst advice? Is that social media isn't really important? That it's kind of a nice to have, not a need to have, that it doesn't really impact your business in a meaningful way? Bad advice is to not do email marketing anymore because no one pays attention to emails. Promo the heck out of your social media; when you are posting, make sure it's all about you and promoting. Yeah. I think that's probably the worst advice.

**Mark:** Yeah, that's interesting. When you say promo the heck out of you. what does that mean? Like people aren't engaging in a conversation way.

**Lyndsay:** Exactly. It's amazing how many people still put out social media posts that are, "Hey, here's what I do for you. Call me if you need you know new plumbing or if you want less taxes to pay call us. We do this and this and this." It's like posts that are all about you and all about your business and what you do. You want to be more engaging, you want to be more serving and give them tips and show your expertise, be more conversational and don't be afraid to show your personality. If you check out my wall, I'm sure you will see a Minion or two. I love Minions.

**Mark:** That's interesting. Scott, what do you see in the social media world?

**Scott:** I think that everything is different. I think that like... I don't know. Maybe I'm just focused on the wrong thing here. But like I think that in some applications maybe where you have a store or you're building a brand or you have a product that you're trying to market then I think social media is a great thing. For us I struggle with social media because like look we sell land. I think it's great to like and I do engage with like social media to put properties out there but I cannot out of like 500 deals point to like one property that I sold old because of a Facebook ad or a social media post. So, I think it's one thing to build a brand on social media but I don't know that it necessarily equates to dollars for me. Like I don't know maybe I'm missing something. Maybe I need Lyndsay.

**Mark:** Yeah, I think we need Lyndsay. What are we missing?

**Lyndsay:** [00:06:06] [indiscernible] for sure. Yeah, and I've heard that so many times before. Part of it is being top of mind, brand awareness and

exposure but it's also growing those relationship and in the trust like and know factor and I'll give you an example and I've done this myself before. I'm looking for I don't know a company to help me do my bookkeeping let's say. If I go and search through Facebook, on their website I always click their social media links and see how active they are. If I've noticed that they haven't done a blog or that they have been posted in the past three weeks or the posts are just all promotional, I think A: are they really successful business? If I have an issue, are they really going to be there to support me? And then you just automatically have all those negative feelings. So therefore, you're more likely to pass them up and go find someone that looks more successful and that they're active and they're engaged in their community and so forth.

Same way with... I was going to have another point and I've just lost it. Likewise if you're going to be doing post ads all about you and your product you just don't feel that sense of like and trust. Whereas if you were posting things about yourself or sharing tips or ideas and even just having conversations with people whether it's direct messages, comments you're staying top of mind, you're maintaining that relationship with those people that are your potential customers or your potential clients. It even helps with client retention for those that you do have a relationship with.

And also as a third point if you are not consistent with your social media then when you do post you are less likely to show up in your prospects or in your communities feed because of the algorithms that Facebook has.

**Scott:** So Lyndsay, like I hear what you're saying but like do you think and I'm going to challenge you a little bit.

**Lyndsay:** That's okay.

**Scott:** Do you think that the way that you search is biased because of what you do? Because like when I go to search for a company I don't do that. Like I don't want to go on their Facebook page and like find out about like whether they're enjoying an adventure. When I want to buy something like I'm going there, I'm looking for information, I'm looking for pricing, I'm looking to take action as opposed to hey let me see how social they are on their social media feed. Because if I have a problem, you know what I'm

doing? I'm not going to social media. I'm picking up the damn phone and I'm calling them or I'm going down to their business. So, like I look at that and I'm like well am I missing it because I have blinders on or is your approach a little bit biased because of what you do?

**Lyndsay:** That's a good question. I mean there are different types of people out there. I know my dad if he wants to buy something he's going to research the heck out of it for months and then finally make his decision. There are some people that just like they find the first thing, they might check out three things, boom, done they want it and they move on. So there are different types of buyers and that has to be taken into consideration. I don't have the stats in front of me but the amount of people that search for products, for things, for services search through YouTube, Facebook and obviously Google and they make a decision especially millennials. Millennials are very research driven. They want to know that they're making the best decision possible and they do their due diligence and they're on Instagram. Everyone got their mobile devices and that's how they check out reviews nowadays right. So, people are definitely being a little bit more savvy with who they choose to work with or who they choose to buy with.

**Mark:** Yeah. I mean I think that's interesting because I am more like Scott but it could just be we're in our 40s and we're not actively engaged like my kids. I mean they don't even watch TV they go on YouTube for their content and Instagram and Snapchat is where they hang out, but they wouldn't even think about going to Facebook that's like where old people go.

