



THE LANDGEEK

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

Today's Guest: [Vinnie Fisher](#)

Transcript

Mark: Hey, it's Mark Podolsky, The Land Geek with your favorite nichey real estate website TheLandGeek.com. I am so excited for today's guest he's typically known as like the smartest guy in the room and just when I was on his podcasts I was like "Oh, you're going to be my mentor". I was like foisting myself on him I'm like, "You don't know it yet, but we're going to be best friends."

But before we talk to our guest, I'd be remiss if I didn't properly introduce my cohost six Sigma, you know him; you love him, Scott Todd from ScottTodd.net, LandModo.com and most importantly if you're not automating your Craigslist and your Facebook postings PostingDomination.com/TheLandGeek. Today's podcast is sponsored by GeekPay.io. Get your first note free at TheLandGeek.com/GeekPay the only way to automate getting paid from your borrower.

So, today's guest is Vinnie Fisher. So, if you don't know about Vinnie he is - I'm going to put on my anchorman voice - he's a big deal: a businessman, entrepreneur, author, husband, and father. He's got three books out there, a

lawyer by trade. Vinnie practiced tax and business law for 10 years before leaving the field in 2007 to pursue entrepreneurship and as I was just doing this is about page just disappeared. How about you take it from there? Tell us more about you.

Vinnie: We just decided you cannot read about me anymore, so I just shut it down.

Mark: I'm running it in on Audible.

Vinnie: You know I'll tell you, Mark, thanks for all of that it was really great. We are opened up a company called Total CEO and you can see that at TheTotalCEO.com. I am on mission I've had a great privilege of having four 8-figure businesses exited 3 of them, broke one of them. The mightily broken one is a classic public story which we can get under the hood and have a discussion about because why not talk about all of my disasters but I'm on his journey to help other men in this and it's not a knock on women. It's just where I am there are some wonderful women that we network with and do all these things but I'm on this mission to help men in leadership for life.

What you do at home is equally important as what you do in the office and who you lead and who your people are. So, at Total CEO that's everything we're doing. So I have a blast all day getting to be around men who are just killing in doing whatever it is they're doing like you and so my days now are super fun. Like, I love running out of bed because I get to hear like my marriage is about to break or what am I going to do with these eight kids while I'm running out of money in my business and I just get to be dealing with mostly seven-figure businesses that are either breaking or on the verge of trying to become eight-figure businesses.

Mark: I love it. But I'd love to hear just how you got to the point of... because you know 2007 you quit your job as an attorney, right?

Vinnie: Yeah, I had a large law firm. I had staff all in with lawyers of almost a hundred people in our firm. I am a corporate and tax attorney. I was doing really well on that setting but the law practice was a mistress. Like, I learned with my passion, all of your problems became my problems. I didn't shut them off so in my marriage I will be straight up for Deb and I we've been together 25 years and some of our hardest years was the middle time of my law practice. So, in '07 I met an internet guru kid and he opened my eyes up

to the digital world and I've spent the next almost 18 months, disbanding my practice and kind of getting our people to other places as I moved into my digital journey and in businesses that we subsequently opened up and grew up.

Mark: Wow. So, tell me about the conversation that you had when you first told your wife you wanted to drop this lucrative career in the law business and being lawyer and start your internet company.

Vinnie: So, she's probably way different than most people. She loved it because she had a husband that was completely stressed out. At this time, I'm also opening a mental retardation company with 10 locations in the state of Ohio and I'm like running wild. I've got almost 300 people on my payroll at this point, I am massively busy and what she saw was all the calls at the night, in the morning, on the weekend and like all legal briefs and things around my log. She saw that as the enemy. She didn't see it as anything else you work inside of our family setting. So, if you ask my grandmother who now dead, at the time she thought I was ruining my life but if you asked my mother... and my mother felt the same way at the time but my wife was like high-fiving to be honest with you.

Mark: Scott Todd, what do you think?

