



THE LANDGEEK

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

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

Transcript

Mark: Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website www.TheLandGeek.com and I'm really excited for today's guest for a variety of reasons. He is going to teach us about becoming a breakthrough champion with more word of mouth referrals which, Scott, I don't think we've heard anybody talk about word-of-mouth referrals a whole lot, have they? Like an expert on it.

Scott: No, I don't think so.

Mark: Yeah. So, I'm excited to deep into this. But 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 are not automating your Craigslist and your Facebook postings, PostingDomination.com/TheLandGeek (PostingDomination.com/#). Scott Todd, how are you?

Scott: Mark, I'm great. How are you?

Mark: I'm great, I'm great. All right, listeners, today's guest is Matt Ward. Matt is passionate about helping employees, managers and business owners that's us move their business and personal life to the next level. He has

experienced all the same challenges that most business owners face and even more. These failures help Matt craft a message that resonates with his audience to leave them with actionable steps to improve their lives, their jobs and their businesses. Matt Ward, how are you?

Matt: I am very well, Mark and Scott. Thank you so much for having me on your show today, I appreciate it.

Mark: So, Matt, let's just rewind the tape a bit and kind of tell us how you became you know this breakthrough champion if you will?

Matt: Sure. So, I started a website agency in 2002 part time when a parent of a youth football team walked onto the field and said, "You should start a web company." I looked at her, her name was Erica Milano, and I said, "What do I know about that?" And even today 16 years later I say what do I know about that? But throughout that process I've learned a great deal about how to grow business. So much so that I am telling you guys today the first people I have told publicly that I sold my web agency last week for seven figures.

Mark: Congratulations.

Matt: Seven figures.

Scott: Nice. Wow.

Matt: The reason I was able to do this was because I did two things. Number one, I built a business that could run without me. That's number one. If you build a business that cannot run without you, you don't have a business, you have a practice and there's nothing wrong with that but if you want something that earns you money; passive income or otherwise you need to put in things in place that are going to allow you to do so, so that's number one. I've built a great team that allowed me to walk away from it and make money. I was on vacation a lot; the last year and a half I worked two to two and half days a week. So, it wasn't a big deal for me to leave. I sold it to a key employee who had been with me for over 11 years.

The second reason I was able to sell it is because the when I wasn't there we were still making money. How? Because of word-of-mouth referrals. So, I built this referral engine that consistently brought me new website agency clients every day, every week, every month; consistently on a regular basis. How did I do that? I put into practice what I believe is the key component to actually getting people to refer you they've got to like you. People got to care about you. They want to care about your success, Mark. Scott, they

want to refer you when they know someone has land to sell, right? This is how the world works.

We do business with who we know, like, and trust. But I believe we need to do business with who we know, like, trust and care about and you will get more word of mouth referrals if you simply care more about other people and not worry so much about the referral aspect of it. If you care about their well-being, they are going to care about yours, makes sense?

Scott: Yep.

Mark: Yeah, it totally makes sense but, Matt, it's so sort of you know cliché if you will. Why do so many business owners struggle with it?

Matt: Because they're in it for themselves. So, business owners get up every day thinking I've got to make more sales today and instead what they really need to be thinking is I need impact other people's lives today and so sometimes the lives you impact are not your buyers but they are the people that work for you, they are the people that will tell everybody else about you. You see think about that time when you visited a business Mark and it was just like the worst experience. We all hear these stories right and there are plenty of them. We always tell our friends about the negative experience, we rarely tell them about the positive ones yet throughout our business lives we spend so much money on marketing and advertising to do what? To become top of mind aware to our potential customers and prospects. That's what any marketer advertiser would tell you, that's what I told people for many, many years when it came to advertising and marketing, but you can be top of mind if you do things that are different. Like to send somebody an actual handwritten thank you card you're going to cut through the noise that way, wouldn't you?

Mark: Yeah, I totally would. Scott Todd, what are your initial impressions?

Scott: Oh, I do agree. I think that there is a huge opportunity to grab more referral traffic. You know like word-of-mouth traffic that's kind of not there and you know like Mark I know you had this as well as you've sold land to someone and you tell them, you kind of plant the seed like hey no one buys just one. Like you've got to buy one for your friends or family and I think that a lot of times we forget to ask you know like who else could benefit from this service or who else could benefit from this as well.

And it's funny because I was talking to a lady the other day because she was upset because she didn't pay her bill. She was upset because I sent her a notice of default because she was late, and she was like ripping a new one in

email saying you need to double check your records I paid in like literally it was April. This is now June, she's like, "Last time I paid was in April, check your record." I'm like, "Yes, you did pay in April but you missed May and now it's June." Like I don't have to tell you and so all of a sudden her position changed and she's like can you please call me to sort this out.

