



The Art of Passive Income Podcast With Mark Podolsky, AKA The Land Geek

Mark and Scott talk with Natalie Galyon – TheLandBox.com

Transcript

Mark: Hey it's Mark Podolsky - the Land Geek with your favorite niche-y real estate website TheLandGeek.com and Scott and I am so excited for today's guest because she's one of our own and she even has a cool nickname. 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 'the Brain', 'the Professor', the Land Geek Flight School Sherpa; Scott Todd from ScottTodd.net, LandModo.com, and most importantly if you're not automating your Craigslist and your Facebook postings, PostingDomination.com/TheLandGeek. Scott Todd, how are you?

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

Mark: I am great, I'm great. I'm really excited to talk to our guest. Oh you know and I think she might have the coolest nickname.

Scott: The coolest nickname that you've given?

Mark: I think so.

Scott: Yeah, because it's like you've given her this nickname I think, right?

Mark: I don't think it was me. I think I stole from Zaino.

Scott: Oh okay.

Mark: Let's introduce our guest and we'll tell the whole back story. Should we do that?

Scott: I think so yeah.

Mark: I think we should do it, all right. Today's guest is Natalie Galyon and Natalie started with the *Investors Toolkit*, she was at Bootcamp and she and her sister are sitting out in Bootcamp. Everyone loves these podcasts where we talk to a student and it's very inspiring when they talk about their success and how they did it and I'm really excited to kind of dig in Natalie. But she's out there in Bootcamp not saying a word, no questions, just kind of you know absorbing all the information and then during a break Zaino comes up to me and he's like, "Mark, have you talked to Natalie?" I'm like who is Natalie. I didn't even know she has like her name tag on. I'm like what do you mean she's like? "Mark, she's a silent assassin. She's doing..." I forgot what's the number Natalie of your passive income?

Natalie: I was at 4500 at the Bootcamp.

Mark: Yeah, yeah. "She's at 4500 a month passive income just with the Toolkit." I'm like what! And so I'm like we've got to talk to Natalie. So today's guest is Natalie Galyon from now on will be known as 'the Silent Assassin'. Natalie welcome.

Natalie: Thank you so much. I'm so happy to be here.

Mark: So Natalie let's rewind the tap and how did you start getting into land investing and then you know really start getting into it on a sort of a higher volume basis?

Natalie: So back in 2015 I'm living in Colorado, I'm originally from Dallas and I moved here. So I've been there three years but I realize it's still hot in summer where I live you know down in the foothills. So I thought I want to get up to mountains and I started looking and I didn't know it at the time but there was a certain county that a lot of land investors were in and I was surprised land is so cheap. So I ended up buying some acreage myself and then I thought I want to investigate to see who these people are offering all this owner financing.

I did a search and I started in 2016 actually with another program and it's different than the Toolkit because it was just really part time and it really

taught cash flips. So I thought that kind of got my proof of concept. So I started the first four months in 2016 and I did a couple of cash flips and thought this is really great, it does work but it wasn't enough for me to quit my job and I thought okay. I didn't pick it backup I kind of left it and I finally decided I was so tired of working for someone else and I just had that light bulb moment where it's my time to decide to do something about it and that's when I found your podcast.

I started listening and the 'let freedom ring' completely resonated with me and I just literally had that mantra and for a couple of months while I was listening to your podcast and then I was like I'm going to get the Toolkit and I'm going to do the Passive and that way I can quit and be comfortable. I did that about September and it's been about nine months and yeah that's basically my back story. So I'm super excited.

Mark: So since getting into the Toolkit how many deals have you done and what is your current passive income?

Natalie: Okay. So I thought you were going to ask that and I don't know how many deals because I know my passive is at 6000 right now. Though I'd probably say maybe 10 of those are cash as well. So I've probably done 50 deals.

Mark: 50 deals.

Natalie: Yeah.

Mark: In nine months.

Natalie: Yeah, and that was my goal. It was kind of like in a year I want to do at least I want 50 notes. So Scott Todd I kind of took your work reverse engineering, okay how many do I need to buy, how many do I need to sell and I realized okay one I need to buy and sell one a week and that's my goal and it's still is and I'm hitting it. So yeah it funny because every time I had to like do proof of concept for myself which is like I'm going to buy this. Is it going to sell? If I get to kind of a new subdivision I get really nervous if I'm still just beginning but for me proof of concept is there obviously.

