



THE LANDGEEK

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

Today's Guest: [Fazil Musa](#)

Transcript

Mark: Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website, www.TheLandGeek.com and today's guest is going to help all of us take our businesses to the next level. 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, go to PostingDomination.com/TheLandGeek (PostingDomination.com/#). Scott Todd, how are you?

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

Mark: Pulse is normal, respiration is fine. I'm not drinking the best cup coffee I've ever had but it's okay. [00:01:11] [indiscernible].

Scott: Is that Panera bread by chance?

Mark: I don't want to talk about it.

Scott: It looks like it could be Panera bread. I'm not sure though.

Mark: It's not. Hey look, I have standards, Scott. I'm not drinking Panera bread coffee okay.

Scott: Let me tell you. I get a lot of flak over this whole Panera bread thing and I have to do a lot of unwinding and to convince people that I don't really go to Panera bread. And for that purpose though I think, Mark, because of how like how much we talk about Panera bread I'm just waiting for them to sponsor this podcast and maybe our guest could give us some tips on marketing to them.

Mark: I think that's a great segue into our guest. Fazil Musa from the TheLeverageAdvantage.com. If you don't know about Fazil, he is a serial entrepreneur, marketer and trainer. He is the accounts and brand director of the Leverage Group and he addresses audiences internationally, in fact right now he's international. Fazil, where are you located right now?

Fazil: Today I am in Singapore but I've only spent like four days in Singapore this month. I've been all over the place to Qatar, Bangkok, Kuala Lumpur, and Bali over the last month or so.

Mark: I think these are all really good places to hang out. Maybe not Kuala Lumpur but the rest of them sound amazing. But anyways, Fazil's expertise is to help companies design, develop and deploy strategies to take their businesses or companies to next level. Fazil, welcome to the podcast. Let's just kind of rewind the tape and tell us how you became a serial entrepreneur and this marketing genius.

Fazil: That's a really great question. I kind of decided very, very early on in life. Like when I was 17, I started my first business that was a long time ago and what I did was I made custom audio CDs in a time where you couldn't customize your music experience. So, back then, if you wanted to listen to music, you had to buy either an album where you had like 13 songs from the same artist or a compilation where you had absolutely no control over what you could listen to. So, I created a superior product and I sold it and then I was still in high school and I was making \$30, \$40, sometimes \$50 a day.

Mark: Wow, wow.

Fazil: Yes.

Mark: So from that experience, you then did what?

Fazil: So right now, I'm 35 this year. So, I've been in business 17, 18 years now and the thing is I didn't get the opportunity to learn about business from my parents; they're both employees. So it took me maybe 10 years,

almost a decade to learn by trial and error exactly what I needed to do to build a profitable business. I mean my businesses were always profitable and I always thought it was zero dollars down that's what I learned from reading *Rich Dad Poor Dad* but I never really got to crack six figures until maybe five years ago. Five years ago, that's when I actually hired a mentor and he showed me all the blind spots I had and he showed me exactly what I was doing wrong, exactly what I needed to do to crack six figures and then we went on to do seven, you know to do more than a million dollars a year together.

Mark: So Scott Todd, are you thinking what I'm thinking?

Scott: I'm thinking he's going to tell us what the blind spots were.

Mark: Exactly. So, what were the blind spots? Because I'm sure your blind spots are probably the same blind spots I have.

Fazil: Well, so here is the thing. I'll tell you a story when I met my mentor you know he wanted to come to Asia. He was already very established. His name is Christopher Duncan. You can go and search him: ChristopherMDuncan.com. And when I met him he was huge in Australia, he was huge in New Zealand and he wanted to come to Singapore. So, many people wanted to partner up with him but he chose to partner up with me and I was so grateful.

Now in two and a half weeks we put on an event and we filled it up with people. There were exactly 42 people in our event and we walked away at the end of the day with \$46,000. Now before that I hadn't made \$46,000 in one day or 2½ weeks right and he showed me exactly what I needed to do online to fill a room and he showed me exactly what I needed to say to these people to get them to take action. Now the things that he taught me back then when he was really holding my hand every step of the way but as I was learning that it got me understanding the concepts and the structure; especially communication structure in order to get people to take action or to do what you want them to do really. I mean have you ever wished that you could say the right words, in the right sequence, in the right way to get people to do anything you want them to do?