So, I called her and get her on the phone and when I was on the phone with her I said listen we're going to get this straightened out for you but who else do you know that wants to buy land near you and she said I have five sisters and they all want land near me. I said well I'm going to waive your late fees but they are now forbidden from buying land from anybody, except me, do we have a deal?" And she's like we have a deal no problem. So, I don't know if I can hold that up in court or not, but that said if I could just get one more person out of her I mean that's a lot less advertising that I have to do, right?

Matt: So, let me take that kind of flip it on its head because this is what I do and how I help people get more word-of-mouth referrals is I tell him never ask and I know that's unique. I know that's different, never ask, because here is what happens when you ask. Now that situation that you explained their Scott is a little unique in the fact that the way you asked her you asked here is she knew anybody that had a need that wanted to have this specific need, that wanted to buy this land. What most people do is they simply say, do you know anybody that could use a service like mine or on the back of a business card or the bottom of an email signature that says the best compliment you can give me is a referral. The thing is we haven't over delivered.

So, I teach people to do four specific things the first is over deliver. When you have transactions find a way to over deliver. You did that in waiving her fees. She didn't expect that, she may have wanted it but she didn't ask for it based on the story you described. You simply went above and beyond that's an over delivery okay. The second thing is surprise. So, now you want to send her something. Send her a card and just thank her for her time on the phone with you, for being patient with you. So you're like taking the blame even though it's not even your fault but you're sending her a card and now you're surprising her with something in the mail.

The third thing is listening, you listen to her. Now you can listen with more than just your ears. You can listen on Facebook, you can listen on blogs, stuff you can read and see. People tell their entire story, their entire life on Facebook. They tell you when their birthday is, right? But they don't find ways to cut through that noise but if you see... So, one example is that I have a client who saw their contact write a blog and in there was like one

sentence about chocolate covered bacon. My client went out, took her an hour she sourced chocolate covered bacon and mailed it to her contact in Charleston South Carolina and within a week social media lit up with pictures of this chocolate covered bacon.

So, you can listen to what somebody is saying and deliver on the promise that they're interested in and the fourth thing is a non-self-serving act. So, that is something I define as doing something for somebody else which has zero benefit to you. So, if you knew that this lady you were talking to on the phone absolutely loved, I don't know, cowboy statues and you're walking through the mall one day and you see a cowboy statue where you live, you buy the thing and you ship it to her. It doesn't benefit you, right? It helped her out.

So, if you can take that scenario and flip it on set because what happens when you ask somebody for a referral usually is one of two things. Usually they tell you right away, "Oh yeah, I've got one, I've got one," and it's just to get you off the phone because they're uncomfortable. They don't want to give up their contact list, that's not why they were on the phone in the first place and so when they got to get you off the phone they're going to give you a lead not a referral. A referral is something that's so hot it signs. A lead is like, "Hey, my buddy, Mark, he's buying some land; you know that's kind of soft." So, you want referrals to be really strong and really have intention behind them and then the other reason they'll just say oh I'll think about it. Let me think about it, my contact list and I'll get back to you. But most times the relationship isn't far enough along to be asking for the referral because you haven't built enough trust that's the key.

Mark: So, Matt, let's get really, really granular on this, okay. Last week what did you personally do to execute on this referral strategy?

Matt: So, one of the things I do under the non-self-serving acts methodology is I give away books. Books that I've read, that impact my life and I have a book shelf here that has a 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 copies of this book that I'm holding here called *Never Eat Alone* by Keith Ferrazzi. I also have one that has got six copies that's *Steal The Show*. I mailed out a copy of *Steal The Show* last week to a friend of mine who wants to become a public speaker. That book is all about becoming a better public speaker and so that's one way in which I executed last week on building word-of-mouth referrals.

Mark: Okay, now I just published a book.

Matt: Yep.

Mark: Should I be sending out my own book to people or is that self-serving?

Matt: It is self-serving. However, there's a purpose for a book. I am in the process of writing a book myself and it should be out in early fall. The key to this and I have a book, I wrote a book on effective website design, but you know I'm not saying you shouldn't send out your book. I would rather you send out your book than not send any at all. However, if you have an option and you have another book that's great do that. If you want to level it up a bit package another book with it that's around the same topic.