**Lyndsay:** That's hilarious.

**Mark:** So, I think you're right. I think it is a generational thing and it could just be the way that Scott and I shop we're kind of like hunters. Like we're going to hunt, we're going to buy, we're going to go versus somebody that might be a little more methodical about it. We're just kind of goggling reviews and then arguing back and forth like I actually shop with Scott.

**Scott:** What are we buying this week, Mark?

**Mark:** Yeah, yeah, yeah and it's kind of fun and then like go send me the links. But it's funny like he'll look at reviews at Best Buy while I'll look at

reviews on Amazon and then we'll kind of compare and we will like argue but that's not here or there. But I think that if you're a millennial you'll look at Facebook reviews before, you might look at Best Buy or Amazon review and that might have more weight for you. So I think I think it's interesting.

**Lyndsay:** It's [00:11:51] [indiscernible] who your target market is right and where they're hanging out and what they're doing and what their habits are. I mean that plays a part of it as well. I mean if you're in the corporate sphere then you're going to spend more time in LinkedIn than on Instagram type of thing. So that does play into it but to just to not discount the importance of social media and that consistent presence and building those relationships online because people are on their and that's how they're communicating.

**Mark:** Right, right. You know email marketing is getting this bad rap today and I think it's because of fatigue - email fatigue in the same way we had sort of junk mail fatigue and the filters right so Gmail's throwing you into a filter. When you say email marketing is not dead. How can we make email marketing be a little more robust, a little bit more engaging so that were not filtered out and we are getting the attention, we are getting better open rates and better click through rates?

**Lyndsay:** Yeah and it's funny. With my client the email marketing has been extremely impactful and part of it is knowing your audience, knowing what's going to hook them. The second thing is testing. I have one client where if they do you like a newsletter that is more graphic rich, it's got different segments to it his audience prefers that. Whereas I have another client where he gets better results if the emails are like very textual... It's looks like someone emailed you from Gmail and they're very short and they even say hey here reply if you have a question or if you want more information on this. So they don't have to click to another landing page they just hit reply, give a phone number and then the sales team is on the call with them. So, you do have to do some testing to see what's going to work for your audience.

Having said that some people are emailing every single day and have actually... You will get a little bit of drop out right off the cuff in those first couple weeks but you know what you're probably going to weed out some of

your non-ideal clients right. But the ones that are staying on are engaged more, will respond, will get higher clicks and the more that you email them, the more engaged they are and the more aware they are of your products and your services. That's not for everyone. It's sort of like a testing. Where I have had one client where we did do a lot of emails over a period of time and we got a lot of flak back and people were like you know up in arms kind of a thing. So you know to dial it down and you also check your opt out rates, your unsubscribes and all that kind of stuff. So testing is a part of it. So knowing what works and doesn't work.

The second point I want to raise is nurturing. You know you can't just... if someone does a download and then opt in into your e-list you can't just then quickly jump to promoting a \$5000 event or a big-ticket item. You really need to invite them to a webinar or give them gifts of different content you know share your blogs, your podcast, whatever it may be to foster that relationship. Make sure that you're indoctrinating them into knowing what it is that you're all about and nurture them throughout you know the time period before go for the ask I guess you could say.

**Mark:** Yeah. Scott, do you think that people are having a webinar fatigue in the same way that people might not be email fatigue? Lyndsay is saying yes.

**Lyndsay:** Yeah, I am.

**Scott:** You know, Mark, here's the thing is I feel like the stuff that... and look maybe this is just my opinion. But I feel like stuff that you get from webinars you can find online, you [00:15:56] [indiscernible] the whole deal and then you know what's coming it's going to be the same formula, everybody follows it. Hey, now I know what you're thinking. You know I don't know why you're here but if it's because X, Y, and Z or ABC then do this and here's what other people have found. And oh by the way if you act now and in the next 30 minutes you can take this amount of money off your deal or it's not going to end there but wait there's more. It's just like the old like sales pitch of the day and canned in a new fashion. So like what I do when I see webinars I'm like I'm out. Mark, I mean like we can have Fancy Hands sit on the webinar for us and bring back the key information, tell them to drop off when the sales pitch comes.

**Mark:** You know and that's what I do actually. I can't tell you Lyndsay the last time I actually sat through a webinar. I outsource it, I have them take notes and give me the most salient pieces of information and it's like you know it's great and it really leverages my time. So, you're saying people have webinars fatigue. So, what should we be doing to nurture and educate in a way that people will be more engaged?

