



THE LANDGEEK

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

Today's Guest: [Lisa Ryan](#)

Transcript

Mark: Hey, it's Mark Podolsky, The Land Geek with your favorite nichey real estate website TheLandGeek.com and I'm really excited for today's guest because it's one of those topics that we all kind of know about sort of intellectually but we don't talk a lot about, we don't talk to our kids about it probably as much as we probably should or our spouses or just anybody but we know it's important. But before we talk to our guests I'd be remiss if I didn't properly introduce my cohost Six Sigma Scott Todd from ScottTodd.net, LandModo.com. And most importantly if you're not automating your Craigslist and your Facebook postings PostingsDomination.com/TheLandGeek. Scott, are you excited?

Scott: I can't wait, Mark.

Mark: I'm excited. Today's podcast is sponsored by GeekPay.io the only set it and forget it system that automates getting paid from your borrowers, a onetime setup then you get paid, notifications, everything is automated. Get your first note free at GeekPay.io/TheLandGeek.

Today's guest is Lisa Ryan. If you don't know who Lisa Ryan is she was referred to us by none other than our coaching client, Jeff Dettmer who loves her. He's like you've got to have Lisa around on the podcast. Lisa is an award-winning speaker who draws upon her 20+ years of sales, marketing and training experience to deliver business strategies as well as career changing tools and boatloads of inspiration to her audiences. She is the bestselling author of eight books and is featured as an expert in two films *The Keeper of the Keys* with Jack Canfield of *Chicken Soup for the Soul* fame and the *Gratitude Experiments*. Let's just face it, Lisa is a big deal. So, Lisa, how does Lisa Ryan become the Lisa Ryan?

Lisa: Well, that's a very good question. It started when two people who really loved each other... No I'm kidding, Mark we're not going to go back that far. In 2009, I actually started a gratitude practice with some of my friends. We had gone to a four-day intensive workshop that included a fire walk and we were pretty jacked up, you might actually say we were fired up after that seminar and when we were walking home... Walking home yeah-driving home we knew that if we didn't take action then life was going to go back to where it was before.

So, we decided to open up the Facebook thread and every day we wrote down things that we learned, experiences that we had, people we met and then one of my friends said well why don't we write down three things we're grateful for. Okay, did it every day, held each other accountable and that single practice started in 2009 changed every aspect of my life for the better.

Mark: Now, how specifically does writing down three things you're grateful for let's say every morning improve your life? In what ways did your life improve specifically?

Lisa: When I first started doing it, you know, I went into it with no expectations. So almost immediately, I was in sales at the time, and I noticed that customers that I hadn't talked to for months were calling me "Hey, can you come in and sell me some stuff, I will be right there." There were two large facilities that I've been calling on for almost 5 years that seemed to close effortlessly, I noticed the difference from my husband who is becoming more verbally appreciative and believe me it wasn't because I was keeping the house any cleaner.

All of these things were changing, but really the only thing that had changed in my life was that practice of gratitude. So that's really where the research began because I wanted to see his gratitude more than just this feel-good emotion that we normally attach to it or was there more and through my research that turned into not only programs and books and reading articles and white papers and all of these things then I was able to show that it is something that works for us personally, but then bring that same message into the workplace to create that culture of appreciation is now making up is a difference for businesses across the country and hopefully soon around the world.

Mark: Wow. Scott, when you were at your Fortune 300 executive position how often was gratitude as a practice discussed among management? Like let's just show our appreciation for the little things out team does.

Scott: I think that it is something that was discussed and you try to execute on it, but really doing it every single day on a large scale to employees seems very, very challenging to do and it's also a little weird at first I'm sure, but essentially it's something that I think that there is value there. How does it get executed, Lisa? How does a large company, I mean for a small company it seems easier to do it than like a larger company, but like how do you implement that? Because ultimately as a manager I can go around saying this is what I'm going to do but it has to come from the top. It has to be kind of built into the culture of the company and changing culture of the company is hard.

Lisa: Changing culture of the company is hard but when we look at some of the statistics for example one of the ones that only 42% of employees felt that their boss or their manager shared any type of appreciation with them in the last 12 months, 12 months. I don't care if you have 10 people five people working for you or 20,000 people working for you there's got to be something with your direct reports, with the people that report to you maybe you can't think 20,000 people, but those aren't all the people you have daily interaction with.

