



THE LANDGEEK

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

Today's Guest: [Dr. Jason Brooks](#)

Transcript

Mark: Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website www.TheLandGeek.com. And today's guest, I'm really excited about for various reasons. But before we talk to our guest, I would be remiss if I didn't properly introduce my cohost. You know him, you love him – Scott Todd: ScottTodd.net, LandModo.com and most importantly, if you're not automating your Craigslist and your Facebook postings: PostingDomination.com/TheLandGeek. Scott Todd, are you ready?

Scott: Mark, I'm ready.

Mark: Scott Todd, what's your purpose?

Scott: My purpose...

Mark: Don't even answer it.

Scott: Come on.

Mark: You know why because we're going to help you.

Scott: We're going to rewrite it?

Mark: We're going to help you find your purpose because today's guest is Dr. Jason Brooks and Dr. Jason Brooks helps people change their lives and grow as high-impact leaders from the inside out. He has worked years and has been able to help countless individuals, teams and organizations. He helps people transform their lives or organizations and loves doing it and let's just get into it okay. Let's just stop the pleasantries. Dr. Jason Brooks, welcome to the podcast of the Art of Passive Income.

You know it so interesting because too often we're on one path, we go on that path and then we find it empty and meaningless and we all kind of are looking for more purpose in our lives personally and professionally and yet we don't learn the stuff in school. Our parents are full of anxiety get a good job, get a good college degree, go work for the man. I don't care about your purpose just pay the bills but finally there's someone out there that will actually help us with this. So, let's rewind the tape. Tell us how you started and then how you became the Dr. Jason Brooks.

Dr. Jason: Well, Mark, I get you. I am so honored by that introduction that's incredible and you hit the nail on the head. I think that so many people, folks that I've worked with but also folks that I just talked to through years have experienced the exact same thing. So, let me tell you real quick my story and why my passion for helping people to align their purpose with what they do every day is so important to me. So I started out I got my undergraduate degree from Purdue University in management and I wanted so much to get my degree in music.

I loved being creative and I loved bringing all of that and I remember sitting down my dad when I was making a decision to go to college and I told him what I want to do. He said you'll never be of to make a career out of music and I was devastated. So like a great dutiful son I went I got my degree, I went into corporate world and I worked in that for about oh 15 years or so and you know in all of our lives we have those defining moments that really are pivotal force that can take us in a different direction. I remember Mark and Scott as I was sitting in my office at...

I actually worked at Cracker Barrel Old Country Stores I was the our corporate human resource manager and I was getting ready to terminate the employment of a gentleman that had been there for about six years with us and I was going to let him go for attendance issues. Look here is the thing it was the right decision to make from a business standpoint but I knew this gentleman and his wife had recently let him know that she was going to be leaving and they were separated, his teenage daughter had found out she was pregnant and there were dealing with all of that and his

younger teenage son was struggling with drugs and he was wrapped up in the juvenile system. I sat down with this gentleman and I told him your today is your last day and man he just put his head down in his hands and he sat there for about 30 seconds and it was the longest 30 seconds of my life and he looked up at me with tears in his eyes. He said, "I understand thank you," and he walked out and Mark and Scott at that moment I decided my life was going to me more than just policy or procedure rules and regulations.

So, I went back to school, I was working full-time at an executive level. Well I got my Master's degree in Mental Health Counseling, my Doctorate in Psychology and my dissertation for my doctorate was focused on the relationship between life balance and work stress in corporate executives. It was really important for me because I saw that group of individuals and I was one of those that suffered with a life out of balance for trying to be everything for everyone else and then I continued on and I got my MBA. So I'm probably the most educated ignorant person you'll ever be because I'm learning every single day but I'll tell you this it was through those experiences that I finally realized what my purpose was and every day in being able to live that out in different ways is what makes my life come to life for me and also hopefully the legacy that I'm leaving as I'm pouring into others every single day.

Mark: Wow, I've got the chills. That was a beautiful story. Scott Todd, what are your thoughts?

Scott: I think that I'm... Well, I like the story. The story was like I've been in a situation similar to that you know like in my corporate job and it is funny because a lot of times when you're in a corporate environment, you can't necessarily do what's right. Let's say the right thing to do for somebody because of the policies and procedures. You've got to deal with this is what the book says and you've got to follow the that if all the rules and you've got to do the right thing and there's not really a sliver for somebody who's like life is like falling apart in front of them. But at the same time, you know, I think that it's really cool when you can like have your own company or your own purpose that you can deliver value or change people's lives and just get rid of some of the corporate stuff and obviously live the life the way that you want to but also help people to create the lives that they want as well.

