



THE LAND GEEK

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

Today's Guest: [Matt Manero](#)

Transcript

Mark: Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website, www.TheLandGeek.com and I am super pumped for today's guest. This guy has done a lot and we're going to learn a lot today. But before we talk to our guest, I'd be remiss if I didn't properly introduce my cohost – you know him, you love him – Six Sigma, Scott Todd from ScottTodd.net, LandModo.com and most importantly, if you're not automating your Craigslist and your Facebook postings, PostingDomination.com/#. Scott Todd, how are you?

Scott: [silent]

Mark: Wait, Scott, you're on mute.

Scott: Argh, I hit the button sorry. I'm great. How are you?

Mark: I'm good. You want to talk to Matt Manero?

Scott: I do want to talk to Matt.

Mark: I really want talk to Matt. All right, let's talk to Matt. So, in case you don't know who Matt Manero is, Matt launched his first company Commercial

Fleet Financing in 1995 with just a phone, a folding table, and unyielding confidence of a single client a trucker. Now let's fast forward to 23 years and CFF has funded over USD1 billion in transportation equipment with annual business of 150 million. Plus he's got more than 10,000 clients and has become one of the largest independently owned transportation equipment finance companies in America. You know what, Matt might like Geek Pay by the way we can talk. But anyways more than that, he's helping other people. He's written two cool books, the first in 2015, *The Grit*; and his latest book, which I'm really excited about, *You Need More Money*, launched in March of this year and published by Penguin Random House. Matt Manero, you've got a lot going on, man.

Matt: I have way too much going on, absolutely; it's a crazy schedule right now but I'm happy to be here. Welcome and thank you guys.

Mark: Yeah, yeah. So, Matt, let's just rewind the tape a bit and before we get into your entrepreneurial version of journey, why on earth would you write the book *You Need More Money*?

Matt: Look, the genesis of the book is the story of my brother-in-law, John, my wife's only brother and he was a wonderful guy. He was diagnosed at age 46 with stage IV cancer and he died almost one year to the day and left a wife and four children with no health insurance, no life insurance and 100 bucks in the bank.

I wrote a story about that to try to purge, you know, this just incredible pain that my wife was going through, I was going through, and our families were going through; and it got picked up by a company in New York who sold the rights to Penguin and I ended up having to write a book. So, the genesis is very personal. It was my family story of a tragedy that happened to us that because of the deal, I end up realizing that it's an epidemic in America. The downside is... the personal downside to it all outside of the issues with our family is that I should have seen that. We look at credit applications every single day. I look at thousands of trucking company and trucker credit applications every day. I didn't need to go through this tragedy to see what's going on in America. I was looking at it every day but I wasn't resident; it wasn't connecting to me if I should be helping these people fix their money situation until it happened to me and my wife and our family and now it's my purpose.

Mark: So, Matt, I mean if I go on, you know, let's just pick on Dave Ramsey, right?

Matt: Mm.

Mark: There's all these guys out there and gals out there, Susie Orman, talking about money and money and investing money; saving money, money strategies, getting out of debt. Where do you differentiate yourself in all that noisy money information which apparently no one is actually executing on?

Matt: Well, I'm not here to say that what they do isn't good because it is. I do like your point though, if is it really working or is it just selling books and products, right? I don't know but my experience in my money road to go from nothing to maybe something financially is what I talk about in the book and it has absolutely nothing to do with what investment strategy you pick. I don't care whether you buy real estate or you buy annuities or you buy stocks or mutual funds; it's irrelevant to me.

My whole thing started because of an understanding that I had this tremendous responsibility to take care of myself first. I think a lot of people lead incorrectly gentlemen. I think they think that you have to help others before you can achieve what you want. I'm a very selfish guy and I say I couldn't disagree with that more. You need to help yourself and your family first before you ever think about helping somebody else. So, I take a very greedy, self-serving approach to the money side of things, which is make as much money as you possibly can by doing it in what I call the roadmap – this formatted method that I took and then go into the marketplace and see who you can help. It's funny how it's actually played out like that for me.