Scott: I'm thinking he is in the wrong business. I'm thinking he should be a land investor. Honestly like, he is making my hair fall out what was remaining just with his whole story. It's like why work so hard? Like why put yourself through so much stress?

Vinnie: Yes, but back then I was a poor kid, I was the only person who had graduated college in my family so I was a decorated war veteran in college and education type stuff, not to make fun of our soldiers. but if I was that guy in our family. So, I was in the system, I only knew the corporate system and it wasn't until I saw other opportunities of... I was already an entrepreneur in my own law firm, but I didn't see the bigger picture and once my eyes were open things changed but that took... You know I had obligations. When you have a law practice you don't just like... you and I can just shut off something. That was years of investing with clients and people that are in our team. So, it took us straight up two years to disband that.

While in that process I had started to launch which was at one point was the seventh largest web hosting company on the planet and so I really got my wind under me. So, I'm leaving corporate and next thing you know I've got 500 people on my own payroll. I just brew something up and it just kind of happened. Like I won't sit here and say like this was just a big master plan that exploded. So yeah, we rode that ride for a while. I, now, very much fight and will trade money for time. That's why Mark and I got along very quickly. I will immediately... that's why I am not trapped in the services of our businesses. I've built teams and I have fun with it but I will put my family in a trip and fun way before work. I rob from my businesses constantly.

Mark: So, Vinnie we've talked a little bit about the challenges of going from a seven-figure business to an eight-figure business and you've done it three times.

Vinnie: Four.

Mark: Oh, four times. So, what does it take for a CEO of a seven-figure business whom might be able to get there just through talent and hustle to go to eight figures?

Vinnie: Well, I think you make a great point Mark. Getting to seven fingers as somebody who likes to create things is actually not the hard part. It is actually, probably of the journey, is the easiest of the journeys. I think there is this amazing thing that happens when you hit that seven-figure and you're now a \$1 million plus business you actually have to manage people and there's more processes and there's more structure and there's more growth and you're not going to ever be as profitable as you were when it was just you doing your thing.

Then the real part of the business kicks in and none of us as owners set out to worry about process and structure and systems and people and payroll and all the things that go along in running a business. All over sudden you wake up with a \$3 million business and your miserable and you're like you can't double yourself, you don't want to work anymore and that's where I found myself in many other people. And so, I've learned multiple times now 1 million, 3 million, 7 million, 10 million each have their plateaus and somewhere along the way you straight up need to take a nap and fix the parts of your business in order to get to that magical eight figure. Then

when you hit 12 to 13 million, you're going to take a step back very quickly to about 9 million.

I remember, I'll tell you a fun story, I was getting an award for our company and as I was walking on stage to get Marketer of The Year I turned to my then business partner and said, "Wouldn't it be hilarious if this audience knew that when we were half the size we were more profitable and I am winning a bigger award?" So, eight figures and getting there, Mark to answer you a very long answer of a very easy question it requires you to look at the seasonality of your business and know that some of the people on your team aren't going to be there when you get to eight figures. Some of the ones like were or are not there and you can't do it by yourself. The biggest thing I see in most companies is that the super smart person traps themselves in and they're absolutely miserable doing parts of things they don't want to do but they're scared out of their mind in investing in people to get out of that problem.

Mark: Yeah. Scott, what do you think about that? You're shaking your head.

Scott: No. I mean like, Mark, I'll tell you it's funny because and maybe it was just the way that I managed a large team. Like I had the corporate job, I managed a large team and the last thing, the last thing that I wanted to do was to build a company that I was going to like you know work in, like to create my own company that was a large company. I'm not saying like I don't want the numbers to be large, I just don't want any employees. So, I'm looking for what is it that I can do that I can outsource, I can build a VA team, I can build processes, I can do all these stuff without having to necessarily worry about employees that I have to put into a building and like I want freelancers and I want staff have other businesses can do all that.

Vinnie: [00:10:43] [indiscernible] right. So, in today's world we have this privilege of being a manager team in and outside of the four-corner wall, right?

Scott: Yeah.

Vinnie: That's a team you just got to manage them differently.