Dr. Jason: Yeah. Well and Scott, I think you're exact right for me that was what was such a driver and a motivator for me to write the books that I've written and to speak across the country and to build an organization that's focused on being very intentional in living that purpose. So for me it's not

just about what I do, but it's more about who I am first and then the opportunity to live that out authentically in so many different ways is where my purpose comes to life and...

Mark: Can you give us an example of that?

Dr. Jason: Yeah absolutely. So, you're just kind of getting very practical for me; my purpose is I change lives and I grow leaders and look that did not come to me overnight. I worked for almost 3 years to really refine that and wrestle with it and boil it down so that it made sense for me but for me that changing lives and growing leaders happens in a lot of different ways. So, part of what I do is I am Chief People Officer for a company called Addiction Campuses and we do inpatient addiction and mental health treatment across the country. So, we build campuses for folks that are struggling with a drug or alcohol addiction and have a mental health issue. So, in my role I know that I'm building an organization that is changing lives of re-scripting families that have struggled with the disease of addiction for years and years and years but also in my role I am building the leaders in our organization so that we can be stronger and have an even greater impact. So, for me that's a calling piece that I do that allows me to live out my purpose.

I've written a couple books one is *Reset* it's about pushing the reset button on your life and for me that is bringing a tangible value to help people change their lives. I also do quite a bit of work in the area of leadership with online learning and executive coaching and those type of things so all of that coming together to help growth leaders. So, for me it's not just one thing that I do but man it's bringing all of those together so that it crystallizes in every moment of every day I'm living my purpose of changing lives and growing leaders. The cool thing is if one of those comes and goes and something else comes in its place that's okay because my identity is not resting in what I'm doing but it's in who I am.

Mark: Right, right. I'm sure you've heard this joke before there's three bricklayers and one of them says of a bricklayer I am putting up bricks and the second one says I'm building a church and the third one says I'm building the house of God.

Dr. Jason: Yeah.

Mark: Right and so one of them has a job just to pay the bills, the other one has a career he's building a church and the other one has that calling or vocation building the house of God. They're all three doing the same thing...

Dr. Jason: Absolutely.

Mark: ...with three different lenses. So, how often does someone come to you with let's say existential crisis that they have no purpose, there's sort of feeling not challenged in their job or their life or their career or they feel disconnected with their family and they come to you and how do you help them see that with a little bit of a change in mindset you can actually make this a calling, you can see the purpose, you can see the meaning in almost anything if you listen to your advice. Which will be what? I don't know.

Dr. Jason: No, that's great.

Mark: Or am I off the wrong track? Or do you say, "Look, this isn't for you; you've got to find something else."

Dr. Jason: No, no absolutely not and I tell you in my experience there is not a day that goes by that I don't have at least one person come to me in some form or fashion asking that exact same question. You know how do I add value? I feel like that I'm off track, I feel like I'm not bringing my best, I feel like that there's so much more that I have to offer and that I can bring. For me in helping someone to start down that road of exploring one of the things I love to do is ask the question.

So, let's go back and talk and have you reflect on your life because in my experience our past gives us clues for where we are today and where our future should be. And again this doesn't happen in one conversation often times it's over a couple conversations but I'll say tell me about the times in your past where you experienced the greatest sense of joy or the greatest satisfaction. Tell me about the things that when you hear about this happening that it raises almost a righteous anger inside of you that you feel I've got to do something about this, this is just something that needs me to touch. I'll ask the question tell me about a time where you made an impact in someone's life and what did that mean for you, how do you define your success, you know what is your [00:12:49] [indiscernible] and when you ask a variety of questions in those areas you start to see connect points that you can then help to lay out for someone. What I'm hearing from you, where you have experienced life in the fullness in the past may be an indicator of where your heart is calling you for your purpose in the future and I'll tell you oftentimes it's that starting point that then gives folks the opportunity to breathe a little bit and say okay I get it now. Now we can start asking questions about what that looks like and you know again it doesn't happen overnight. It takes time to do the exploration and then to also consider what the next steps are.

Mark: Yeah, those are some really powerful questions and while you were talking I was kind of thinking of Scott Todd because you know to pick on Scott he loves being on his boat. He just got his pilot's license and he is a pilot. So I can just imagine Scott hearing like these things I'm passionate about, but he also makes a huge impact on the world in the sense that he leads so many people towards helping them create passive income in their lives so that they can go out and explore the things they really want to do in life. So, I was wondering, Scott, when he was asking those questions, did any of that connect with you?