I didn't go to help anybody. I only went to help myself and my employees and my clients, my vendors and now I end up with the book that I hope will help hundreds of thousands if not millions of people wake up to the fact that they are deeply, deeply, behind financially, like horrendously behind. That's the thing that Dave Ramsey and Susie Orman never talk about; they never give you any milestone. Dave Ramsey says you need \$1000 in your emergency fund. Well, come on guys, what's a \$1000 in your emergency fund going to do really? Really, what is \$1000 in your emergency? What emergency is it going to help you with, right?

Mark: Right.

Matt: It's old data, it's small data, it's dated stuff and I hope that my book is not to debunk what they do because I think both of them have an amazing process. It's just a little bit old.

Mark: Yeah, yeah. Scott Todd, what are your thoughts?

Scott: Well, Matt, I think you said when you... I think you hit something on the head. Like you said you've got to take care of yourself and your family first and it's amazing how many people will drop everything to go help somebody instead of like helping themselves first. I mean it's great to like help people out but even when you're on an airplane, they tell you put your mask on first before you try to help somebody else put theirs on and they don't do it to be selfish, but you can't possibly help anybody if you are not alive to help somebody.

I mean like I think that it's so important. I mean I tell my kids all the time, my wife and kids, we'll go out on our boat and like we've seen situations like things where other boaters need help or whatever. And I'm like, "Look, if we ever come across a situation where someone's in the water and we need to help them, the very first thing we do is put on our life vest because we can't drown in the process of helping them." You've got to take care of yourself first. It's not being mean; it's just being the reality.

Matt: I think you almost have to redefine what selfish is. I think if you're not taking care of your own family for the sake of helping somebody else, I think you're being selfish to your own family. So, it's a big issue I think of what's going on here. The reality is that I saw it firsthand gentlemen, of what happens when you don't take care of yourself financially and I had already vowed long before that that I wasn't going to let that happen to my own family and now I vow that I'm going to help millions of people not let that happen to them and it's so easily fixable gentlemen.

I mean literally one of the biggest concepts in the book is that regardless of the income that you're making, even if you're making 40 grand a year or 50 grand a year and you're saying this, "I don't have any money for insurance and all of that sort of stuff." No, no, no. You do have money for insurance. For \$50 a month my brother-in-law could have had a \$100,000 term life insurance policy and the entire outcome of the tragedy would have been totally different for \$50 a month. So, the concept is first things first; go buy some insurance. I don't care where you buy it, I don't care whether you buy whole or you buy universal or you buy term. It doesn't matter, but today spend 50 bucks a month and get some dog gone insurance to fix the problem. You will sleep better for \$50 a month and I don't care how much money you make. You can afford 50 bucks a month to get yourself a 100,000 or 200,000 worth of life insurance and that problem has already been fixed.

Mark: Matt, how difficult is it to get people because I think it's a mental block, right? There's this great quote about people that build houses don't have an emotional issue with hammers like they use it as a tool but people

have these emotional issues with money even though it's just a tool. How do you help people kind of break out of their own sort of tapes like money doesn't grow on trees or we don't waste money or what do you need that for kind of thing?

Matt: A penny saved is a penny earned.

Mark: A penny saved, penny earned.

Matt: Yeah. I think you have to get really straight up with it. I mean really where are you in the financial journey? And I always wonder where do I get that information from? I'm not actually sure who gives you milestones. I give a lot of milestones in the book of where I think someone should be a certain age bracket, but there has to be this massive level of truth and I call it living in false positive #FalsePositive. Big concept in the book where we actually fool ourselves to thinking that we are doing better than we really are and of course we see it in diets and even in physical fitness. I mean hell, I'm 300 pounds, I look at myself in the mirror, I feel like I am Arnold Schwarzenegger for goodness sake. But I go to the doctor and he says, "How many 80-year-olds who are 300 pounds, do you know?" The answer is none. You don't live to tell you're 80 when you're 300 pounds but guess what, I still think I look like Arnold when I look at myself in the mirror. Massive false positive.