So it's just looking for ways to be specific and yes it has to start at the top of the organization, but every single person in the organization can make a difference and because what gets recognized gets repeated it's instead of

walking around say hey good job, good job, good job okay well what was so good about it. You know being specific hey I really appreciate the way that you handled that phone call with Mrs. Smith. She was really irate. You talked her off the ledge. You did a great job whatever it was, but now that employee knows that you're paying attention.

Going back to how do you implement it? Sometimes if you go up to your employee and you've never thanked that person and you're like, "Hey, Mark thank you so much" and Mark is going to look at me like, "Okay, what does she want? She has never thanked me in her whole life. She's got to be up to something." So, we actually start with what I call the apology approach where I might say, "You know, Mark I just want to let you know I have not been letting you know how much I appreciate your efforts around here and I'm going to make more of an effort to do so." So now, Mark knows that it's on me to change the conversation and it's something that I'm working on, but before it even can go into the workplace it has to start personally.

So, with all of the programs that I do I always start with that research. I always start with that foundation of gratitude because if you can find a way by looking for the good in your life and now you have a better relationship with your spouse and your kids and everybody else in your life and you're bringing less stress into the workplace because you're able to find more good in the rest of your life, then my evil plan is that, better, happier, more positive person now brings that better self into the workplace. But if managers don't get it, if people don't get it on a personal level and it's just one more thing they have to do we must engage then it's not going to work.

Mark: Lisa, what do you say to the manager or the CEO or the boss whose fear is if I keep showering this person with gratitude that they're going to start taking advantage of me. Like, you know, where the old school style is you know Steve Jobs be demanding, have high expectations, you didn't meet the expectations, it's not good enough, do it again.

Lisa: Right. Mother Teresa once said, "We're more starved for appreciation than we are for bread." I was actually at a workshop and they put a quiz out to the audience or question out to the audience that says when you appreciate people too much or I think the question was something to the point of can you appreciate people too much and have it lose its effect and the overwhelming response was no you can't. The key to it is to be specific. Sometimes, you are going to have those conversations with people but the

thing is it's looking for the good and doing it on what they call a 6 to 1 positivity ratio. Marshall Asada did a study on high-performing teams and he took a look at their communication and what he found is for every one negative thing something on a high-performing team would hear they would hear at least six positives, and this wasn't always like oh yeah everything you do is so good. That's a really good start of an idea you know let's see how we can expand on that.

When they took a look at an average performing team it was about 3 to 1, which is barely surviving. When you have a 3 to 1 positivity ratio basically the people that are working for you are doing exactly enough work so that they don't get fired and you are paying them and exactly enough so they don't quit it's an even balance. But on a low performing team it's 0.3 to 1, which basically means those people are hearing three times more negatives than they are positives. It's almost like that old poster that perhaps some people still have hanging up in the shop saying the beatings will continue until morale improves. It doesn't work.

Mark: Yeah.

Lisa: When we are always trying to fix what's broken it doesn't work. So, are there going to be people that would take advantage of you? Absolutely, but it's a much smaller percentage than we think that it is and you're going to get much more productivity, much more benefit out of the people who feel it, feel that you sincerely appreciate the efforts that they bring to your organization.

Mark: Well, Scott Todd, I just want to tell you I apologize for not telling you how grateful I am that on a weekly basis you show up on these podcasts and you create so much value for The Land Geek community and I just don't know if I've been telling you that enough and I hope I have. But I really appreciate all that you do from Flight School, to coaching, to everything you do at Bootcamp.

Scott: What do you want, Mark? What do you want?

Mark: Okay see, Scott. Now...

Scott: Now, what do you want man? See, you forgot to say I have to do a better job of recognizing this and that's something I'm working on.

Mark: I have to do a better job of recognizing this.

Scott: Thank you, Mark but you tell me all the time so we can continue our love fest.

Lisa: See, there you go.

