



THE LAND GEEK

THE BEST PASSIVE INCOME MODEL MARK ASQUITH EPISODE TRANSCRIPT

Mark P: Hey it's Mark Podolsky the Land Geek with your favorite niche-y real estate website www.TheLandGeek.com. And before I introduce today's guest, who's a really cool guy because he's British. Everybody's kind of an anglophile, I can listen to that accent all day long. I want to remind the listeners, the only way I'm going to get the quality of guests like today's guest, is if you subscribe, rate, and review the podcast. So please do that and if you send us the review, a screen shot of it to support@theLandGeek.com, we're going to send you for free the \$97 Passive Income Launch Kit.

Alright, let me introduce you to today's guest. It is Mark Asquith, the host of [Excellence Expected](#). The number one, not number two, the number one small business podcast out of the UK. Excellence Expected is Mark's way of sharing with his audience actual advice and inspirational initiatives born from the trials and tests that he faced when running his businesses along with how some of the most successful entrepreneurs deal with those same trials and tests. So, without further ado, Mark Asquith, how are you?

Mark A: Hello Mark! I'm good, thank you. It's kind of weird to hear that you're an Anglophile or Britophile because I just feel like I sound so uncool next to you, enthusiastic American folks!

Mark P: Oh, I completely disagree. I think you sound...

Mark P: You know, smarter, more sophisticated. Sometimes when I'm in the car with my kids, we'll just all start speaking with British accents.

Mark P: And we feel so cool.

Mark A: That...that I want to see. I think that's amazing. I've kind of...I'm just imagining that in my head now. Imagine if we did that and we tried to talk like people from the U.S. People on the road would just look at us like we're very, very weird.

Mark P: Yeah. Yeah. One of my favorite movies is "A Fish Called Wanda." Did you ever see that movie?

Mark A: Wow. What a film. That's one of my favorites. This is a really weird, this actually...it's one of my earliest memories of watching "a grown-up film". So yeah, I'm with you on that one.

Mark P: Yeah. Yeah. And I love that scene where...oh my gosh...I can't...I'm having a senior moment. What's his name starts imitating Kevin Klein and he's like, "We kicked your butts real good!"

Mark A: That is...Do you know that...That is bringing back some serious memories. You know, when people tell you, like music brings back the memories and so on and so forth. That is just digging up some memories from being like thirteen, fourteen-year-old and watching films I wasn't really allowed to watch. That is...that is an unexpected turn for the day. I'm impressed with that.

Mark P: Yeah. Yeah. So, you didn't think you were going to get on this podcast and we were going to talk about A Fish Called Wanda. That's the beauty of this podcast.

Mark A: Ah...I love it!

Mark P: We never know where it's going to go. So, Mark Asquith, tell me a little bit about you and how Excellence Expected sort of, you know, was born and became so big.

Mark A: Yeah, it's a weird one, you know. It's...Excellence Expected for me is a brand that is really just my way of giving people the information that I wish someone had given me when I was either starting in business or if I'd gone through different periods in business. Or you know, just any challenges that I've come across. I just wish someone had said, "You know what? Have a look at this." So that's my way of doing that, which is why it's in interview format and is why I don't have a set of questions, I don't have a set specific format outside of the three actionable tips where we define challenges common to a specific problem. So it's...yeah. It's my way of just saying to people, "Look, you don't have to listen to the entire, entire one hundred and fifty episodes, you can pick out any topic that's personal to you or pick out a guest that you know who can help you and just get the value from that one episode". So, it's...it's been an important learning curve for me as well. You know, just putting out content twice a week for the last, you know, eighteen months is where we'd go with this and just...just proving to myself that I can keep up the quality. Yeah, it's been a fun ride and that's why I do it, really just to help as many people as I can with the questions that I myself used to have.

Mark P: Yeah, so, what are some of those questions that you used to have and what small business did you run?

Mark A: So I...I've done a few things. I'm sort of...I get really bored, Mark. I'm one of those typical millennials that, you know, I was always in the two-year corporate cycle where I jump ship after a couple of years and it...I just realized it was because I was lacking fulfillment. So, I'm kind of an ideas guy. I like getting the ideas and taking them to a point where they are executable and then bringing in a team is frankly better than me and you know, they can run it and they can do such a good job with it. So, I've done...I've done a few things. I mean at the minute I've got Hacksaw, which is the design brand digital agency, set up a long time ago now. That's still runs, I've got some co-directors in the team now which are fantastic. I run podcast websites, which is an online podcasting platform that just brings everything that you need to podcast together under one roof. And I run that with John Lee Dumas, from Entrepreneur on Fire. We also have a new business which is a startup...a tech startup.