**Lyndsay:** What's really worked well for a couple of my clients is instead of calling it webinar call it an online training or seminar or workshop it holds more value and it feels like it has more weight to it. Also a lot of people are using Zoom instead of you know your go to webinar and your traditional webinar with the slides. Zoom as you know it's face-to-face, you can interact with the people, you're having a conversation and you're delivering material. So, you don't always necessarily need the fancy slides. I know for me you know those kinds of webinars where the first third is you know how wonderful I am, the second third is the meat of the matter and the third last one is the pitch and I myself cannot stand that. Having said that there clearly are a ton of six-figure, seven-figure, eight-figure businesses out there that are doing that model and it's working for them. You know, Michael Hyatt, Frank Kern, like there is Amy Porterfield for her it's not too bad those are a lot good content but there's a lot out there that do provide value you just... I mean, they are still crushing it and their sales will prove it. So I guess it depends on your audience, right?

**Mark:** Yeah absolutely. I think what you're saying is true, like an Amy Porterfield you're getting a lot of good information.

**Lyndsay:** She gives a lot of good stuff.

**Mark:** And I think that's the key. Same thing with like a Frank Kern. Like I've been to his webinar. I just like his way.

**Lyndsay:** Yeah, totally.

**Mark:** And Scott is a huge Amy Porterfield fan. Scott, do you want to gush?

**Scott:** No, no, you know look. Here's the thing is that here's what I wonder about though like Mark you know what all these people have in common and



like what they're crushing it in is basically they're having - my own view may be - but they having success with teaching webinars or online content creation to people, to like to the masses, the hungry fish. They're feeding the hungry fish so they're leveraging this webinars teaching people how to do webinars it would be it's kind of crazy that they wouldn't see those six-figure or seven incomes. But then how many people, how many of their students go off and do something that's not necessarily about your creating online content or webinars? Maybe it's to sell like a board game and they flop. You know what I'm saying? The webinar is not for every type of product. I think it's good for certain things but you cannot sell everything through a webinar.

**Lyndsay:** No, but it's a good way to leverage your expertise, your credibility...

**Scott:** That's a great way to teach the marketplace too.

**Lyndsay:** What's that?

**Scott:** It's a great way to teach the marketplace, to educate the marketplace.

**Lyndsay:** Yeah, totally and it's like there's no perfect formula that's going to work for every person in every business type right. You can have what feels right for you, how you know your audience and testing it. There are different methods you know obviously podcasting, videos, Live Facebook has been working really well for a lot of people. Instead of doing webinars they're just doing the Live Facebook and then saving it on YouTube and putting it up on their website. So, there are tons of different avenues, so it's yeah.

**Mark:** Yeah.

**Lyndsay:** And it's fun to test.

**Mark:** It's fun to test yeah. So Lyndsay, let's get geeky. Are you ready?

**Lyndsay:** Okay. I did tell you I was a tool nerd.

**Mark:** Let's get nerdy, let's get geeky. What are your three favorite tools right now and why?

**Lyndsay:** One of my favorite tools is TubeBuddy. I've done so many videos and I have them on the podcast show actually. So, TubeBuddy is a way to...

**Mark:** Wait how do I spell TubeBuddy?

**Lyndsay:** So tube like T-U-B-E.

**Mark:** Oh, tube.

**Lyndsay:** Yeah, kind of like what's used for YouTube. I know it sounds kind of weird but TubeBuddy and it's a way to create your checklist uploading videos, how SEO it, add better tags, descriptions, you can have custom thumbnails, you can do competitor analysis. It's got so much stuff in there it's insane and it's super cheap.

**Mark:** Wow, I'm sold okay.

**Lyndsay:** It is [00:21:40] [indiscernible] the other one...

**Mark:** The premier YouTube channel management toolkit.

**Lyndsay:** Yeah, it's the best thing ever.

**Mark:** All right, I love it so I'm getting that. What else?

**Lyndsay:** There is [Repurpose.io](https://repurpose.io) for those that do Facebook Live. I had Hani Mourra on my podcast show too, he's awesome. So, she has created this software that when you do a Live Facebook it automatically pushes it to your YouTube account and creates the video there. Because otherwise you've got to do a bunch of backend stuff to get it off your Facebook which is a pain and then it also strips the audio into Dropbox so that you can leverage that and create a podcast out of it. It's [00:22:25] [indiscernible] extra tools in there too, but it just automates that whole process.