Scott: Yeah, I mean it does because you know there are times where I felt better about things. There are times where things have connected with me and it energizes you and I think that those things can change over time too. Like if it's something that just because energizes you today doesn't mean that it's always going to and I think these are questions that are kind of dynamic in nature you have to continue to ask them.

But, Mark, I mean I have never even told you this before but it is kind of crazy you know like you know that like for a while I was trying to do something with real estate investment I didn't know what and I can't tell you how many times I literally thought about buying a property like land and specifically land. Like I can count the times because I drive by those properties today and I still think like I almost bought that one, I almost bought that one. So in a way I think if you just kind of listen to what your heart is telling you to do and don't be afraid to kind of go down that path, don't be afraid of failure you might be surprised at where your own internal soul takes you and what adventure it takes on. Because it's almost like if you just say yes to more things your mind, your spirit, your body might be leading you down a path that you were meant to be and you may not be on there today.

Mark: Yeah and I can imagine that for most people and Dr. Jason can tell me if I'm wrong a lot of it is that that critical voice in their head saying well yeah maybe my purpose is this but I can never do that or you know that there's some type of excuse because ultimately there's that fear of being judged. So, how do you help them not only explore what really lights them up inside him and is going to help them find their calling or their purpose but also had a breakthrough that barrier that could be so deep of fear and just paralyzed by it and then how do you help that person?

Dr. Jason: Yeah. You know what, you're exactly right and it's funny I see different scenarios almost with people in different life phases. So for example I have a 20-year-old son and he is in college and he's actually taking a semester off now to kind of explore himself and think about where

he wants to be. The conversation that I have with him over and over and over again is the decisions that you make today are not final for your entire life, for the next 40, 50 years that you're going to be working. I said it's going to shift, it's going to change. So, follow your heart, take that first step but then be flexible to where the road may lead.

Then also I have conversations with senior leaders that may be in their 40s and 50s and made a decision early on in their career and because they started seeing success with that they built a life around the decisions made and then when they get into their mid-40s they start exploring the questions of purpose and direction and why am I here and legacy and all those top of things. They look in the rearview mirror and say oh my goodness, why did I make those decisions and how did I get almost in this rut and they feel like they can get out it. I heard a quote I absolutely love this the rut is a grave with just no ends and I think all too often people feel me that. I mean they're stuck in this rut and they feel like they're dying inside. So what is the step that you can take that would move you into a in a healthier place?

But Mark and Scott, it's so interesting when I commute into the office in the morning, I'm one of the happiest people you will ever meet in the morning. I'm a morning person, I'm up, I'm ready to go, I'm ready to tackle what's on...

Mark: Your wife must hate you.

Dr. Jason: Oh, she hates me because she is an evening person. We really only get along well from about 1 o'clock to 3 o'clock in the afternoon. But all that to say when I drive into the office I look at the faces of people that are driving by me and I see just almost a sense of defeat and of drudgery and for me and for the folks that I have the opportunity to speak with and to touch and hopefully leave an impact for my desire is to see that light of passion come on in their lives. It may not be an explosion but gosh just one thing that we can do that would help us to move in a more positive direction can make such an impact and really change the trajectory of your life.

Mark: Yeah, it's amazing what you're saying and really with such a gift is that I don't know about you Scott there aren't that many people out there that have Dr. Jason Brooks background with an MBA and a doctorate and experience that can help guide you. Like when he's talking I think about church or synagogue and spirituality and leadership there or other sort of corporate retreats but I don't see anyone else that has the whole package to sort of have credibility to come to guide you, I don't know. It's like how come there isn't like more of you Jason?

Dr. Jason: I don't know. Maybe my unique place is to do exactly what I am doing so I don't know but I'll tell you this people are desperate for it. People are just desperate for it, they want that sense of fulfillment and they want that knowledge that they're making a difference and they're making an impact. So, it is interesting and kind of when I wrote my book some of the things I talk about your life balance, life direction and finding your purpose and all those types of things when I was putting it together and I was talking with folks about it I thought this isn't revolutionary stuff that I'm thinking about and that I'm bringing but somebody told me something that really stuck with me. He said, "When... [silence]"

Scott: Technology gets in the way again.

Mark: Technology yeah.