However, sending your book out is not, it's not for the benefit of somebody else it's for the benefit of you and so it's advertising and marketing it's not relationship building. There's two different things, and you should in fact say I fully intend to send my book out when I get it to everybody I know but that's marketing and advertising that's not relationship building. Now if you send in... So, one thing I do when I buy other people's books is I make sure I write inside the cover of that book. So, if I bought your book and gave it to Scott, I would pay to have your book shipped to me then I would write inside the cover, address it to Scott and pay to ship it to Scott. So, I'm paying double shipping. I don't order from Amazon and have it delivered to Scott I want to write the message in it.

You see it's the message that you took the time to write that matters most. So, if you're going to send the book, you can autograph the book but then do a handwritten card. Now when we talk about cards or send out cards out there automated card systems again, I'd rather you use those systems, than none at all, but what I would much prefer is a simple handwritten card with a nice stroke pen. Just your real heart and soul into it takes you five or 10 minutes to write. That means so much more when people get them in the mail matter it matters to them.

Mark: It really does and, Scott Todd, I'll tell you an example of how this impacted me. It was after boot camp I got from one of our attendees a handwritten thank you note and I have saved that note and I took digital pictures of it so that if I lose it I have it. It really meant a lot to me that this attendee took five minutes out to send me this thank you note and if they would you'll probably contact me and say, "Hey, would you do this favor for me?" They would break through all the noise of all the other people that are asking for stuff from me just on that one thank you note.

Matt: That's so valuable.

Mark: So, you're really onto something here.

Scott: Okay, two things. Mark, I didn't get a letter so I'm depressed now. But second...

Mark: Oh, Scott, you've gotten plenty more letters. I'm so sick of hearing hashtag team Scott come on.

Scott: Come on. Hey, Mark, though look seriously, I like what you're saying but look I have a problem. Here's my problem two things: one, I don't like my handwriting.

Mark: I don't either.

Matt: I don't either.

Scott: I hate it, okay.

Matt: Hold on. Look at this guy's handwriting. We're on video, you folks can't see it this guy's handwriting is really bad. I can barely make it out.

Scott: That's better than mine man. Like I look it's bad because I've done everything on computer it's like I have lost my skill. Not that it was ever great but that said one I hate my handwriting, two like it doesn't really scale, right?

Matt: You're right.

Scott: Okay. If I'm doing like for land, okay like I can do that because like I'm selling 300 a year, right?

Matt: Sure.

Scott: So, I can write 300 letters a year that's not a big deal, 250 it's not a big deal but that said, what do I do? What about the person that says I hate my handwriting and two it is time-consuming? Because I want to sell millions of these things I can't write millions of these things.

Matt: Yeah, you're not going to write millions. Look you can't build true relationships with millions of people that's not how it works. Tony Robbins has millions of followers and he doesn't have any true relationships. He's got a dozen people that have true relationships with him. You want to break into that inner circle you better do some very unique things that make sense to Tony Robbins. So, if you want to break in to somebody's circle and have

them in your inner circle because you know that they're going to up level your game, it's incredibly important that you figure out a way to cut through the noise and do that.

You can't do that with 300 people. So, I recommend that you keep it to like 36 people but I recommend you start with 12, you start with 12. These are 12 contacts that you are consistently touching once a month in some form or fashion. Now you don't always have to write a letter you can send an article about their business to them via email that stuff is digital. I'm not suggesting that you have to write a letter every single month to a hundred people but you do need to write some notes to people.

Now to address the issue about your handwriting well you have two options, well three options. One, you can suck it up and do it and just get better at it, which is what most of us do. That's the tough thing it's like public speaking. We all hate to do it, we all have the fear but we actually need to do it because it raises our profile. Your writing is so different than an assistant writing it for you. That is the second option. The third option is to just not do it but you don't make any headway. So, you've got to do it and if you can't do it then delegated it but they'll know it's delegated, they will know it's delegated and they will see through that. You want to be genuine, honest, and deliver it through that means you know as best as you can just write it, if you've got to print, print.

Scott: Okay, so one follow up question. So Matt, do I need to use special paper or can I use like this cool paper that just Jeff Debar gave me that like from the desk or a note from Scott Land. Like do I use this or do I need special fancy paper with letter heads and all of that?

Matt: No. I buy blank cards with staples without my logo on them because logo is self-serving as well. If you've got it with your logo use them up. If you don't then just buy the blank ones with staples on amazon. You don't need... I don't have any special letterhead or embossed paper or anything like that just none of that matters. From the desk of Scott, from the desk of Matt none of that matters, it's the note and the content that matters. If you reference a previous conversation, that's where you win, that's the extra caring points.

Mark: So Matt, I'm in Scott's corner on this and I love the way that you are positioning this as completely not self-serving and I can tell you personally, I've been doing it all wrong because like our coaching clients I send them a thank you note and it shows Land Geek logo, right?