I never did that with my money, but boy do I do it in other areas of my life and so if we can get legitimate and honest about our money situation and truthful about it and where we really are, that to me is the first step.

Mark: Does it take another person to help you with that or can you do it yourself?

Matt: I think it often takes a tragedy and think about it. I've just finished Penn Teller's book *Presto*. Have you heard of this book you know Penn Teller is the magician?

Mark: I know Penn Teller. They are amazing but I didn't know that they had a book out.

Matt: He just lost 100 pounds. He lost 100 pounds in three months and he wrote a book about it called *Presto* and it is this crazy funky diet, where he talks a lot about how he was lying to himself just like I've lied to myself about physical fitness, too. And it's really, really powerful; but the only reason that he changed at 59 years old was because they said you're going to die and you should get your stomach stapled. He being the person, the

meticulous person he is, he said, "Well geez, if I'm going to be crazy enough to get my stomach stapled, maybe I'd be crazy enough to go on and lose a 100 pounds in 90 days." And that's what he did. It was the better of the two evils, right?

Mark: Right.

Matt: And so tragedy triggers change, very little change triggers very little change.

Mark: Interesting. Scott Todd?

Scott: I think that I can relate to Matt because like I was overweight, I still think I am a little bit but whatever. I was overweight and like I would say to my wife, I'd be like, "Man, I'm looking pretty good right now. I think I've lost a couple of pounds." She's like, "I love you," yeah but in my mind I thought I was thin but I was like 250 pounds, Mark, like 245, okay? And I look back at the pictures now. I'm like, "Holy cow, what happened?" And now I look at myself from like even just a few years ago, I'm like, "I was so thin then, what happened?"

Matt: But if you relate it back to money though, my friend, think about it because you can go from a poor mindset to now having money, but yet you still operate in a poor mindset which means you never have the guts to pull the trigger on the investment that should be pulled the trigger on. That looks good, we should do that deal; but yet if we can't get that head cheese, it's the same thing. And with all due respect, you look very fit in our video today, but you still may look at yourself as a fat guy.

Scott: Right.

Matt: It's huge, man. This head cheese, these lies, this craziness that we tell each other – it impacts all of our lives. I'm just talking about it in a book about money, but boy do I see it in all these other areas this thing called #FalsePositive where we think we're doing better than we really are.

Mark: So, Matt, which is more important – getting our expenses in order or making a lot more money?

Matt: 200,000% you have to make more money. No, it's no combination; it's 100%. We have an earning problem. Most people do not know how to go into the marketplace and earn; therefore, they spend all their time worried about their expenses. It's absolutely the wrong mindset because it has never been easier to make the kind of money to fuel your lifestyle by design,

another big concept of the book. You've got to figure out what kind of life you want to live. I do not argue that you need a private jet. I just argue that you need to take the time to figure out what is the life that you want to lead, figure out what math that equates to and then go into the marketplace and get it. So, I don't even talk for a second about cutting expenses. I just talk about understanding where your money is going.

Mark: I think I know the answer to this question but I'm going to have to ask you anyway. What is some of the worst advice you hear or see given on money?

Matt: Well, I think probably one of the worst pieces of advice about money is that debt is bad, it's just not true. Bad debt is bad debt but debt that allows you to leverage someone else's money in investment that you've done the research and analysis that says it's a good investment, that's a key part. Have you done the research and analysis or did you just take your friends word for it? Have you really understood through research and analysis the investment then our debt is not a bad investment. In fact, it's the tool that has made probably the richest people on the planet through leverage, so I think that's about it.