Dr. Jason: Sorry about that guys. Now but something somebody said was when the student is ready the teacher arrives and I think that is so powerful that gosh you know what there's... I may just say it in a little bit different way and bring a little bit different perspective but when the light bulb comes on it can change a life forever.

Mark: Well, that leads me to this question – how does Dr. Jason Brooks define success?

Dr. Jason: Yeah, that's a great question and for me it is having an impact every single day to change a life or grow a leader that for me is success and it's not what I think your life should be, but it's what you believe your life should be. There are three questions that I absolutely love to ask I call them my big three questions and this applies to a lot of different situations but I'll ask what's working well, what's not working well and what could be different that would be better for you. Oftentimes we can get folks to think in those ways we can leverage the strengths that we bring, we can guard against the challenges that may stand in our way, but then also we're looking at what is that next step that we can take that would just help things to be a little better. We don't have to go solve world hunger or eradicate the flu virus from our lives but just one thing that would be better for you and how would that change your life. So that for me is what success is.

Mark: I love it. Scott Todd, what's your take away?

Scott: Man, I'm telling you like... Mark, I've said this before and I'll continue to say it but when parts of your life are so it's not frictionless when there's things in that it is like an uphill grind or the things in your life that are just like a battle it's not the right thing. Like you could go to even like the

counties that you work in or the business that you're working in if every day is a grind well then you're kind of doing it wrong and I think that you really start to ask these three questions or maybe even say something like what is the biggest pain point I'm dealing with. Like if this one thing was resolved how much better would my life be and then how do you resolve that one thing and unfortunately sometimes I think that we don't necessarily want to deal with the answer to that question. I mean, I'm not advocating that you know... I am going to give an example but I'm not advocating that someone do this, but like look if your marriage is nothing but friction and it's an uphill grind then you have to figure out how to solve that. Sometimes the answers may not be what you really want but you have to have the courage to face the stuff that's uncomfortable if you want to resolve the problem. Otherwise, it's your problem and you're not doing anything to make it better.

Mark: That's interesting. I mean I was going to ask Dr. Jason how often do people come to you thinking they have one problem and then discovering that's not the problem at all it's something completely different and they just needed your help to see it?

Dr. Jason: All the time and I think that if we got better at asking ourselves the deeper questions and we also surrounded ourselves with folks that would ask us even deeper questions the world of awareness that would come for us I think would just knock our socks off. One of the things that I love to do to help people to kind of process through what the real issue is I'll ask multiple levels of why.

So, for example, Scott, go into your scenario if you had challenges in your marriage. So, why are you having challenges? Well, he doesn't listen to me, he doesn't pay attention. So why do you think he doesn't pay attention to you? Well, he's always consumed in his work. So why do you think he is consumed in his work? Asking those multiple levels of why get us down to a deeper level where we can really see what's going on and then when we get to that point 9 times out of 10 the person has an emotional experience of some kind: they break down in tears or they're just overwhelmed with a sense of gratitude because finally I've got to that root cause issue now I can start building my life from this point forward, and that makes all the difference.

Mark: I love it. One last question for you before we get to the tip of the week. What is some of the worst advice you hear given in your area of expertise?

Dr. Jason: Oh wow. There's a lot of really bad advice out there. I think one of the things that just grinds all over me is fake it till you make it and I think

that that is just something that... I mean we're just asking somebody to strap a burden on themselves and you're just trudge through and it doesn't put them in a place where they are really learning and growing and maximizing the value of who they are. I would rather replace that with make it you know not fake it till you make but just make it and that means exploring yourself, asking yourself those questions, surrounding yourself with individuals that can help support you, but there's a whole lot of people today that are out there faking until they make it that are absolutely drowning in regret, in the pain of decisions that were not the best for them and ultimately looking at their life through a lens of regret as opposed to a life well lived and a legacy created.

Mark: Wow this has been a tremendous, tremendous podcast and interview and I'm so glad you're able to take time out of your busy schedule to provide us with all this mentorship.

Dr. Jason: It's my pleasure.

Mark: It's a shame I got the treadmill desk because I would love to lay down and just tell you all of my problems.

Scott: I am laying down, Mark. I'm laying down. It looks like I'm standing up but I am lying down.

Dr. Jason: Oh, that's hilarious.

Mark: I feel more relaxed. He's like a human Prozac for me. [00:28:39] [indiscernible] call him up and be like I feel so much more calm.

Scott: I really don't want this podcast to end Mark. I mean like can we just keep it going?

Mark: I'd love to just have another call.