Scott: Absolutely, absolutely.

Vinnie: These are some of the things I hear owners say is that, "I don't want a large payroll, I don't want a lot of employees and I would encourage people to...". I think you've got to look at a different issue and the different issue is what is it you're really doing? So, it's like, if our audience is really excited about hedging land and learning how to arbitrage land to other people then that's the business he or she is in and they are excited about and if that fits within where they feel they are offering value in their skill set I'd start from there.

Because for me the business of fully accountable and total team and where I would spend all my time at Total CEO, I don't wake up saying I want a large payroll. I'm actually on mission helping people in what we do. So, if I was doing land granting and I was doing buying land and arbitraging it I can't help myself. I would probably be one of the larger guys in your group doing it. I wouldn't stop at just doing a few deals. So, you've got to know a lot about yourself and who you are instead of just adopting these agreements that you make with yourself that you don't want this because I think it could hold back being on mission if you make some bigger agreements. With that said, I have a lot more fun when I have less cats to herd. I will say that.

Scott: I think you can build a business like if you build it right and you build it from the get-go you don't have to be the chief cat herder. I mean like, you know, you can actually put in place a business that you have a hierarchy there, you have a management team. Where I will literally only herd one person that's all I do.

Vinnie: And all I do as well, right.

Scott: Right.

Vinnie: [00:12:34] [indiscernible] I've got two of those but that's where I spend my energy. I'll tell you this though and everyone needs to hear the truth of this that would be really awesome and romantic if you build it right from the beginning. The reality is someone goes and does something and then they have to go fix all that.

Scott: Right, I'm with you and I'll just say like just like you said though you know like that you would be one the bigger people in the community that's my mindset as well. Like I'm not just in it for a couple of deals like I went all in and like I'm going to have the largest numbers, like I'm going to scale the business but I think you have the mindset do you want to scale it and you

be the one that shoulders it all, which you will never hit the numbers that you need to hit if you're carrying all the weight or are you going to build it smartly and if you're going to build it smartly then you can scale it to be the larger in the community.

Vinnie: You know it's really hard, depending on the audience you know, Scott and Mark who you are talking to. If it's somebody who still kind of in these basic needs aspect of their life it's an entirely different discussion than someone who has put a little bit away and saved, can pay the bills, doesn't have much debt and is able to take the risk differently. Those are different discussions depending on who you are talking to and it is really have a lifestyle time discussion with someone who is still chasing her basic needs.

Mark: Yeah, absolutely. So, as you go up Maslow's hierarchy of needs, then that's where you get to meet Vinnie and you go to the Total CEO because I want to pivot to that. So, Vinnie what makes a great CEO?

Vinnie: You know, I think it starts for me personally with a vast amount of humility. I lean on the recognition of my weaknesses as a way to empower other people in my life and so I learn a lot from the things that I just straight up not supposed to be doing and I'm not equipped to do. So, with wonderful humility, I can pick on my weaknesses and I probably know them faster than most people know their own. So, because of that, I believe a real model of my life is if service is beneath you then there's always going to be a form of leadership above you and so a real leader who gets people, needs to have a servant attitude towards who he's been blessed with the tribe to lead.

Mark: So that being said, Vinnie, what are some of the worst advice you hear given in your area of expertise of helping CEOs?

Vinnie: Balance.

Mark: So, balance. What does that mean – balance?

Vinnie: Yeah, like this idea that everything can be even-steven like a little of this, a little bit of that. You know, I practice something of perspective and priority. If you've got a big land deal [00:15:34] [indiscernible] that might be in the night because of documentation or recorder or something has to happen that you might miss the family dinner. It doesn't mean that you've

destroyed the concept of the family dinner because you have to close that deal that night.

So, I think this idea of balance is a lie because it gets people on this thing like, "oh I am a loser because I didn't like do all these things". I think if we can have an attitude of what are nonnegotiable foundations in our life that are priorities in perspective and then navigate through the world that way. That to me I see a gigantic lie of balance being told.