Mark: But there is a love fest between me and Scott in the sense but I don't think I'm specific Scott in the specific things that I love about you and could just mean that they're so much it almost feels like too much work for me Lisa. Like I just want to be general and be lazy about it and be like, "Scott, I appreciate you."

Lisa: You know what it's catching them in the act of doing things well, it's having that conversation but see what often happens because you guys have been working together for a while, you know each other, you love each other all that kind of stuff. But what happens is, over time you start to assume that Scott knows how you feel about him. So then we get a little lazy.

Well you know, it is like Scott knows I don't always have to be telling him stuff, but it's those little efforts that you go out of your way to again look for the things that he does well. Instead of just hey Scott, thanks great job. You know the way that you keep the show on time, the way that you deal with host whatever it is specifically that Scott does well and it's not going to be every single conversation, but it's more often to air on the side of over communicating appreciation than it is assuming that Scott knows.

I love this one story that I heard about this couple on their 25th wedding anniversary and the wife wakes up. It's the morning she's sobbing, just sobbing and the husband is like you know, "Honey, what's wrong? It's our anniversary why are you so sad?" And she says, [sobbing] "Because you never tell me that you love me." And he said, "Listen, I told you 25 years ago. If anything changes I'll let you know."

Mark: That's great.

Lisa: That sometimes what we feel like you know with if it's not broken don't fix it. You know if nothing is going on why recognize it. But the thing is it that's where the magic happens in our relationships. It's that connection through appreciation.

Mark: Scott, do you look daily gratitude practice?

Scott: No.

Mark: Do you feel like this is too Woo-Woo? Scott is some really analytical guy.

Scott: In a way, I do right. Like because for me to sit down and write down or I might think about the things I'm grateful for on a daily basis for me to sit down and write for it's like I'm not I don't know. I just can't get into that. It seems like too much work. I do believe that with everything if you always think the negative about a person or you always see the negatives that that person brings well then you will always have a negative view of that person and you know if you start to look for the positives or this is what I appreciate about that person I think that your interaction with that person can be always or more often positive than not.

Then for me like, I managed a pretty large globally, most of my team was remote and so to actually catch someone doing something great I mean, it was like you would hear about it through the grapevine or you would hear about it. I would make sure I said "Hey, thank you" and to me just the fact that I was recognizing him "Hey, thank you for doing that", thank you for doing that doesn't necessarily mean I'm like I've got to appreciate you for this.

But at some point in time like you know especially where I was in the company it didn't matter, like you just had to get the job done. Like that was your deal, it was like I'm paid to do this. I just got to get it done and so I didn't put a lot of emphasis on my manager telling me "Oh, thank you for whatever." Look, I'm just going to be a responsible adult and do my work. I don't need a hug to tell me I appreciate you. Just send me a paycheck every two weeks and all is good. I know you appreciate me with the paycheck right. I don't know that's just my own kind of feelings.

Mark: So, Lisa, how do you respond to that to these not to pick on Scott, but like the more analytical of us, the more left brain of us that they want the research, they want the science?

Lisa: Yeah, I'll back it up with science all day long and I'll share two studies that come right to mind. The first one was by Dr. Robert Emmons he's a PhD Professor University of California Davis and probably one of the world's

greatest researchers when it comes to gratitude. I think about four or five years ago Berkeley actually got a \$7 million grant to study the power of gratitude. But in one of his research projects he took a random group of students, he divided them into three. The first group he had them write down the things that they were grateful for, the second group all the troubles, all the hassles, all the things that bugged them and the third group recorded the day's events. So they were the control group and what he found after 10 weeks that the gratitude group was 25% happier.

You might be saying, "Yeah, Lisa how do you actually know they were 25% happier?" Because for about 10 weeks before the study they journaled, they kept track of their relationship, stress level, headaches, backaches or whatever. So basically, separate the chronically happy people from you know, the chronically not so happy people and they saw a 25% increase. They found that the gratitude group exercised on average an hour and a half more per week than the other two groups. They actually had fewer physical ailments and I'll tell you there is a lot of research when it comes to autoimmune diseases, when it comes to neuromuscular diseases that people who have a regular practice of gratitude fair better, they complained less often, they actually showed that they were more happy, joyful, and enthusiastic.