Dr. Jason: I will come back anytime. You guys are amazing.

Mark: All right. We're going to hold you to it. 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 right now improve their businesses, improve their lives. What have you got?

Dr. Jason: Well, I'll tell you I had prepared for this and I wanted to make sure that I brought something that was amazing. I wish I had known about this when it first came out but there's a book that I read probably four

months ago that continues to just rock my world it is called *Essentialism: The Disciplined Pursuit of Less* by Greg McKeown.

Mark: I love that book.

Dr. Jason: You know this?

Mark: I love it. It's such a good book.

Dr. Jason: Oh my gosh. It completely rocked my world when I was going through it and for someone that has such a desire to make an impact in lives I recognize for myself that I will just take on, take on, take on and take on to help, help, help and help. One of the things that I read in this book and I just want to share with your listeners if you don't mind it says essentialism is not about how to get more things done it's about how to get the right things done. It doesn't mean just doing the less for the sake of less either. It's about making the wisest possible investment of your time and energy in order to operate at our highest point of contribution by doing only what's essential.

When I was thinking about you the Art of Passive Income and all of those other things and how do we keep laser focus on those things that bring the greatest possible value. How are we living our lives to the highest standard and highest level of impact? We can't be cluttered by everything that's going on around us. We've got to stay laser focused on what's in our heart, what's in our hands and what's in our area of impact and give our best to that every single day. So *Essentialism* by Greg McKeown. If you haven't read it, if you haven't got a copy you need to go out and get one.

Mark: I'm going to re-read it now it is such a great book.

Dr. Jason: It really is.

Mark: Have you read *Give and Take* by Adam Grant?

Dr. Jason: I have not.

Mark: It's a great sort of... I don't know if it is as sort of impactful as *Essentialism*, but I think it's a good book to read right after that one because it talks about givers, matchers and takers. For someone like you who could be giving, giving and giving with maybe not as many limits as you might need this would really help crystallize for you how to do that and how to sort of leverage your impact without burning yourself out.

Dr. Jason: Oh, I love it. Thank you for investing in my life today because I need all the help I can get Mark.

Mark: Hey, I'm happy to help. I don't believe you but I'm happy to help.

Dr. Jason: That's awesome.

Mark: Scott Todd, what's your tip of the week?

Scott: Mark, how valuable would you find it if you could like I guess dig into 35,000 sales calls and like uncover the research of what it takes to really sell?

Mark: I would find that invaluable.

Scott: All right. Check out this book.

Mark: As in I couldn't put a price on it.

Scott: I'm going to tell you the price is USD15.38 because check this book it's on Amazon. Before the show we were talking about all the cool gadgets you can get on Amazon but check out this book it's called *SPIN Selling, S-P-I-N Selling*. SPIN is an acronym for situation, problem, implication and needed pay off and basically what they did was this company basically looked at their sales calls 35,000 of them and developed a sales system that follows this acronym so that it really, really helps you to uncover a sales method that works.

Mark: Is this by Neil Rackham?

Scott: It is, yeah.

Mark: This is 1988.

Scott: Yeah, check it out.

Mark: I don't know. The 80's sales strategy [00:33:18] [indiscernible] hard-core.

Scott: I'm telling you I understand we've been to the same guy but it's great insight I'm telling you.

Mark: All right. Well, my tip of the week not to put down Scott's tip of the week mine is the better tip is learn more about Dr. Jason Brooks at of course

DrJasonBrooks.com. He has a podcast, he has actual books which you can get on his website *Reset* and *Your Daily Reset*. So, this has been just phenomenal, phenomenal interview. Dr. Jason Brooks, are we good?

Dr. Jason: Well, we are amazing yet again. Gosh, Mark and Scott, thank you so much for having me on. Thank you for giving me the opportunity to share. You guys are absolute rock stars and I've had a blast today.

Mark: Thank you so much. Scott, are we good?

Scott: We're good, Mark.

Mark: All right. I want to thank the listeners and just remind them the only way we're going to get the quality of guests like a Dr. Jason Brooks at DrJasonBrooks.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're going to send you for free our \$97 Passive Income Launch Kit of course. So please do that. And Scott, are you ready to do this?

Scott: Ready, Mark.

Mark: Jason is just going to shake his head.

Scott: Can we just knock him off the call now? Ready one, two, three.

Mark & Scott: Let freedom ring.

Dr. Jason: I love it.

Mark: Thank you. All right thanks guys. Thanks everybody.

[End of Transcript]