I also see a huge lie told that... well, it's a few of them right, but this idea that everything's okay and you just got to grind to do it and that lacks any type of like looking forward to what you really want and no long-term perspective. So, the only way I've seen to deal with that is to have a multitude of counselors. Have Mark, have Scott, have Vinnie, have a few guys and that's why Total CEO is one it's got an advisor piece which you get me or one of our executives, but you've got a mastermind group. You get a group of other tribe people because someone will have an opinion about having 15 kids and this and how do I make land deals work and someone else might have an opinion that's about marriage and commitment and to me this idea that everyone has got one simple way of doing is what I think one of the bigger lies out there.

Mark: Scott Todd, does that ring so true to you about just balance? I can't tell you know how many times I've had to miss something because you know there was something like I had a different priority and for the most part I'm pretty good about it but I am never apologetic about it. A lot has been said like hey I'm letting you guys down I'm like no I'm teaching you about this is a priority and this is what a responsible man does.

Vinnie: And I'll tell you the other part of that. Right in that discussion, Mark is this idea of motivation and mediocrity and why I am telling you those two words these are big, big alarms for me. Look, I've got to be real I am rarely motivated internally to work out. I've just got to hit the alarm, get up and go do it. I am rarely motivated to write an article on something I've just got to do it and somehow this friction internally that I feel doubtful or concerned that I'm not inherently motivated to do it is this big lie.

We've got to overcome these habits we have anchored in our lives to do certain things and the other one is mediocrity. Like as long as I am a little better than the next guy I'm going to be fine. Those two things are played in

the middle and somehow this entrepreneurial gap that I have to be motivated or there's something wrong oh gosh dammit there's a lot of things I've got to do. Like, I don't know if I want to drive back and forth three times through a school to pick up my kids in sports and this and that is just what I've got to do. Like it's not about this internal motivation. I think there's a lot of reasons why people stop or give up because they have this friction, they don't feel this like passion of being motivated. Oh gosh [00:18:52] [indiscernible].

Mark: Gee, Scott Todd, what do you think?

Scott: Mark, along the same lines as you were talking about it prioritizing and executing on it. A CEO for a very large company once told me that his priorities did not always have that same balance that people talk about; that family balance. Like his number one balance or his number one priority was on his own health and wellness.

That was his number one priority and it might sound conceited, but he said, "Look, if I can't take care of myself and I'm not healthy and I'm sick and I'm in no position to do number two, which is to take care of my family, right? And he said, "I've got to take care of my family." So yeah, that means that I've got to take care of myself first, then my family and then my companies. He's like, "But wait a minute if I take care of my company third well then that means that I would have to choose my family over my company and the reality is that my company provides for my family. So, let's reorganizes this," he told me. He's like, "Myself, because I can't take care of myself, I can't take care of my company. If I can't take care of my company then I can't take care of my family."

So he's like, "So, you've got to prioritize that," and whatever is his priorities may not be the same for yours but you've got to really think about that. Like what is the order. Like you know, you've got to take care of yourself first, I agree with that. You've got to take care of yourself first, second is that family or is it your business. Once you kind of have this framework then that will help you to make these decisions and if you explain this to the family well then things get a lot easier. You're like hey I'm not necessarily choosing the family over the company or the company over the family it simply means that I've got to do this in order to provide the next piece.

Vinnie: My kids have zero problems when we're sitting in Hawaii enjoying the North Shore waves. If I'm missing something on a Tuesday because I have to get something that just got prioritized, then our family is talking about that. But, Scott to echo what you said the part that's bigger of like putting your nonnegotiable in place a house built on not a firm foundation will crumble. So, if the first person of the business isn't taking... I had to learn this later in my business career. I wasn't dealing with personal development, health, me first and when I did everything started to skyrocket in a very positive fashion.