Matt: Sure.

Mark: It's a little self-serving.

Matt: We've all been there, I did it.

Mark: Yeah.

Matt: It's an evolutionally process.

Mark: Yeah, but this is the first time we've had you on the podcast and you are the first person to actually ever sort of make this argument and I really love the argument especially in today's world. It's really a great breakthrough strategy but if we want to break through another way that avoids the handwritten card is there another way? [00:21:06] [indiscernible]

Matt: When you say avoid the handwritten card, you're saying so how can I... oh sure. So, if I don't want to write the card, in Scott's case let's say Mark says of the card idea I love it, I'm going to consume that, I'm going to be all in on that and Scott says you know what it is just not for me. I don't get it. Here is what I want Scott to do that the digital geek that he is I want you to utilize it. This great video camera you've got let's make that worth it's money in weight and gold send video emails to people, not hard to do. There is a service you can use one is BombBomb, there's a couple of other ones out there. You just do record a quick video, make it personalized, boom. With the way BombBomb does it if you hold up a piece of paper with a person's name on it will capture the first three seconds as an animated gift. So, when they open it, they know it's personalized for them.

So, then when it comes and lands in Mark's inbox it'll say, "Hey, Mark," and you're holding a piece of paper where when you click it, it takes you to the website to play the video. Videos can be personalized and what 90% of all content on the internet is going to be video-based content within five years.

Mark: Right. Okay, I like that. There is also another great app called Bonjournal that I think is actually less money than BombBomb as well.

Matt: I'll have to check that out. I hadn't heard about that.

Mark: So, check that out. You can do. It's really fast just like BombBomb you can do it from your iPhone or your, you know, if you have an android. Are you one of those people?

Matt: Me.

Mark: I don't know who does but...

Matt: Me.

Mark: You. So yeah, check that out. So, if you are not going to write, be geeky, do a video. What else would you say would be a breakthrough? If you had your druthers up and he said do one or the other, which one would you say is the most impactful?

Matt: Card.

Mark: The card.

Matt: You know why? Because they get so many emails and the videos delivered via email. People their email boxes is cluttered. For years I was the number three partner in the country of constant contact email marketing and all of our open rates and click through rates and all these crazy things and people are now digressing away from that, you know. But if you can't do the card and you can't do the video then another way to breakthrough is to go on Facebook and find the birthday's list and don't write on their wall on their birthday that's what everybody else does. Call them on the phone, send them a video message through Facebook because if Mark and I changed our birthdays to someday next week we both would get happy birthday messages from Scott because he doesn't really know when our birthday is, right? That's what would happen.

Mark: Right.

Matt: We could have our birthday today, change it to two weeks from now, and get the same people wishing us a happy birthday because they just... Everybody's is just following sheep you know and that's what I mean by breaking through the noise. You have to find ways to cut through all these other clutter that everybody else is doing and the inbox is one of the places there's a lot of clutter that's why you want to send the card.

Mark: I love it. I love it. So, before we get to your tip of the week and Matt, your mentorship has been great in this podcast. What's the worst advice you see or hear given in your area of expertise?

Matt: So, I think the worst advice really is this concept of asking just because I see it in so much in our people in my industry who talk about getting more referrals and they talk about asking. Listen to some degree it will work. You have to ask 50 people, you're going to get one, it's going to

be a quality one whatever. I just don't believe that that's the type of business we want to do with people.

I believe that every day we get up to put two feet on the floor and we don't want crappy clients. We don't want people we argue with. We don't want people to don't pay their invoices. We want people that we can literally high-five our clients every day. Where we can go at the end of the day, sit down at the bar and have a drink, sit at the campfire and tell campfire stories or go on a vacation white water rafting. These are the type of people that I want to hang out with and oh by the way, they also want to pay me for my expertise. That's the type of relationship that I believe I want and I think a lot of people can have.

We don't have to take every client, that's what's happening in the world of referral marketing is they're saying oh you get this referral and you going and you just ask and ask and ask and every week you ask them again. People are going to run away in droves that's what happens.

Mark: I love it. I love it. So, one more question, Matt. What do you do with like you know let's just be honest like Scott and I teach a very lucrative method of buying and selling raw land to help people build their passive income. Most people, I would argue, don't want other people to know about this niche because of the fear of competition. They may love Scott, they might like me right, they might refer maybe their best friend but that's pretty much it. It's not like they are going to refer many people because they want to keep it to themselves. What would you say to that sort of business owner that has something that people don't want to share? It's like special, it's just for them.