I wanted to...I kind of wanted to explore the tech startup scene. You know, the really typical go through VC for men and go through C Grounds and Series A Rounds and all that kind of goodness. I really wanted to explore that a little bit. So I've just finished an accelerated program with my co-founder in another business where we went in with one particular idea and we pivoted from after about week four and now we are building an artificial intelligence called PIP. So, that stuff's the latest little project which is going well. It's a lot of fun. So there are the things I've been involved in. [chuckles] and continue to be involved in. But the questions that come out at the moment is just endless.

Mark P: I...I love it! I love it! I love that you're...you have this sort of focused business ADD and you just kind of you know, you just execute and keep going. So, tell me about the AI project because that's really interesting and I really think that it's the future. I mean every time I go online, I see this bot, I see that bot. I'm actually a Grid...I don't know if you know about the Grid founding member.

Mark A: Oh nice!

Mark P: So I really am very excited about the possibilities of AI. And I mean, it's already here but it's just going to get better and better and you know, More's Law. It's incredible!

Mark A: It's crazy! It's crazy! I mean the Grid's a really interesting thing. You've got me really intrigued when it first came out. Especially you know, having the design agency background. It was really, really interesting to me. So yeah, I mean, I think AI, I think is a really interesting space. I'll be completely honest with you, I'm not a computer sciences grad, I'm not a machine learning expert or an IP expert, I'm not any of those things. I'm the

business end of it and what really interests me is just that intersection of technology and necessity where you know, people always say, "Solve the problem." But the challenge is a lot of the time, that we don't always understand where we have the problem.

We don't always understand if there is a problem. We don't understand whether we're paying for this problem. And I think that's where AI can be really quite interesting. Because you can start with such a small experiment and you know, you can grow that into something so much bigger. So, the AI project that we're working on is a stage called PIP. So, we just launched the sign up for the beta, actually. So if you go to allowPIP.com, you can sign up for the beta. It's a worldwide beta. So the idea with PIP is that it is a preemptive artificial intelligence that just solves the problems for you. So, as an example, if you have a birthday coming up and it's your wife's birthday, or your son's, or your daughter's, or a friend or a family member's birthday, all we get on the minute is a notification on our phone saying, "By the way, there's a birthday coming up." You know, in a week's time.

Mark P: Right.

Mark A: What PIP will do is PIP will give you a notification but it will also recommend gifts based on what you have preemptively told it about that person. So you'll tell...you'll put in an event into your calendar saying it's Mark's birthday, twentieth of March. You like Batman, whiskey, and golf, I want to spend fifty dollars on him and PIP would notify you just like your calendar would do. But it will say, we can buy you one of these things and get that sent to him, or to you. And all you need to do is you swipe. Just take the action to purchase it. Or, let's say that you're running late for a meeting. Rather than your calendar just popping up and saying, "Mark, listen up, you're supposed to be across town in fifteen minutes." Rather than doing that, PIP will pop up and it will say, If you swipe right, I will get you an uber to your location, send a message to the person that you're meeting to tell them that you're on your way. So it's really preemptive, let's fix notifications. Let's fix you and I being busy and just...just take the actions that we're all used to, swiping left, swiping right. All the things that we do right now, but actually turning those things into transaction channels. It's really cool. It's really, really interesting.

Mark P: I love the model. What's interesting to me though is anyone can come up with this great idea and what's interesting you've executed it to the point where you're in beta but the real challenge from the business point of view is breaking through the noise. And I'm just curious, what's your strategy to make some noise in the market place and get some traction and really drive sign ups?

Mark A: Yeah, it's a real challenge, there's no doubt about that. And to be honest, with this business, we've not cracked that yet. We launched really, really late last week, so the betas we're recording this is like three days old.

Mark P: Okay.