For me, just to put an example on it I decided that my marriage was a nonnegotiable and I will do things to manage what I do in my life through that grid and so because of that I've been able to put these anchors in place and you don't feel like you're double minded or a person tossed in the sea. You are making decisions that are ordered in your life and you kind of suddenly get rid of this whole balance friction that you feel bad you might miss a dinner or two and what if I miss the first prom ever because I'm somewhere and you start looking at what priorities matter.

Now, the other side is true don't go to a conference if it doesn't make sense just because it is a great network. Like, you have to be true to the other side of that. Like, it goes both ways and that's the joy of having priorities and perspectives that start pulling you away from the crap that doesn't mean anything.

Mark: Yeah, I love that. I love the total clarity and I also like what Vinnie said earlier and it's kind of like he's kind of like being the good dad that we all need. Like your feelings don't matter that much. I don't feel like doing half of the things I do my life but you're going to do them anyways and then eventually the experiencing self may not like working out, the experiencing self may not like riding that article or ad for Craigslist to sell your land, but the remembering self gets a lot of self-esteem and it feels really proud about that hard work and that effort. I think it's just very few people come on the podcast and talk about that which I think this is great.

Vinnie: That's the real art of it, Mark. I think you've painted a great picture for your people. Listen everybody, if you want to hit reverse and listen to one part of this just listen to what Mark just said like we all chase the mighty dollar and we forget that [00:23:18] [indiscernible] a world that we were

designed to lead and build and put that first. If you can do that I promise you the lagging indicator of money will follow.

Mark: Yeah, absolutely, absolutely. So, Vinnie, what do you think of when you hear the word successful?

Vinnie: Yeah. So, for me, it's like you waking up with an impact family that you are developing legacy in and I've got to be honest with you ask the younger Vinnie the one that was killing it in his 30s I would have said my seven figure income, the Ferrari parked in the driveway, the multiple businesses. I'm just at a different journey and season of my life and so for this season success is I turn around and there's a line of people voluntarily standing there to want to do what I'm doing and because of that my networks is deep, my family is deep, people in my life who would feel like their life has changed because I'm not in it is deep and rich.

Mark: I love that answer. I love that. All right, so Vinnie, you're going to have a dinner party okay and you can invite any three CEOs on the planet. Who would you invite and you can ask them one question, what question would you ask them? Is that a tough question? I think that's a tough question.

Vinnie: Yeah, I think it is. I don't know him personally, but the Chris family is the CEO of Chick-fil-A. I think this idea that he made some decisions foundationally for what they stand for in their values runs up against this friction in the retail space of being closed on Sundays and I would just love to be on the side of that friction. Understanding how he deals with his board and earnings in dealing with that issue. I just love all the friction around standing for something really strong. That would be one guy sitting there.

Another one, I just like the titans of old and a lot of people who are agents of change. So, the [00:25:25] [indiscernible] story and that CEO who kind of redid that entire business and choose to compliance ahead of revenue. Man that guy, I don't know his name right now, but that story is awesome and I'd love to be around him. Why not?

And then I think from there it's probably a few different choices but I might switch gears and deal with one of the sports owners because I think this idea of managing this dynamic community of people that are probably more important than the owner is a really interesting way to have to lead people. But finally probably someone gigantic huge in the pastoral world because it's

like the hardest place to lead hurting people. So I'd love to spend some time with someone like Rick Warren, because I just know that half the time half his flock hates him and half the time they like him and welcome to the world the leading people.

Mark: Yeah, that's so true. Wow that's a great answer. All right, now we're at that point in the podcast Vinnie where we're going to get to put you on the spot and ask you for your tip of the week: a website, a resource, a book something actionable where the Art of Passive Income listeners can go improve their businesses, improve their lives. I think your mentorship has been great and I know for me personally like I know I was joking with you on the last podcast I'm like I've got to have you on my personal board of directors and even be my mentor. But the great this is like I can actually go to the Total CEO and actually have you as my mentor, that's pretty cool. So, I'm glad you have that available but what is your tip of the week?