**Mark:** Oh, you just said our favorite word.

**Lyndsay:** Automate?

**Mark:** Automate. All right. I'm getting this too. All right, this is crazy and your third favorite tool?

**Lyndsay:** Canva for making awesome graphics. You can even import your fonts, your branding, have a whole like template so that when you create graphics for your social media and your website and stuff like they're all perfect fonts, perfect brand colors and it's super easy to use.

**Mark:** All right, yeah. So, Canva. These are great, these are great. Anything else that we're forgetting?

**Lyndsay:** What other tools do I like? I do like Simple Podcast Press which is another one that Hani Mourra created and it will automatically create a post in your WordPress account. So, it pushes from Libsyn where you're hosting your podcast and it pushes out the post and the player that's underneath - it has the audio player and you can customize it to make sure that if it's your branding, but it enables people to download it, check it out on iTunes or Stitcher or YouTube. But it also has a call to action built into it right underneath so that you can capture emails.

**Mark:** Ah, very cool, very cool.

**Lyndsay:** Yeah.

**Mark:** Okay. One more? I just love it. We love this stuff.

**Lyndsay:** I know. I definitely recommend any entrepreneur have a project management tool. Whether it's Trello, which is super visible, like visual and with like boards and you can drag and drop things over, BaseCamp. I use Teamwork because we have quite a big team and a lot of different projects and you can track your time in there but it keeps you on track and then that way you don't use your inbox as your to-do list or archive and that you put it all in your project management tools to stay on track and stay organized.

**Mark:** Very good, very good. Scott Todd, we should have Lyndsay on the Round Table.

**Scott:** I mean like do we even need to do a tip of the week now, Mark?

**Mark:** I don't think so. I think we're good.

**Scott:** I mean these are great.

**Mark:** These are really good, fantastic. Lyndsay let us just kind of get really, really nichey with our group that sells raw land. So, you've got a sale let's say that is very visual and we can do like weekly promotions. Would you recommend if someone was starting today with email promotions, Facebook promotions or something else with this medium of sale?

**Lyndsay:** I think you have to layer it. You need to have an online presence but you need to connect. So, if you are connected in Facebook or LinkedIn, don't be afraid to send direct messages. It doesn't all just have to go out to the masses. There's even chat bots where it's [ManyChats.com](http://ManyChats.com) and then it'll push out direct messages to your peeps that you're connected with to share information, resources, tips and then obviously any property that you have for sale and even just communicating with them to keep that relationship going right and then yeah absolutely. Sending out emails or whether it's visual or updates or letting them know what's been going on in your business over the past week or so it's just keeping the lines of communication going and staying top of line.

**Mark:** Okay; very cool, very cool. Well, I guess we're at that point now Lyndsay where you've really given us so much great content and mentorship. Scott, do we even need to ask for a tip of the week? You know what I'm going to ask you, Lyndsay? I'm going to ask you for a book that you're gifting or recommending right now.

**Lyndsay:** Give or recommending? One of the book that really resonated with me when I was starting out is *It's Okay to be Scared But Never Give Up* by Jim Palmer and it's stories of different entrepreneurs and it made me realize that when things were not so great or you know sometimes you have that imposter syndrome or how am I ever going to be great as this person

and just realizing that everyone has their own entrepreneurial journey and you always have to start somewhere and you move up and you have lessons and mistakes along the way. But even the greats that we aspire to they too have had trials and tribulations and they were so gracious enough to share it. So I found that really inspiring.

**Mark:** Okay, very good. We had Jim on the podcast.

**Lyndsay:** Yeah.

**Mark:** So, he's great. Scott Todd, do you want to just pass? Because Lyndsay gave to many tips of the week. Wait, you're on mute.

**Scott:** We could but I'm not going to.

**Mark:** Oh, he's up to the challenge. I love it.

**Scott:** Mark, I really like this book *Never Split the Difference* by Chris Voss. Are you familiar with it?

**Mark:** *Never Split the Difference*? I'm familiar with Chris Voss but not...

**Scott:** *Negotiating As If Your Life Depended On It*. A lot of people especially negotiating things they'll say well you know there is a number. I'll meet you in the middle, right?