Mark: Yeah, absolutely. In fact, I asked Scott Todd for relationship advice all the time with my wife. So, you know and he's like, "Dude, I don't know." You know he is a pilot. So, he's like, "I just flew my wife to lunch that seemed to help," but I don't have that. So, is there a structure that we can use that would make us super persuasive for the client and relationships in our lives so we can help get our way so to speak?

Fazil: Well, there are some basic principles that we've got to keep in mind. I think a lot of people when they're communicating, they're always thinking about themselves, they're always thinking about what can I get from this person and this is not new. I think a lot of people know that the most interesting radio station for most people is what's in it for me, right? WWIFM and so that's the first thing we want to keep in mind when we're talking to somebody else what is in it for them.

And then here is the thing, let's talk about businesses for a while. A lot of businesses are talking about how great their solution is, how great their product is and they don't realize that nobody really cares how great your product or service is until they know what problem it solves and that they have that problem. So, the first thing that we always do in effective marketing, it's always about making your target market aware that they have a problem, right? Because if they don't have a problem, they don't need you and we're always going about educating people what their problem is. Once they know they have a problem, they're going to look for a solution, right?

So, the next thing we do is I don't tell them that I'm their solution and this is the really tricky part and I love this part because it's so hypnotic. What I do next is I teach them how to select the right product. I tell them what an ideal solution looks like and I tell them this is what you need to look out for in an ideal solution, and only then later on I tell them what my solution is and coincidentally it looks exactly like what I told them they need to look out for that so trivia and it works so well.

Mark: Interesting. Scott Todd, thoughts?

Scott: Okay. So look. We sell land, like that's our deal.

Fazil: Yes.

Scott: I always say there are four reasons why people buy land: one, they need a place to live... they want a homestead there, they want to live there eventually, they want it for recreational or they want it for a long-term investment. So, you know it really goes back to not necessarily the problem that they have, it's more of like wants. Like most people who are buying my product don't necessarily have a problem, they have wants, okay? So, how do I tell them like, "Hey, you actually have this want and I can help you fulfill it"?

Fazil: But perhaps what we can do is we can reframe that into a problem. So, the people that are buying land say for investment purposes, the problem they want to solve is extra cash flow whether it's for retirement. You know in marketing, the first thing we want to do is we always want to be extremely specific, very specific about our target market. If you look at all the people who bought land from you, if you look at the demographics which of them carries the biggest proportion. Are they primarily young professionals, primarily midcareer professionals, are they primarily retirees and then we want to focus on that and find more of them because the people that are buying land as young professionals and the people that are buying land as retirees are doing it for completely different reasons. So, probably the young professionals looking for a piece of land which you could potentially build a house on or build a home on and maybe the retiree could be looking to build a home but probably also looking for some kind of investment.

So, what I would do is I think every want can be reframed into a problem that you can solve because here's the thing I feel. If you want to get somebody to take action, I'll give you an example, right? Do you normally buy painkillers or do you buy vitamins? Or which one has more urgency?

Mark: Painkillers.

Fazil: Painkillers, right? Because you're feeling the pain, you want to resolve that fast. So, if they are not feeling the pain, if we can't make them feel a future pain now, then we can't get them to take action. So, even though we look at it as they have wants: like they want a piece of land or they want an investment, that want is there to fulfill a specific purpose or to fill a specific void or to solve a very specific problem. Does that make sense?

Scott: Yeah, good.

Mark: Fazil, what are some of the worst advice you see or hear given in your area of expertise?

Fazil: Oh my god. One of the things that really, really irks me when it comes to marketing businesses, especially small and medium enterprises like you know a F and B, mom-and-pop shops and there are so many of these marketing experts and gurus that just go to them and they say here is how you're going to solve your problem. How we're going to solve problem we're going to run Facebook ads for you that's going to get traffic and that's going to get people into your shop or they go to them and they say here's what we're going to do; we're going to do some search engine marketing, we're going to pay Google some money and we're going to get traffic, people

are going to see your shop and then they're going to come in or they say go and do some search engine optimization. But the problem with that is all of this is very tactical and it only solves one problem that problem is traffic.