And then Dr. Emmons interviewed the people associated with the gratitude group to see if they noticed any difference and they actually noticed it. They were more emotionally available; they were nicer to be around. You know, in mine I never told my husband I was keeping a gratitude journal. Not that it was any big deal or it was a secret it's just like it's my thing and not his, but it made a huge difference in our level of communicating with each other and now we've been married almost 22 years and it brings in that element of newlyweds because we're always thanking each other just like we did at the beginning of the relationship.

That same research that Dr. Emmons did a researcher named Jeffrey Froh did, F-R-O-H and he did it in a middle school. Same set up with the kids with the gratitude group and that gratitude group 6 months after that research was done they were still looking for the good, they were still looking for the positive because were wired for negativity it takes work for us to start looking for the positive. And when you're writing it down you're just using a lot more senses, you know you're feeling the pen in your hand, you're

seeing the words on paper, you're hearing the words. So you're just amplifying what normal gratitude does and it literally takes less than a minute to write down three things that you're grateful or five things that you're grateful for.

So yes, it sounds a little woo-woo which is why again, I always bring the research into my programs because I know I have a lot of people in there that either they don't believe it or this is just feel-good or this is woo-woo. But when you look at the science behind it and the amazing power that we get from changing our attitude, looking for the good and gratitude is just a really easy, effective way to get there.

Mark: Yeah, I love it. Now, I use an app called Journal Five Minutes. The Five Minute app and I do the three things I'm grateful for, how am I going to make today great and I write these down and then for me I do like the two kind of more general things the first two and I get really, really specific like a cool breeze on a hot Phoenix day or that flower or you know may be my daughter smiled in the morning. Like something really, really small and specific that I'm grateful for.

Number one what do you recommend as far as how do we really feel the gratitude as far as you know the typical things? I'm grateful for my health, I'm grateful for my family, I'm grateful for my home you know these general things where after a while it becomes sort of like just wrote. Then also should be typing it, should we be writing it like which is more powerful? What your recommendation as far as a really effective gratitude practice?

Lisa: I have a couple different journals. I have the other one that I do in the morning. My morning journal and that I actually write with a pen. Now even though I published a gratitude journal called Express Gratitude Experience Good. My gratitude journal is probably one of the ugliest ones on the planet. It's a loose leaf paper in a binder. I fill it up, I take it out, I put the papers in a bigger binder but the nice thing about that is the challenge is to add detail. Because like you said if every day I'm grateful for my husband, grateful for my cats, I'm grateful for my house it gets really boring really quickly, but if I can write down instead I'm so grateful that you know Scott cooked a great dinner last night. My husband's name is also Scott just for you know.

Scott: Yeah, because I didn't cook dinner last night.

Lisa: Or I'm so grateful for binge watching Game of Thrones with three kiddies sitting on my lap you know. So we can start to get into the feeling of it with details, but the cool thing about the morning journal is that you can be grateful in advance. So this morning, I wrote down "I'm so grateful that I get to have a talk with Mark today." So it just sets a positive expectation for a good meeting, for a good conversation.

The second type of journal that I do... my morning journal I'm really consistent with. The evening journal I call my wins journal. So W-I-N-S asked is looking back on the day and figuring out five good things that happened during the day. For me and for most people that's actually the more difficult journal to do because, particularly if you've had just a horrific day and you're forcing yourself to find you know 1, 2, 3 good things that happened, but number one you always can and number two the research also shows the people who have that gratitude practice are awake less time before they fall asleep, they sleep more soundly and they awaken more refreshed. So, we really want to start focusing on count your blessings, not sheep.

They are easy practices to do, but sometimes just in regular conversation. Instead of when your kids come home from school and you say, "How was school Johnny?" And Johnny is like, "Well, Billy was picking on me blah, blah, blah because again we're wired for negativity. Johnny tell me something good that happened at school today?" Number one the first time you do it they're going to say, "Are you okay? Are you dying? Why do you want something good?" So again, we're changing the conversation. Same thing your spouse comes home from work instead of getting into that negative spiral you know, what's something good that happened today?