Mark A: So we ran an experiment though in March, so startups are very different to traditional business if you like, in so far as it's all about testing the assumptions. So you make a giant leap there with assumptions. You believe you're solving a problem while you're creating something that anyone actually cares about. So you've got to then test them. So what we did was we ran an experiment in March, which was a four week-long experiment. And basically, we said that if anyone that texts to a specific number... self-picked number with just a quick, "Hi, I'm interested." And information on the next big birthday in your circle, along with some preferences and some budgets, we would solve that birthday for you. So we promise to preemptively find you some gifts and get them sent. And we ran that for four weeks to see if anyone cared...and they did. We got a hell of a lot of sign ups. We transacted. I mean, the business is we're recording this 20th of April. The business is less than six weeks old and we were transacting within sort of week two because of this experiment. So, it was really interested because we figured out that people did want this thing and to answer your question more directly, what we did we basically said, "Look, this is our avatar, we want to get complete transparency. We want very busy professional men who feel like they're probably early adopters with a little bit of disposal income. Where do those people hang out, both online and physically?" So...

Mark A: We literally, you know we went Product Hunt, we got a hell of a lot of sign ups with Product Hunt, we got a lot of good work on Product Hunt. We did a lot of good work on our Facebook ads and Twitter. We did a lot on Instagram but the big thing as well, we just found out, we genuinely found out where these people were and we were in Central London at that time, in the financial area. I mean it's around the Google campus area.

Mark A: We just literally went drinking. We went into the pubs where we knew these people drank and struck up conversations and tried to get some viral spread around this idea. It worked! It just worked! You know, we figured we want a certain type of person to test this, so let's literally go and talk to them. And people kind of think the idea's a bit of a cliché, you know, physically talk to your customers. But in actuality, no one really does it and honestly, if you can get out and actually talk to ten people and ask them to ask ten people, you grow a full...you will surpass your expectations, what the kind of tactic can do for you.

Mark P: Yeah, I think it's...it's really kind of an old school but [chuckles] you know, genius way of doing it is getting boots on the ground because there's people can certainly can provide you feedback online but there's nothing like seeing their face getting the tone, right? Oftentimes, people will say one thing when they mean another right? When you're talking to someone face to face you can extract that information. What do you mean more? By asking more and more questions and going deeper and deeper you really get to the essence of their pain point.

Mark A: Oh, it's massive. Yeah, you've got a really, really research properly and that's probably my recommendation there is a book that is going to help you do this. It's all about asking question in such a way as you don't read them or fall into a trap of mistaking compliments for feedback. You've got to really get to the crux of what the problem is. It's all about asking real looking questions and asking people to tell you the story around you know, what they're struggling with. So as an example, I may open the conversation. It was you know, "I really screwed up this month, I forgot my brother's birthday. Real, real problem how do you... You're a busy guy, how do you deal with that?"

Mark P: Right.

Mark A: And then let them tell you the story and it really works cause you can pick out little tidbits and the big thing then is you just got to put it altogether and spot the trends and figure out where the trends match your assumptions. And where there isn't a match, that's where your next test is. You need to test that assumption because no one has told you that that assumption is right.

Mark P: Yeah. Yeah. It's really interesting. So, as far as a monetization strategy, are you at that point yet or are you trying to get as many people into the funnel as possible?

Mark A: Yeah, pretty much the later. So, we're just currently raising a seed around from the VCs and the Angel C's down. And raising the seed around what you'll give in eighteen months normally, just to build up the team, hire a couple more people to build out a new version of the AI. And then probably looking at moving towards monetization in about twelve months' time, which is...

Mark P: Right.

Mark A: It's really different for me cause I've always built businesses and made money from day one and you know, largely, being service businesses and so that took some getting used to. The idea that you're building a business that actually doesn't have to make money from day one. It was really weird.

Mark P: Yeah, so, based on your experience of building these businesses, what advice would you give somebody just starting out. Or maybe they're in a cubicle at a big company and they're listening to this podcast on their way to work and they want a way out. What Excellence Expected advice would you give them?

Mark A: Well, the first thing, you've got to start small, like challenging the things that you believe are true. So what do I mean by this? If you've got...If you sat in a cubicle nine to five and you think, "You know, I've got a really great idea. So, what I'm going to do is, I'm going to spend all my time in the evening, building this thing out." Rather than do that, because frankly what will probably happen there is that you will build the wrong thing.