Now when we go to companies, we take a very strategic view to it and traffic is just one part of the solution. The worst advice is that all they need is traffic because what that does is you're just giving them a steering wheel or you're just giving them an accelerator, you're just giving them a wheel and you're building them the whole car and just the wheel, just the steering wheel, just the axel is not going to do anything for them and that's also the reason why so many small and medium enterprises that engage these fly-by-night marketers they say oh you know what online marketing doesn't work. But you know why? Online marketing doesn't work for you because you engaged somebody who doesn't know how to work online marketing.

Mark: Yeah, that does make sense because they're ignoring the fundamentals which is what you alluded to before, which is what is your target market, what does it need, how do you solve that pain? You can have all the traffic in the world, but if you're not addressing those fundamental issues well you're just wasting your money.

Fazil: Exactly.

Mark: Yeah. So, what do you believe is normal or wise are cool that other people think is just crazy?

Fazil: Here's the thing that I do that everybody thinks is so weird. Every client, every single client that we take on the first thing... regardless of what they get from us after that the first thing we always tell them to do is go and do your market research. We will do your market research for you and we don't interview 500 people, 200 people, 100 people, 20, 30 people. Actually we only interview five people because all we are looking for is a language pattern and that all we use. The only thing we use from the target market interviews are their language patterns because here is the thing a lot of people don't and it's only five people and every single one of them has to do it. The craziest thing that I see is that almost every company that we speak to haven't done their market research and I'm even talking about multimillion dollar companies. They're grinding, they're pushing it, by sheer force of will they're making \$1 million, \$2 million a year, but they haven't done their market research and so they're completely clueless as to how to scale their business further.

Mark: Wow, only five people.

Fazil: That's all you need.

Mark: Scott Todd, what do you think of that?

Scott: So, am I recording the sessions to get the language pattern? What am I doing? Like I get five people in a room, I get five people individually. What does that look like?

Fazil: All right. So, I'm going to break it down for you. You guys can use this for yourself or your listeners can use it as well. So, what we do first is we build what is known a Target Avatar and we only need five people to do this. There are very specific set of questions that we ask but very, very specific and here is what we're looking for.

We will want to know what their one biggest fear is. When someone is buying land, you need to know what their biggest fear is and then the next thing we need is we need to know what their three biggest frustrations are and then we need to know what their one biggest aspiration is and their three unmet needs. So, that's really a lot of the psychopathy. Also, what is there self-identity meaning what do they say after they say I am, and then of course we need to know what their demographic is, their names, I mean their gender, their age, what their jobs are and how much money they make every year and just interviewing these five people what we're looking for is not statistical significance. What we're looking for are language patterns. What are some of the phrases that these five people use that overlap and from there that's what we use to build our marketing copy. Their biggest fear, their three biggest frustrations, there one aspiration, their three unmet needs and there self-identity.

Mark: Genius. That is genius, I love it, I love it and you know if you're looking at the beginning copywriting courses a lot of this is not addressed, right?

Fazil: Yes.

Mark: They'll kind of skim the surface of this but this is really getting into the heart of the matter and then from there the copy kind of just writes itself in a way. But if you talk to any advanced copywriter they will tell you 85% of their job is what Fazil just mentioned is the research that's it.

Fazil: Yeah.

Mark: Scott Todd, what are your thoughts?

Scott: I think that's why copywriters make so much money.

Mark: So, you know the old saying a good copywriter rights good copy but a great copywriter writes copy that sounds like you.

Fazil: Exactly and you know what a lot of the marketing that we do, like a lot of the work that we do just comes from that one document like you said the copy writes itself. If you can find five people and you can find the patterns among them. If you can get them to answer those questions you can find other people that are just like them.

Mark: All right, fantastic. So Fazil, I'm going to put your business back to zero, okay. We're going to start at the beginning and what would then be your very first step in going from zero to a million? What is the very first thing that you would take action on?

Fazil: So, do I have my knowledge or do I start from complete zero?

Mark: You have your knowledge but you've got to start over. What's the first thing you're going to do?