I also think from a human element I think especially in an entrepreneurial world and I was given this advice from people that I thought were mentors early on, which was you can't trust your employees, only one hand works the register, only one hand signs, only you sign the checks. Who is signing the checks then if I'm out? If I'm out making more money and there's checks back in the office that need to be signed, I can't trust anybody, and no one else can sign checks and I'm the only one who does it. It's so stupid. You have to build the team of trusted people around you, whether they work for you or they are just advisors or they are vendors or they are clients. You have to have people around you that support your vision and your mission and those are just terrible data points that I got; don't trust anybody, all debt is bad, one hand works the register, your employees are going to steal from you, you're going to get screwed. So, guess what? Stay a one-person cabinet maker man that sounds like a dream, doesn't it?

Mark: You know what's interesting is I've got a buddy that probably doesn't listen to this podcast because he'll know I'm talking about him, but he has a store in a bad area like a grocery store and he's got a big team. But like he's like you know people steal, the customers steal, and he can't grow because he has to be there watching, watching, watching, watching and it's heartbreaking.

Matt: Mark, my mindset changed on this. I heard an interview with a guy named JB Hunt if you've seen his trucks going [00:17:28] [indiscernible].

Mark: Oh sure, he's a billionaire.

Matt: Right. JB Hunt said when someone asked him the question of why did you start with one truck and so many other people start with one truck and yet you have 10,000 trucks and the other person still has one truck. And he said, "Because I saw far more risk in operating one truck than I did operating 10,000 trucks." It's the same thing. Why is there an Albertson's or a Ralphs or a Tom Thumb or an Amazon or a Walmart or Target and get your friend has one? He sees greater risk, he sees greater risk. Why does some person have one flip house and some people have a hundred? Why do you have multiple pieces of land and some people don't ever pull the trigger on one? Because they see more risk in pulling the trigger on one that you do seeing it on hundreds.

Mark: Well, I'm a deal junkie, Matt. I mean I do my fix.

Matt: Here it is, there's no risk in it for you, but the risk is gone because you did the research and analysis to make yourself an expert in this spaces. Isn't that reasonable to say?

Mark: No, absolutely and after you've done so many deals and they work out, you sort of become bulletproof to it. Like you're like I love this and even if one doesn't work out which is you know it's really rare if you buy 25 to 30 cents to the dollar, you have to pull the trigger. It's like I'm losing money by not doing it actually.

Matt: What is your opinion of leverage on that? If you're buying at 20 or 30 cents on the dollar, do you care whether there's leverage against that?

Mark: Absolutely not, I love leverage.

Matt: Okay, there you go. I mean really, if you're 70 cents on plus on it going in on day one, and even in the worst place you're still 20% on it you're 20 or 30% leverage against it is a smart play. It's just there's no risk in the leverage.

Mark: There's no risk and I mean honestly like I use my credit card for everything. I use American Express as money but you know that's more like a consumer kind of a fraud deal so I don't use a debit card or anything like that but like Scott and I talk about all the time we probably have too much cash sitting in the bank. Like we've got to keep the deploying the money,

deploying the money, deploying the money and in combination with leverage. Right, Scott?

Scott: Yeah. I would say that I think it's so funny, Mark, because I see so many things that people think about. I see this in Flight School, I see it when they go to lease their land or sell their land. They think like, "Okay, I bought a piece of property, now I've got this one piece and I've got to sell this one piece and when you just think about just principles and play." You know we'll go to the JB Hunt trucking example the fact is that is that one truck breaks down and man the guy is out of business versus if he has 10 trucks well because of the 80-20 principle two of those 10 trucks are actually going to be making a boat load of money because of the driver, because of the route, because a whatever versus the one guy who is sitting there with his broken truck and now multiply that by a thousand or ten thousand or whatever the number is you take that.