Matt: I'll go back to my early 20 something. I say check yourself before you wreck yourself. The reality is there's more than enough business for all of us out there. Some of us are going to prospect for land in Arizona, others in Florida, others in Maine, others in California. If you're telling me right now that I've got to hog it all, that's not how it works. See, in the speaking world we have an association called the National Speakers Association, we're the NSA, and we're the group that actually speaks not listens, right? So, we have this. We were founded by Cavett Robert and his idea was we will bring this association together because there's enough pie for everyone and everyone will have a share in the pie.

You know in the speaking world the majority of all referrals come from other speakers and in the web world the majority of our referrals came from either website companies that couldn't handle the work or IT companies that didn't want to handle the work. It is not competitive, it is not a competitive

business. So, stop thinking about it like that start collaborating and say hey this land that I have an opportunity for is too big for me. I'm going to give it to this guy who deals in parcels that are 5 acres and above and he's going to give me the small stuff because he doesn't like the baby stuff. I mean my last year with my web agency I bought a client list from a company that was somewhat local to me. They considered it their lower end clients. They did less than \$10,000 a year in revenue with them per client I bought them all. I was like I'll take them. So, that's the type of thing you're like there's more than enough business and if you're thinking that there's not, then maybe you're in the wrong business.

Mark: Right.

Matt: You've got to help other people, they'll help you. That is what this is all about. It's about caring about other people. If people out there listening care about the success of Mark and Scott's programs and what they do and how they coach then other people start to care about them the land buyers you know and they might not even have a direct tie into you guys but we all hear this karma it comes back around.

Mark: Right. I 100% agree. All right, Matt, well this has been great. Scott, before we get to the tip of the week, do you have anything you want to ask Matt? I feel like [00:29:18] [indiscernible] again.

Scott: We're good.

Mark: You're good, all right. Matt, what's your tip of the week: a website, a resource, a book – something actionable, something else actionable where the Art of Passive Income listeners can go – improve their businesses, improve their lives? What have you got?

Matt: I have a great resource for you which is a book from a dear friend whose name is Joey Coleman, he works in the customer experience world somewhat similar to this type of stuff. He recently wrote a Wall Street Journal bestseller called *Never Lose a Customer Again* by Joey Coleman in its *Turn Any Sale Into Lifelong Loyalty in 100 Days*. So, don't discount the fact that you might have a simple transaction on a small piece of land you want customers for life no matter who they are. This book will help you keep them.

Mark: I'm getting it right now, *Never Lose a Customer Again* awesome, awesome. Scott Todd, what's your tip of the week?

Scott: Mark, check out the [Privacy.com](https://www.privacy.com), P-R-I-V-A-C-Y.com. [Privacy.com](https://www.privacy.com) you can go on there and you can create virtual credit cards. You know like all these trials are like hey give me your credit card and you're like okay you give them the credit card and then you forget to cancel it or you're like I don't want to pay for this anymore. Well, with Privacy, you can create virtual credit cards for free or you can give them to VAs for free and you can limit like how many times they can use it or what they can use it on, websites etc. pretty cool.

Matt: That's a great resource.

Mark: That is a great tip. Wow I just added the Firefox plugin.

Scott: Yeah.

Mark: You see this is awesome.

Scott: I just took the bat and I hit a homerun. Mark, you see how that's done?

Mark: I love it. I love it wow. Well, this has been a really great podcast. I want to thank all the listeners and in the spirit of what Matt was saying today's podcast is not sponsored by anyone. Today's podcast is all about you and hopefully we're creating value for you.

So, I want to thank all of you and if you are getting value I am going to ask you for a little favor, I'm going to bribe you. Just do us three little favors just subscribe, rate and review the podcast. Send a screenshot of that review to Support@TheLandGeek.com we are going to send you for free the *Passive Income Launch Kit* course which is normally \$97 for free along with the *Dirt Rich* book as well. Matt is that okay?

Matt: That's very well. You're giving a lot of value right there.

Mark: Yeah, I mean it's not ideal but it's you know I've got practice not asking and just giving, right?

Matt: Ah yeah, there you go that will work. We'll get you there.

Mark: But this is marketing. This is like the front-end.

Matt: Speaking of marketing, we will get you there if you sign up for my one-on-one coaching program.

Mark: All right, awesome. That's what I need. I want to thank you, I want to thank the listeners and of course thanks Scott Todd for talking time out of his valuable day as he runs off to the beach with his family. And let...

Scott: ...freedom...

Mark & Scott: ...ring.

Mark: Thanks everybody.

[End of Transcript]