Fazil: Geez, the first thing I'm going to do is I wouldn't go into a consulting. You know I wouldn't go into building a huge company and well that's not what I would at the start. So, the first thing I would do is I would find 10 people. 10 people who run businesses that are making anywhere between 1 million to 2 million dollars that want to grow 5 or 10 million and I will take them on as one of our clients. These people would ideally have their own marketing team and so all I would do with them is I would do strategy. I would coach them on strategy, I would coach them and show them exactly what their marketing team needs to do and I'll charge them anywhere between \$10,000 to \$15,000 a month and they have 24 hour access to me. I'd do that for a year then I would have after expenses and taxes maybe about 1 million to 2 million dollars. A million or so and then I'd start over from there.

Mark: Scott Todd, not a bad strategy.

Scott: And look living in Bali or wherever you are, man, it's like cheaper living over there, right? I mean compared to America.

Fazil: Exactly.

Scott: For Pete's sake, Mark, you missed the best part which is I'm going to move to Bali first.

Mark: Oh [00:20:36] [indiscernible].

Fazil: Exactly.

Mark: So, it's unfair, it's just unfair. That's phenomenal.

Fazil: Well [00:20:46] [indiscernible]. It's easy guys. You know I live in Singapore or at least that's where my mailing address is and Singapore it's probably one of the most expensive places in the world to live outside of State, London, New York, Tokyo, Sydney but I'm so fortunate that I'm surrounded by these beautiful paradise cities and beaches all over Thailand, Vietnam, Indonesia, Malaysia, Philippines just all within two hours. So, if I'm in the information business, it's easy.

Mark: That's great. Fazil, what are some of your most gifted or recommended books?

Fazil: I have a very specific set of books that I give to anyone of my students. So, I always tell them the first book you're going to need to read and you read it in two days or one is *Rich Dad Poor Dad*. Especially if they have zero experience in business, zero experience in personal development I tell them the first book you're going to read is *Rich Dad Poor Dad*. I know a lot of people say you've got to read *Think and Grow Rich* by Napoleon Hill I love that book but it didn't have that much of an impact on me.

So, the second book I always get them to read is *How to Win friends and Influence People* by Dale Carnegie and you could just change the title and call it life and it would still apply. *How to Win friends and Influence People* there's a reason why that is one the best-selling books in history. The third book I get them to read is *Secrets of the Millionaire Mind*. The fourth book I get them to read would be...

Mark: *Secrets of the Millionaire Mind*, is that T. Harv Eker?

Scott: T. Harv Eker.

Mark: T. Harv Eker, exactly. That is the one and that book also changed my life and from that book I attended his programs and I did quite a number of his seminars. I met a lot of amazing people that got me started on this personal development journey. The fourth book would be Jack Canfield's *25 Success Principles* it's just so you get your head straight and the fifth book would be *How to Talk to Anyone* by Leil Lowndes and just these five books would form like the core of your non-formal education. If you want to get

like bonus credits, you go read Stephen Covey's *Seven Habits of Highly Effective People* and then that'll get you through middle school on personal development.

Mark: All right, fantastic, fantastic. Scott Todd, any other questions for Fazil before we go to the tip of the week?

Scott: No, I don't think so.

Mark: All right. Well Fazil, now we're going to put you on the spot and ask you for your tip of the week: a website, a resource, maybe even another book – something actionable where the Art of Passive Income listeners can go right now – improve their businesses, improve their lives. What have you got?

Fazil: My tip of the week is whatever you want to do, you've got to find your point B. If you want to be a superstar investor, then go and find a superstar investor and do whatever it takes: whether it's begging, whether it's working, whether it's paying. Do whatever it takes to get them to mentor you because I don't want to belabor the point but I think this is really important. If you want to get to the other end of the woods and it's pitch black, it's completely dark, there's no moonlight right there always to ways to do it. The first way is you're going to walk around by trial and error. You could fall into a snake pit, you could step on a bear trap, you could hit your head on a hornets nest and it'll take you a long time to get to the other side.

The other way is to find somebody who's already taken that path multiple times and get them to hold your hand and say, hey, step to the left there's a bear trap to your right, step to your right there's a snake pit on your left, bend down a little bit there's a hornets nest above you and you'll get over to the other side much faster. So you know if you want to be a kick ass investor your point B or the person that will mentor you may not necessarily be Warren Buffett or George Soros. It should be somebody who is successful in that field that you have access to or is close to the fringes of access so you do whatever it takes to get there that's my biggest tip.