**Mark:** Right.

**Scott:** Never meet in the middle. Like you said always keep that tension in there. Always keep the friction in there. You've got to ask for big things and you've got to hold your own sometimes. I recently was actually helping a family member sell their house in terms of working through a realtor but they were struggling with the negotiation of it. We had someone call up and they offered him an amount. They offered you know 235 and the first inclination is yes let's take it, it's a good and I'm like hold on. We were asking 250 let's go back to 245. No one brings their first offer right off the bat, right?

**Mark:** Right.

**Scott:** And they disappeared, they vanished. Their realtor wouldn't even call the realtor back and they were kicking themselves like we should have just taken it, we should have just taken it and I'm like lets us just hold. Literally two days later you get another offer and it was for 240, so \$5000 more and they were jumping on it you know let's take it. Hold on, let's go through the process and you may not end up getting much beyond that but we did get a little bit slightly a little bit more than that. But don't ever just take the first offer and don't split the difference negotiate like your life depends on it.

**Mark:** Okay. So yeah, it's interesting because that's really a valuable book for our business. Because we're constantly negotiating on our buys and on our sales. That should be like a must read. I'm going to actually buy a bunch for bootcamp for our bootcamps.

**Scott:** I also use this same topic or techniques in helping my sister-in-law buy a car and basically they gave her the first pass and I went in there. So instead of them just going to bring out the manager she's like I'll be right back. So goes and gets me. So it was kind of a weird thing.

**Lyndsay:** [00:30:25] [indiscernible].

**Scott:** So, she brought me in and then they brought in their manager and I was just basically... You know how car dealers are, Mark. They make up one price. So, on their website it was showing like this one price and I'm like well we want the car for this price. They're like well you've got to qualify for all these rebates and I'm like well nobody qualifies for all these rebates that's a fake price. And then the guys well you know some people they might, you might qualify for all these things and so he was trying to push the price up much higher and I was still stuck on that much lower price and classic me I kind of took out a pen and I wrote on a piece of paper #FakePrice and I flip it around and I go this is what you're dealing with. Let me go on Twitter and talk about your fake pricing. Yours is just as bad as the fake news out there. We got a very good deal.

**Mark:** Nice.

**Lyndsay:** And when you think about it, kids are born with that principal. If they like will haggle you to no end to get that extra piece of candy or just stay up 15 minutes later.

**Mark:** It's true but we're losing as adults, right?

**Lyndsay:** Yeah we do.

**Scott:** What's funny is that one of the things about negotiations is that you have to know, you have to know the person you're competing against or you're negotiating against. You have to know them, you have to study them and what do children do? They study their parents. They are like man if I ask right now its lame or they learn it right. So they find the exact opportunity, they find a way to sell you. Like oh yeah you do need that. They find the weaker parent and they go to them first, they build the allies.

**Lyndsay:** Hilarious.

**Mark:** They're geniuses.

**Scott:** The kids need to write a book on negotiating.

**Mark:** Yeah, that wouldn't be a bad idea. So, for Chris Voss book audio or the hardcover?

**Scott:** I liked the audio.

**Mark:** Audio okay. Done and done. Lyndsay Phillips, are we good?

**Lyndsay:** I think so.

**Mark:** Well we're not great, because I haven't given my tip of the week.

**Lyndsay:** Oh, wow.

**Mark:** Which is learn more about Lyndsay at [SmoothBusinessGrowth.com](https://SmoothBusinessGrowth.com). Is that right?

**Lyndsay:** That's perfect.

**Mark:** [SmoothBusinessGrowth.com](https://SmoothBusinessGrowth.com). Clearly, Lyndsay is an expert in all things content, marketing, geeky tools. We're going to have her back and just have like a geeky you know tool...

**Lyndsay:** Tool session.

**Mark:** ...tool session because we've got tons of stuff that we automate and we do all that stuff.

**Lyndsay:** Awesome.

**Mark:** I want to thank Lyndsay Phillips, [SmoothBusinessGrowth.com](https://SmoothBusinessGrowth.com). I want to remind the listeners the only way, the only way we're going to get the quality of guests like a Lyndsay Phillips from [SmoothBusinessGrowth.com](https://SmoothBusinessGrowth.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 your review to [Support@TheLandGeek.com](mailto:Support@TheLandGeek.com). We're going to send you for free our \$97 *Passive Income Launch Kit*. So please do that it really, really helps and it takes two seconds to do. If you don't know how to do it just go to [TheLandGeek.com/iTunes-review](https://TheLandGeek.com/iTunes-review). Scott, we're all good?

**Scott:** We're good, Mark.

**Mark:** All right, well, thanks everybody and let...

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

**Mark:** All right, thank you.

*[End of Transcript]*