Mark: Oh yeah absolutely. I think you are in the majority. I think most people need to kind of dip their toe in the water, get a proof of concept first and then go all in and I don't think there's anything wrong with it. Scott Todd what are your thoughts?

Scott: Well you know what's cool about what she said and I think this is what a lot of people miss is when we think about... Look I know when I thought about like getting out of the corporate job I always thought about like okay how much money do I need to have like saved up in terms of net worth in order to get the heck out of the rat race. So literally Mark, I would come up with a number like three million dollars. When I have three million dollars I can retire, like that was the retirement number and you go through life and you think like I need this amount of money so I can retire and then you're wrong.

What I mean by that is listen what Natalie said like she said that she's got a passive income, she's built a passive income of \$6000 a month, that's \$72000 per year coming in the door whether she works or not she can just let that go. Now I was in the bank the other day. I was Chase and Chase has this big sign on the wall that says, "Get a 9 month CD 2%." So let's do some math here okay. So if Natalie were to take here money, like if she were to like keep working and take her nest egg, she would need \$3.6 million to take it down to Chase, put it into a nine months CD to earn 2% and everybody would tell her she's nuts to do that. You're only earning 2% you could put it in the stock market and earn 8% okay.

Obviously, she's going to earn more money on an annual basis then she needs to put less money in there, right. Well to earn what she's earning in her land business she has to go and invest about a million dollars in the stock market and that's if the stock market does an average a year of 8%. Okay sometimes it does, sometimes it doesn't it's not accountable or reliable but what I'm trying to say here is what Natalie did and what our students have done and what other land investors have done is that they've created a passive income without having to have millions into the bank, millions into some other system. I know that Natalie, I guarantee you Natalie you didn't build that \$6000 passive income per month on millions of investments. Like there's no way you invested millions of dollars.

Natalie: Right, you know it.

Scott: So you want to talk about like the ultimate in leverage. I don't know why people don't take action on this.

Natalie: Exactly.

Scott: Okay I've said my piece.

Mark: Yeah, I love that and I don't think we talk enough about that Scott where we reverse engineer. Okay if this is your passive this is really how

much you'd have to save in your job to even earn that and the numbers are actually overwhelming.

Scott: They are. Like literally they are... \$3.6 million to earn 2% at Chase that's stupid.

Mark: And Natalie has got a good job. How long would it take you to save 3.6 million Natalie?

Natalie: Well, I'd have to stop spending but probably 10 years.

Mark: 10 years. So 9 months or 10 years. I mean you know that's a long time. So you know it but actually like I'm kind of impressed only 10 years to save 3.6 million that's really good.

Natalie: [00:09:52] [indiscernible]

Scott: No, no, no Mark listen, she said she'd have to stop spending everything.

Mark: Oh stop spending everything. You've got to live Natalie. So even if you spend 50% of your income you'd take 20 years.

Scott: Look here's what I thought she was going to say. I thought she was going to say well if I stop spending everything like nine months. I thought that is what we were getting setup for but at least she went out for years, a decade at least.

Natalie: It's probably 30.

Scott: 30 years man.

Natalie: Yeah.

Mark: Nine months or 30 years.

Scott: That's why the system is broken Mark; like you've got to work your entire life to barely come up with \$3.6 million so that you can retire. Live life now, enjoy it, get free.

Mark: Yeah. I mean we could do a whole other podcast on why the system is broken and you know. But I want to actually dig down and try to extract from Natalie the steps she took and why she is so successful kind of just doing this on her own. So Natalie why do you think that this? Like what are

you doing very single day and tell us... I know this is a two-part question; it's kind of a long question so forgive me.

Natalie: Okay.

Mark: But what do you like most about the business or what do you hate about the business?

Natalie: Okay so the first question it's really simple. I just try to keep it simple because during my job I've also tried so many different types of side hustles and I was busy. There's not a lot of free time when I do so this time I decided well I get really tired and exhausted when I push myself too hard and I have really high expectations, I get burnout really quickly. So I said this is going to take a while and I'm just going to do one thing.