Mark: I love it, I love it.

Scott: And we didn't even pay him for that tip.

Mark: I know. We are the land investing Sherpas and oftentimes you people you know, for whatever reason they're afraid of having us as a mentor. I'm not sure why necessarily but I think it just you know... what's the saying? When the pupil is ready the teacher appears.

Fazil: When the student is ready, the master appears and here's the thing. I think the reason why people are afraid to perhaps approach you guys as mentors it's because they think in their minds it's more painful to come to you and get you to mentor them whether it's because they're fees involved, whether it's because there is work involved but then here is a bonus tip.

Either you pay with your time or you pay with your money but it's never free. You want to do it yourself, maybe you don't have to pay money for a mentor but you're going to pay with your time and to me time is so much more valuable than money. When your time is gone you can't buy it back, when your money is gone you can earn it back. So I'd rather... and here's the thing I learned from rich people is this if they have a choice between spending their money and spend their time they'd spend their money any day. So, that's what if anybody wants to learn, if anybody wants to get to where they want to be faster spend that money, get a mentor and save your time.

Mark: Yeah. Fazil, you're definitely preaching to the choir here because I say the exact same thing all the time. Like I've gotten to the point now with my time like I won't even look for a parking spot I will just park instead of looking for a parking spot for five minutes.

Fazil: Exactly.

Mark: I mean it's crazy. So Scott Todd, your tip of the week?

Scott: Mark, I have a quote today and hopefully it hits home with everybody okay because here it is, "Don't compare your beginning to someone else's middle." You know the problem is that a lot of people are like they're not at the same pace, like they are not at the same pace where you are or where I am or where everybody else is and they want to look.

Like I was talking to somebody the other day and they said oh man I don't feel like I'm doing well because I heard on a mastermind call that so and so did five properties in one day. So, five properties in one day and I'm like that's cool for him, but what he's not telling you is that he may have gone through a period where he didn't sell anything. So, you know like you're looking at the snapshot, you're not looking at like the whole story. So don't judge your success by the people and you always say like you know comparison is the thief of happiness, the reality is that you could be just in the beginning stages of something great. So, don't worry about anybody else, just stay in your lane, stay in your pace.

Mark: Yeah absolutely, absolutely and it can take the joy out of the journey when you're constantly comparing yourself to somebody else. I used to joke when it was like 2010 and I was going through a hard time and 50% of my income went down and I would say to my wife I'm like, "We need to get poorer friends." Because my friends are you know doctors or lawyers and they were affected but they weren't affect like I was and so I would joke to her like you know I will feel better about myself if we can just do that but ultimately it's an internal metric that you've got to work for and focus on. And I think that's one of the great things about your Flight School, Scott is that it's a group activity and you make it like here's your accountability, we're doing this together, we're all starting at the same place and if you just follow this recipe you're going to make this beautiful passive income cake. So just do it in and then you make them do it and the accountability piece and the execution piece is really I think priceless.

Scott: Yeah.

Mark: So, I know that is a tremendous gift. So, my tip the week is going to be learn more about the Fazil and how he can take your business to the next level go to TheLeverageAdvantage.com. TheLeverageAdvantage.com and his mentorship in this podcast has been tremendous, but there's always more to learn. Go to TheLeverageAdvantage.com and we'll have a link to his site as well.

I want to remind the listeners that the only way, the only way we're going to get the quality of guests like a Fazil Musa is if you do us three little favors: you've got to subscribe, you've got to rate and you've got to review the podcast. Send us a screenshot of the review to Support@TheLandGeek.com we're going to send you for free the \$97 *Passive Income Launch Kit* course for free. So, please do that and I might even throw a book in there as well. What do you think about that Scott Todd, the *Dirt Rich* book?

Scott: I think you have a *Dirt Rich* book you can give away.

Mark: I should just give it away. Give it away. So leave us a review, get the book. Fair deal there you go.

Scott: Fair deal.

Mark: All right, I want thank all of the listeners and just remind everybody let...

Scott: ...freedom

Mark & Scott: ...ring.

Mark: There it is, let freedom ring. Thanks everybody.

[End of Transcript]