Changing the conversation in the workplace, looking for ways for more peer to peer recognition which in a lot of cases is actually more powerful than manager to subordinate recognition. So, we just really look... you know starting your meetings with 30 seconds of good news. "Hey, tell me something good that's going on in your life", or with a project or something instead of diving into business because face it, nobody likes meetings anyway unless there's food. But every single one of us have the power to change the conversation whoever we're speaking with. But when we started with that gratitude practice that is our personal practice it just makes it easier to bring that better person out into the world.

Mark: I think it's great and I remember sitting down with my mentor one day this is like years ago over coffee and I'm complaining about this and that and you know this person or that person and he kind of looked at me you know like just like this wise look. He's like, "Mark, before you start looking at other people. What are you doing?" He is like, "You've got to keep your lane clean, don't look at other people yet." He's like if you can look at me and tell me you know you are doing all these things, you're working at a hundred percent, you're doing X, Y, and Z and your keeping your lane completely clear and then you can complain to me. And I was like "Oh, you know."

So, I kind of think about that before I just you reflexively like you said we're hardwired to be negative like but what am I doing you know that I could be doing better before I just start getting into that space then I'm much more you know because I was going to be easier to myself most likely than I would be someone else just because it's me and I've got to leave with me. Do you find that helps a lot of people or is that just something that if you're hard on yourself you're hard on other people?

Lisa: I think that there is an aspect of that, but what really happens and an easy way for people to start out is to take what I call my 30 day gratitude challenge. And so for the next 30 days, give yourself that gift of taking that minute whatever it is writing down five things that you're grateful for and then at the end of the month see how you feel. I used to do an official 30 day gratitude challenges and it was just so funny because we'd get to the end of a challenge and somebody would write me and go, "I'm really going to miss the end of the challenge. I really enjoyed writing down my gratitude's every day." And I'm sitting there thinking hey part of my evil plan was for you to see the benefit of it and continue but what happens is people you know sometimes they're surprised by what they're grateful for, but what happens over time is it really does become a first response.

And I am not telling you to slap on a happy face, everything's always happy, happy, joy, joy all the time because you know sometimes life really sucks and you get angry and frustrated and all of these sad and depressed and all of these emotions, but if you can give yourself the permission to wallow for a specific amount of time whatever it takes and then when the rawness of that emotion starts to come out to be able to say, okay, what's one good thing about this. Again it gets into a practice but there's been so many things that

have happened and in the... I started in 2009 so in the nine years that I've been doing this practice daily number one I have miles of paper. It is kind of nice to be able to go back through and kind of see those ebbs and flows in life. It gives me a record of where my life has been, but it really has become a more automatic response. Okay well, this sucks right now. What's good about it and it just that practice makes it much easier to find something?

Mark: Yeah, it's so true. Scott Todd, what are your thoughts? I think we've convinced Scott now.

Scott: All right, all right, all right. I'm going to download the app, I'm going to follow your lead here. I'm going to download the app in fact I'm doing it right now.

Lisa: There you go.

Scott: And Five Minute Journaling up looks pretty cool and I'll get back to you.

Mark: All right. So, we're going to do our own 30 day challenge Lisa and get back.

Lisa: Yeah, awesome.

Mark: Scott is going to be way happier.

Scott: I'm happy now like you know.

Mark: But you could be happier. Like what's that quote I say people aren't happy because they're... no. "People aren't grateful because they're happy, they're happy because they are grateful."

Lisa: Yep.

Mark: Do you know who said that?

Lisa: Anonymous, very well, yeah... they are probably the person who has been quoted more times around the planet. The ever verbose, anonymous. No, I actually don't know who said it I'm just taking a guess.

Mark: Yeah, I don't know. So, Lisa, before we go to the tip of the week, what's some of the worst advice you hear given your area of expertise?

Lisa: You know the whole focus on employee engagement kind of makes me, drives me batty just because of the fact that engagement has become this thing that you must do to people, you must do for people and managers aren't getting into it because they already have this full plate of everything else that they do and now we have to make our employees happy and why can't they just be happy that they have a paycheck and so we have to start much deeper than that. So, I think that sometimes when companies think that either they're throwing money at a problem or they're giving people a lot of stuff to kind of buy their loyalty what we need is that one on one, that personal connection coming out through the heart. Sorry, Scott I know that's a little woo-woo but just that real connection where you can see the good in others, where you acknowledge the good and it's a more sincere, honest, transparent way of showing appreciation instead of again gratitude, appreciation, we're going to survey our employees, we're going to send out an employee engagement survey and then of course do nothing with it because the fact that we did the survey is all that we need to do. That's what makes me, drives me batty.