The easiest way to do it is to just very, very simply start asking the right people because it will take much less time. So, build an avatar, build a profile of a person that you want to ask and go and ask as many people as you can. If you have this problem, tell me how you currently solve it. The great thing with that is, the further into that you get, and if you've got enough confidence, which I think everyone should have, you can start asking for money before you even build anything. If you are a sidepreneur, you know, somebody who's doing this on the side, you can say, "Well, listen, look here. Thank you for your time, I've got this solution, will you commit, I don't know, \$100 or \$47 a month so that I can build out this product and you will help me fund it but you will never be subject to a rate increase. You will always get this alpha price, if you like." And it takes some guts. It takes some you know, real, I guess, tenacity to be able to do that. But I promise you, if you ask the right questions and you do your research, people will give you money before you've even got anything. And that's your way out. That's how you can make the jump without trying to sell something that's not right.

Mark P: Yeah. I mean, is that...is that kind of like the lean startup, Eric Reese method?

Mark A: Kind of yes. So Eric Reese focuses on very much on experiments and focuses on validation, he focuses on pivoting very, very significant, and very quickly and that's a whole classically you should fail quickly sort of scenario.

Mark P: Right.

Mark A: But it's more about the physical tactics of asking and not being afraid to just saying to someone, "Look, give us some money! If you believe in this, right? If I can tell you the story of a product that will solve this problem that you so vehemently told me you've got, give me some money and I will give you that product." And we did this for podcast websites, actually. We did it February 2015 where we went on a webinar and just said, "Look, this is a once only webinar. We've not built this thing yet, but here's what it will do. We

understand your problems cause we're podcasters. Here's the story, here's the problems, now, here's the solution, here's what we promise it will do and we got like 150 people signed up within our webinar, which funded the build of the first version. So, it's a real nice way of doing it.

Mark P: Yeah, it's brilliant! It mitigates your risk and in the process, you learn so much from your customers so you know, the alpha becomes this lab and you then pivot and make changes based on your customer feedback. And by the time you get to beta, you haven't even a better version and then you build in the next round of customers that you can lock it. And then before you even you launch, you're profitable!

Mark A: Exactly. Exactly! And that's the fun thing about it. You know, you can plough that cash back into development and R and D and customer conversation in just talking to people. And the biggest thing as well that I would say, if anyone wants to make a jump, start asking those questions in what they feel is a secure environment and there's no better place to do that than your own community. Just set a slap channel up... Sorry a slap team or set a Facebook group, a private Facebook group. Invite people in because they are the people that believe in you because those people that take the action of putting some time into this. Even if you're just answering just one question.

They're very, very likely to give you a little bit of cash because they've taken an early stage input and they believe that they formed part of the product which of course, the app. So start early, don't... I see so many people that around are building this app on the side. So, if you watch the app and you do and it's this overly complex. really crazily kind of über app that just is set out to do everything and everything and anything and then it's just too much. When we did the PIP alpha, we didn't build anything. We had some free credit from Twilio, we had Slack, we had Zaphyr and we had the tiny bit of code that took about thirty minutes to do but tied all these systems together. We literally, you know, blue tacked and graphited the entire solution together but it worked. You know, we tested it and you know what to build. So yeah, you've got to talk to people.

Mark P: I... Yeah. It's... I love it! I love it! And I love the way you... use these automated tools to kind of just create these alpha products. I've done that myself in my own land business using a bunch of off the shelf tools. And you know, it's very inexpensive to do and it's great. It's great! Mark, would you agree there's no better time in the history of business to start a business?

Mark A: Yeah. Completely agree with that. I think anyone can start something. I get so frustrated when people say there are no jobs.

Mark A: Honestly, self-restrain, tie me and say because anyone who says there's no job is more than likely connected to the internet looking at Facebook and there is...there's something you can do in the internet. It doesn't matter who you are or what you've got. Anyone can make money because it doesn't who you are, someone else will resonate with you and you can make money from that resonance. So yeah, I completely agree with that.

Mark P: Yeah. From a mindset perspective because you're, you know...I mean, I know how difficult it is to get a startup off the ground and there's so many challenges and you know, there's so many moving parts, how do you stay inspired? How do you embrace the suck, if you will and keep moving forward and not give up?

Mark A: That's a really good question. [chuckles]...I guess there's no real out of the box way for everyone but the first thing to understand without a shadow of a doubt, no matter what it is, no matter how bad it is, it probably doesn't matter. But it probably doesn't matter. The things that keep you up at night probably don't matter. No matter how...we...we quit on the first business...we pivoted to complete it from the first start up because we didn't have anything to accelerated with. And it didn't keep me up at night. We scrapped the entire business and it didn't keep me up because I knew that in the grand scheme of things, it didn't matter. Tomorrow, we would figure something else out and because that's what you do. So that's the first thing.