Vinnie: Sometimes, we all make a lot of decisions and we get annoyed and I'll tell you it's one I just love. Sometimes, we just need to take a nap before we make a big decision. Just go take a nap because I find when I get a little bit run down or little bit erratic and if I really honestly take a deep breath whatever it is I'm thinking about I'm just tired. I will get a good night sleep or whatever rest and look and meditate on that decision afterwards things are way different. So, my tip is go take a nap and I don't have a website like GoTakeANap.com, but my tip is just back away from it for a little bit; in my case it would be to go take a nap.

Mark: You know it's funny because Josh Waitzkin, the guy from the chess genius right. Searching for Bobby Fischer – Josh Waitzkin.

Vinnie: Okay, yeah, yeah, yeah.

Mark: Yeah, so he wrote a book and one of the things that he does and he works with a lot of hedge fund people is he asks them to write down around 5 o'clock their biggest challenge, that's it and forget about it and kind of let that sort of percolate in their minds and then when they go to sleep they usually will have this answer for it.

Vinnie: Yeah. Isn't it amazing when you pull friction out of the way. I mean, this just happened to me last night. I woke up with a solution to something and I'm like woke up really excited to work on it and I don't think I would have gotten there had I not done exactly what you're suggesting.

Mark: It's great, it's great. Scott Todd, what's your tip of the week?

Scott: Mark, you know I like to draw out my business if you swim lanes and flowchart it and check out [Draw.io](https://draw.io).

Vinnie: Oh, I like that tool; it's a great tool, great suggestion.

Mark: Draw?

Scott: [Draw.io](https://draw.io) flowcharting everything all for free.

Vinnie: He likes to put like those Gantt charts and those big bubbles out there and it is a solid tool. I use it personally myself, great suggestion.

Mark: Awesome, awesome. Well, my tip of the week is learn more about Vinnie Fisher at [TheTotalCEO.com](https://thetotalceo.com). We will have a link to his site and Vinnie this is great.

Vinnie: I told you, Mark something is really cool. So, I've been quietly, since our first encounter, learning more about you and what you guys do. I'm super excited about it the problem is the person on my team who is getting [00:29:22] [indiscernible] yet but I would love another source of passive income. So I'm becoming a very quick, excited student about what you do and especially with my expertise it fits right in. So I'm going to be stalking you guys a lot.

Mark: I love it. Now we're going to have another 8-figure guy in the land business which is phenomenal.

Vinnie: I'm going to play it for a little bit and see if I like it or not. That's probably my real tip is try something before you go all in and make sure you actually do believe in it before you invest the entire kit.

Mark: Yeah. One of my favorite books is Tiny Bets and it talks all about that and Scott, I think was one that recommended it.

Vinnie: I love that.

Mark: So, one of those few rare gems from Scott Todd.

Vinnie: Well, Scott, [00:30:05] [indiscernible] engineer personality team I love it. So most of my best friends act like Scott very ordered. You serve a God of order, I serve a God of chaos we just serve different people.

Mark: Oh yeah. Vinnie, I think you're like my doppelgänger. I've got a plaque in my bathroom that says, "I love chaos" or you know for my wife.

Vinnie: Or we create it if there's not enough around us right whatever.

Mark: Yeah absolutely, absolutely. So, learn more about Vinnie Fisher. Go to TheTotalCEO.com. I want to thank all of the listeners and just remind you the only way, the only way we're going to get the quality of guests like a Vinnie Fisher from TheTotalCEO.com is if you do us three little favors you've got to subscribe, you've got rate, and you've got to review the podcast. Send us a screenshot of that review to Support@TheLandGeek.com, Support@TheLandGeek.com we're going to send you for free our \$97 Passive Income Launch Kit course. So please do that.

Vinnie: Great tip.

Mark: Vinnie, are we good?

Vinnie: Mark, I mean anytime being around you how could you not be good? The energy is so high being around you, it's great.

Mark: Thank you, thank you. Scott Todd, are we good?

Scott: Mark, we're good thanks.

Mark: All right.

[00:31:22] [indiscernible].

Scott: Ready? One, two, three.

Mark & Scott: Let freedom ring.

[End of Transcript]