Mark: All right, fantastic. Now, Lisa, I think your mentorship has been phenomenal in this podcast. I'm going to ask you for one more piece of wisdom to extract out of you 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. What have you got?

Lisa: Probably my first and my favorite book when it comes to the power of gratitude is my book on *The Upside of Down Times: Discovering the Power of Gratitude*. What this one does is it takes a look at gratitude and my SHOW process. So how does it affect the self—that's the research involved, the health benefits, your relationship with others is the O and then wealth is the W and that can be either in the workplace or it can be personal abundance and prosperity. But the thing is that that's the correct order you get it first yourself, then you feel better, you're able to bring it better to others and then you can bring it to the workplace. So that would be my number one tip, but give yourself the gift of that 30 day challenge; try it for yourself, do it with a friend, do something and experience the magic that can happen from it.

Mark: All right, fantastic. We'll have a link to that book for sure.

Lisa: Yep, thank you.

Mark: Great, great. Scott, what's your tip of the week?

Scott: Mark, my tip of the week is like I know you're a cloud guy for storing your pictures and video that's all great. Check out [AirCamera.com](https://aircamera.com). It's a phone app and it's basically you know it's like just think anytime you use this app to record your videos like family videos or whatever it automatically goes to the cloud, gives you the links that you can share everything with so you're not having to sit there and store it on your phone. It's really kind of cool.

Mark: It is cool. How is this better than, say, Google Photos?

Scott: Well, you know with the Google, you don't go in there and like manually upload it?

Mark: No. It will automatically upload as long as you have the app open.

Scott: And then does it remove it from your phone?

Mark: No. You have to do that yourself.

Scott: So, this syncs it. It basically removes it from your phone so that it's in the cloud stored. Obviously you could get a link or whatever, but I don't know might work for you or might not. Check it out.

Mark: I like it. I'm only just weirded out by new sites that are looking at all my personal stuff.

Scott: I will tell you though and I told you this last week I ordered a network attached storage hard drive service and you're like "Well, I just use the cloud, but I've got my own internal network going on here." I love this thing man, it's connected to my network, I can access it from like computers remotely almost own private Dropbox and it's fast. It's fast on my internal, I don't have to worry about the cloud and buffering or anything like that it's all right here, it's pretty cool.

Mark: That is really cool. That's really probably the ideal way to do it.

Scott: It's geeky, man.

Mark: It's really geeky. Well my tip of the week is learn more about gratitude and Lisa Ryan and improving every aspect of your life and I think the best place to even start besides her book would be [Grategy.com](https://grategy.com). So, it's

like strategy but G-R-A-T-E-G-Y.com, we'll have a link to that site as well. This has been really interesting because often times we all sort of gloss over the power of gratitude and I know it is getting a little bit more momentum today than maybe in the past but even so, it is one of those things that we're just like Lisa said we're hardwired to be like not appreciate something until it's gone. If we can just get a little bit ahead of that I think it can make a huge difference in your life and really move the needle. So, Lisa Ryan are we good?

Lisa: We are good, this was fun. Thank you so much for having me on.

Mark: Thank you, and I thank Jeff Dember for you know, referring you to us. For those of you listening to this and you've got a great person that we can have on the podcast, a great guest let us know and we'll take action. So, thank you Jeff Dember. Thank you, Lisa. Scott, are we good?

Scott: We're good, Mark.

Mark: All right. I want to thank all the listeners again I want to remind everybody the only way, the only way we're going to get the quality of guests like a Lisa Ryan from Grategy.com is 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 *Passive Income Launchkit* which is normally \$97 but you'll get it for free. So, please do that. All right, Scott let's just do this.

Scott: All right. One, two, three. Let...

Mark & Scott: Freedom ring.

[End of Transcript]