You know, just...it doesn't matter. You're always better than you think you are. And then the second thing, you just got to surround yourself with the things that pull you up, whatever that is. Whether it's reading inspirational books or business books or whether it's being around certain types of people whether it's listening to your own type of music or filling your ears full of podcasts. You've got to understand what is your trigger for being alright. Just make sure that when you feel that you are heading towards a bit of a...a bit of a downward spiral, don't throw yourself into that and just...just...rely on what you know works for you and just to kind of take it a step further, try not to look over the fence of what works for everyone else because there's so many books out there. If you look at the productivity book market, there's so many books out there about productivity but they're all written from the perspective of this system that is being written down, working for the person that wrote it down.

Mark P: Right.

Mark A: But...everyone's different. You'll take elements from each different thing. Just be confident that whatever it is that you need to rely on, just rely on that and...and like I said, it doesn't matter. Just things don't matter half as much as we think.

Mark P: Yeah, I mean, it's so true. I remember hearing in an interview with Kevin Kelly and he's the editor of Wired magazine and he was saying he never really worries about, you know, he does...he does a lot of startups and a lot of tech startups. He says he never worries about failing cause he always said to himself, well, what's the worst case? And he backpacked through Asia and it was one of the happiest times of his life and he's living on like a buck a day [chuckles] eating like beans and rice, right? And even though he had a family, he was like, "Well, you know, the kids don't need as much as you think. Like their favorite toy was a box. They can make their own toys.

Mark P: He said, if you know..." worst case is like I think I can be pretty happy just living, you know, this very simple basic lifestyle!" You know, like, "I don't need that much." I think it helps kind of having that kind of attitude in a way like, what's really the worst-case scenario? Right?

Mark A: Oh yeah...Yeah...massively. And it, you know, people worry about making the rent and making the mortgage and all that sort...of course you've got to worry about that stuff. Especially when you...if you're doing something on the side, or you're looking to switch from a job to a...being a businessperson or starting a startup. Well, it takes a hell of a lot for you to end up eating beans out of the can under a bridge around a trash can fire. You know that...

Mark P: Yeah.

Mark A: You know, that takes a heck of a lot. And it, the period of time that it takes to that point and all the communications that you have with the various people that can make that happen. It has to be...I mean, it's so unlikely that that's ever going happen because the worst case...

Mark A: The worst case is you just go back to what you're doing now. That's it.

Mark P: That's it! Yeah!

Mark A: So, it's not as bad, thanks a lot.

Mark P: Yeah. So, I think having that mindset of you know, "Why don't I go for it, life is short!"

Mark A: Yeah!

Mark P: No one is saying that...No one is saying it's easy. But the alternative is not acceptable. You only have one life!

Mark A: Well, exactly. I mean, you know, no one ever looked back from, and I'm assuming this, but no one ever looked back from the deathbed and said, "You know what? I wanted to stay at that office job when I had to." No one ever says that. You know, it's an adventure. The worst case, the worst thing that you ever get out of copying something completely is a really good start, like that's the worst. So, you just got to embrace your life.

Mark P: Yeah. I like that line. The worst thing that can happen is you come out with a really good story.

Mark P: Mark, you still there? You kind of broke up on me.

Mark A: Yeah...yeah...for sure.

Mark P: Okay...okay...great. So, we're at that point now in the podcast where I'm going to put you on the spot, explain to you my business model, which I think it's actually the ultimate subscription model and then ask you, "Do you think I have the Best Passive Income Model," because you've interviewed so many entrepreneurs and have, you know, so much experience yourself, I'll be curious to think...to see what you think. Are you ready?

Mark A: Shoot...Let's do this!

Mark P: Let's do this. Alright. So I buy and sell raw land and the way that I buy it is I look for somebody who is advertising to me that they no longer want their property because they haven't paid their back taxes. So we send them a "top dollar offer", typically twenty to thirty cents on the dollar and a percentage of those people will accept the offer. Then we can flip that property mark at typically about 300% return on investment. But that's not my favorite way to sell it. My favorite way to sell it is owner financing with 1,000% return on investment, so we usually get our money out on the down or within six months and at that time that it's a onetime sale, we have a recurring income on an asset that we don't have maintain, we don't have to protect, we don't have to deal with the renters, no rehabs, no renovations, no rodents. It's a noncompetitive niche because most people want to flip homes, right? And it's not sexy. And we have a massive, massive market, Mark Asquith, Excellence Expected.com, do I have the best passive income model?