I see the same thing happen with people buying land. They'll say, "I just want to buy this one piece of property and I want to sell this piece of property" But I can tell you like when I look at the listings on Land Modo, the people that are getting like leads off of Land Modo, guess what? They don't have just one property, that's like waiting for lightning to strike. They've got... the number one guy in the last week has over 20 properties that sell on Land Modo, he's pulling leads like crazy. It's because he's attracting, it's because it's a numbers game. So he's got more, more, more, more and more so then the deck starts to get stacked in his favor and I think it's the same thing with money. I mean this kind of equates back over with money. You start to deploying that money, you start making money and then the money just kind of pulls itself in it's like a magnet as opposed to let me just hold on tight and I don't want us buy my soda because I just want to hang on to that one single dollar that's not going to go out and generate the money that I need.

Mark: Right. I mean getting back to investments, Matt, what is the best or most worthwhile investment you've ever made? It could be an investment of money, time, energy or something else.

Matt: For me, there's no question that I am a junkie for information. I never really felt like I had a mentor my whole life whether it was at home or it was on the field or in business I never really did. So, I had to turn to books and tapes. My investment in my own head to rerecord the tapes that I had been brought up with has been the greatest investment that I've ever done.

As far as financial investment, there's absolutely no question the greatest investment I ever did was the starting of my business at about year 15. The

first 10 years of my 23 years in business were rough, the next five were rougher because that was the scale time. That's when we began to grow and that's when all my shortcomings began to come to reality. I was being promoted to my level of incompetence like year after year after year and the last eight have been just magical, just the most magical entrepreneurial experience. But what people need to understand is if you run the percentages on that you are you talking over 65% of the time was extremely difficult.

Mark: Yeah, absolutely. So, what are some the most gifted or recommended books that you offer friends and family?

Matt: The number one book that I have is on the 10X Rule by Grant Cardone who has become a friend of mine. That book changed everything for me and the reason about six years ago it changed everything for me because it allowed me for the first time to really understand who I had been chasing. You know I was all these years I was so ferociously competitive and I was competing against everybody else and I never understood, it was never taught to me, never even talked to me that I was to be competing against who I'm supposed to be and to me that's the greatest take away in the 10X Rule is you're competing against your own potential. I was competing against others and once I really absorbed that then everything just... I got happier, my relationships got better, I was a better boss, the company took off I mean all that sort of stuff. I mean all that nasty burn of all that head cheese burned off real fast for me and then it was just really chasing dreams and that's where I'm at. I am in this amazing, blissful spot of just everything I do is chasing my dream.

Mark: I love it, I love it. Matt, we're at that point now in the podcast where we're going to put you on the spot and ask you for your tip of the week. I think your mentorship has been incredible and I can't wait to read the book.

Matt: Thanks.

Mark: But what would you recommend as maybe another book or website, some other advice that's actionable to the Art of Passive Income listeners they can go right now improve their businesses, improve their lives; what have you got?

Matt: I'm going to give them a formula it's called the 1-3-5-10 formula here's outlays out. In your 20s you should have a net worth (assets minus liabilities) of one times your salary, in your 30s that number should go to three times your salary, in your 40s that number should go to five and in your 50s that number should go to 10. So, the audience can take their own

annual income, multiply times that formula based on their age bracket that they are in and begin to figure out are they on track or are they off-track. I was looking for that my whole life. Am I good? Do I have enough? Am I on-track, am I off-track? How do we know it? No one is going to tell you that. You know your father is not even going to talk to you about money for goodness sake, right?

Mark: Right.

Matt: My book talks about the 1-3-5-10 formula run the formula and see where you are.

Mark: I love it, I love it. Scott Todd, what's your tip of the week? That's going to be a tough one to beat.

Scott: That's tough but I do think this is a good one, ready? It's a book that I absolutely enjoyed and I think that everybody should go listen to it. It is *Building a Story Brand* by Donald Miller. Donald is just an incredible marketer and really gives some great insights into how you should really build your company's brand and it's not the way you necessary think it is. It's all about branding and positioning and you know basically it's a great book Mark check it out.