Mark A: I would have to say that I'd be hard pressed to find one any better than that. Definitely, definitely, it's a very, very strong model and I remember I was talking on the show and actually on Excellence, I've been really, really impressed by that and I think the only other...other benefits is a really broad statement which is kind of feels like it's a bit contrite.

Mark P: Right.

Mark A: But the only thing that I would think of that...Maybe it's my comfort zone, actually. The only thing I could think of that I would be more comfortable doing myself is using the knowledge that I already had to create a product. So creating something evergreen that will make money even long after you've finished working on it but I'm not saying that that's better. I think that that's maybe it's my comfort zone kicking in.

Mark P: Right. Right. Alright! Well, great! Great! Alright, I'm going to put you on the spot one more time and I'm going to ask you for your tip of the week, a website, a resource, a book. Something actionable where the Best Passive Model Income listeners can go right now, improve their businesses, improve their lives, what do you got?

Mark A: Yeah, really good question as well. So my Tip of the Week is actually a recommendation of a book. It's a book by a man called Rob called the Mom [truncated].

Mark P: Alright Mark, I'm losing you again. Okay, what was the name of the book?

Mark A: So I [truncated]

Mark P: He's out. Can you say it one more time? Just this UK connection's not great.

Mark A: Yeah, our internet's [truncated] So, my recommendation is actually [truncated] by a chap called Mr. Robert Fitzpatrick.

Mark P: Robert Fitzpatrick. Okay?

Mark A: It's called The Mom Test.

Mark P: The Mom Test.

Mark A: Yeah.

Mark P: Okay, Robert Fitzpatrick, The Mom Test?

Mark A: Yeah, are you there?

Mark P: Yeah, I'm still...I'm still here.

Mark A: Sorry, Mark! We might have some lag on the...

Mark P: Oh I thought [The Mom Test: How To Talk To Customers, and Learn if Your Business is A Good Idea When Everyone Is Lying To You](#). Alright. I'm going to get this.

Mark P: And...

Mark A: It's still very, very good. It's really so good and it walks you through how to question people, how to talk to people in an unassuming manner, how to extract the right type of information from people so that you get the details that you need and their secret. If you do it right, if you use the book, what I deemed to be the right way, then you've got pretty much a road map to building your first MVP product.

Mark P: Oh, this is fantastic. I'm definitely going to get this book. You know, a similar book to this is [Ask](#) by Ryan Lavesque I don't know if you've read that.

Mark A: You know, I'm looking at my bookshelf right now and next to the Mom Test is Ask by Ryan Lavesque.

Mark P: There you go! There you go! Great minds, Mark Asquith!

Mark A: Maybe I should mention that I have a book called Will It Fly which I've not read it yet but I got it on Audible ready to listen to but I feel that that's probably similar ilk as well. So any of the books that teach you how to talk to your customers for research I think is very valuable.

Mark P: Yeah absolutely. Get all three why not, right?

Mark A: Exactly.

Mark P: 'Cause even if you get one good idea, just one... the ROI on education is massive you might as well, right?

Mark A: Oh there's no better investment than in yourself. Well, maybe a part from land but there's no better investment than in yourself.

Mark P: Apart from my model right, exactly. Alright Mark Asquith my tip of the week is going to be listen you've got to subscribe.

Mark P: So my tip of the week is going to be learn more about Mark Asquith at [Excellence-Expected.com](https://www.excellence-expected.com). I also have the app as well the AI app that Mark discussed in the show notes. Mark Asquith are we good?

Mark A: Well yeah, I'm good indeed my man. Thank you for that, it's been such a pleasure. You're a fantastic host.

Mark P: Thank you so much. That's high praise Mark Asquith, coming from the number 1 podcaster in the U.K. I really appreciate it.

Mark A: It's a pleasure honestly.

Mark P: I want to thank everybody for listening to the Best Passive Income Model Podcast. If you're getting value out of it, please share it on Facebook, Twitter, LinkedIn, Pinterest. I don't know what the next social media thing is going to be, but share the love, I'd really appreciate it. But we will see everybody next time.

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