Mark: All right, I'm going to get it right now.

Matt: I'm going to download it, too.

Mark: Matt, is your book on audible?

Matt: It is, yeah. It's anywhere where books are sold you know: Amazon, Barnes & Noble, in the stores at Barnes & Noble across the country and then I read the book on audible. So yeah, you can download it right on audible too.

Mark: Oh, I love your voice. I'm going to get the audio. Is it okay to get the audio or do you recommend the actual book?

Matt: Either one is fine. Either one is fine. I think we actually have more reviews on audible than we do on the hard copy book and that's funny. You know the publisher never even really cared about the audible version, can you believe that? I hardly ever read. I almost only listen to books.

Mark: Yeah, same with me and I just finished my audio version of *Dirt Rich*, shameless plug.

Matt: Killer.

Mark: So, speaking of shameless plugs, I just want to remind everybody today's podcast is sponsored by the one software program that Matt Manero should be using to actually automate his sales with his truckers and his financing called [Geekpay.io](https://www.geekpay.io). It does all the amortization, it is a one time set it and forget system, it takes out the money via ACH if the ACH fails, it will take the credit card on file. So, it lowers your default rate by at least 50%. They can login. No more, "Hey Matt, what is my current balance?" They can login and see it. No more calling, "Hey Matt, how do I make a prepayment this month?" They can login and do it. You can do it for them they can just email you charge me an extra thousand dollars this month and then for anyone who is in equipment financing, land notes this is a one-time set it and forget it system. It is the best thing on the market and the best thing about it is your first note is free just check it out. Go to TheLandGeek.com/GeekPay.

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Matt: We're great, guys. It's a pleasure. I love talking to you. Thanks Mark, thanks Scott.

Mark: Scott, are we good?

Scott: We're good.

Mark: All right.

Matt: Thank you guys, it's pleasure to see you again.

Mark: Thanks, Matt. Let...

Scott: Freedom.

Mark: Freedom ring. Matt is like, "Oh gosh was that cheesy."

Scott: Oh, he missed the old day so it's good.

Mark: That's good. We used to try and do that in unison, Matt.

Matt: I like it.

Scott: It was bad.

Mark: It was bad.

Matt: Hey Scott, how much did you lose? How much weight did you lose?

Scott: Let's see I went from 245 down to 177.

Matt: Wow.

Scott: And then I've gained 15 pounds back and I tell my wife, I'm like, "Man, I just need to go back down but I don't know."

Matt: Oh, that's powerful man. Congratulations. You'll love this book called *Prestol* by Penn Jillette he reads it too and he is really entertaining. It was great, great book.

Scott: I'm getting it and I appreciate it.

Mark: Yeah, but if Scott loses a 100 pounds man, he's going to be like anorexic.

Scott: I don't want to lose a 100 pound. I just need 20 Mark, 20.

Mark: He's going to look like Karen Carpenter.

Scott: No, stop. You're just afraid man. You're afraid of like losing to me, Mark.

Mark: I am. I am very afraid he's going to either away. We're going to go to Bootcamp I'm going to be like, "Hey, what are we having for dinner and Scott is going to be like, 'I'm just going to have a Brussels sprouts.'"

Scott: Enchiladas.

Matt: That's what Penn Jillette has to eat now. He says that spinach is cheating to him now he says.

Scott: Oh man.

Mark: Spinach is cheating?

Matt: Yeah, it's mustard greens, chards and all that sort of stuff only he says. By the way, he lost that weight two weeks eating nothing but potatoes and it changed his taste buds forever he said. So if you guys get the book, you'll love it.

Scott: I'm getting it.

Matt: It was a really awesome, awesome listen.

Mark: I'm definitely getting it then. My wife is going to ask me like, "What happened to you?"

Matt: All right guys, great to be with you all, thank you all.

Mark: Thanks, Matt.

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