So I read the book you guys had recommended and I literally made that my mantra. So just do one thing, so that's it, that's all I did. So instead of one week I could do seven things and I'd do, you know 28 things so it just adds up and I just was consistent. Literally just those two things consistency and doing one thing and getting bogged down in the total overall what do I have to do and understanding and allowing myself the freedom to just go slow. What I thought was slow but being consistent it turns out it wasn't that slow.

So yeah, that's the first thing I think I did and also not to get burnt out I try not to be attached to my outcome. So I'm like, oh my gosh what if this doesn't sell and I just decided to trust the system. I think that was a big one for me and just move forward and not have too many thoughts around is this going to work, I'm a little afraid. Of course I have those I just try to not emphasize them too much and I forgot the second part of your question.

Mark: What do you hate about the business?

Natalie: Oh what do I hate? I love it so much right now.

Mark: What was your biggest challenge? What was your biggest challenge getting started?

Natalie: Gosh I think it was probably getting the delegation aspect. To delegate because I have one virtual assistant right now but to give her the control of because I kind of like to make sure I know what's going on everywhere and to just like actually have it go away from my brain for a while and not control it I think was the hardest aspect and it's still is. So I know in order to scale I'm going to have to start delegating more and setting up the systems so I do... I think Tate had talked about it. I literally if I do

things one or two times I make sure the next one is recorded on video and I put it in my library and that has helped quite a bit.

Mark: Wow. I mean I love what you said but I want to give Scott Todd a chance to see if... I just want to make sure we're aligned Scott. Did you notice what I noticed in what she said?

Scott: I noticed a lot.

[00:14:15] [indiscernible]

Mark: What's that?

Scott: I'm not sure what you noticed but there was a lot of things.

Mark: Okay what did you notice?

Scott: Well, first in terms of letting go, like in terms of her biggest roles it's kind of letting go. Like that's a big piece the letting go piece and you know what I always tell people there's no way you can do this on your own, there's no way that you can do it without multiplying time. So I think that that's where the fact that she's embracing it and letting it happen is good in terms of letting go.

Now what I noticed on the side where she was talking about what she liked about the business or what was great for her or what worked for her is this one thing stands out she just trusted the system. Like she just trusted it and then she suspended her beliefs because I think that is really a key to success just in general is if you just suspend your beliefs and let it roll you'll be surprised at the goals and then not putting a timeframe on it. You know like if it happens or when it happens it will happen just being consistent is so important that she's hitting on all those pieces of success right there in one statement she made.

Mark: Yeah, so we are aligned. I love the fact that she didn't say you know it was the how to part of it. Like I got Posting Domination and then I've got GeekPay.io and it really helped me automate in this, this and this. It's really the mental game.

Scott: It's a mental fortitude man.

Mark: It is the mental fortitude. It's simplifying it, it's focusing on the one thing, the consistency and then letting go of the results and just focusing on

what she can do and control and lo and behold the Silent Assassin in nine months has we can argue a \$3.6 million net worth.

Scott: Now Mark, the other thing too that I thought was really cool like to just add on what you said you just said that she didn't talk about the tools, like the how-to or the tools. Look there's a lot of tools out there that can help people and then there's tools that overwhelm people okay. So like what I like to think is like we talk about and people are really blown away like when I teach Flight School and I talk about like the automaton or the tools that I use I think people are surprised that there's like really five tools that I use for the most part in my business.

That said there are a lot of other tools in the world. There's a lot of people that are like oh I can do this and I can make all these bells and whistles the reality is that the more complex you make your systems, your computer systems, your technology then the more your you're spending in that business and trying to learn all the technology. I got Infusion Soft. Well that's ridiculous just stay simple and just be consistent with your deliverables or things that you can control. Everything else you can't control. You can't control when someone is going to buy a property, you can't control when someone is going to accept the offer. You can push your ads out there, you can talk to people, you can buy properties beyond that it's outside of your control and just focus on your controllables. She did man.

Mark: Yeah, I love it, I love it. So Natalie is there anything you would have done differently when you first started?

Natalie: Yes, I think so. I probably would have started with Flight School just because you know what I did was I did the Toolkit and I extracted bits and pieces from all the podcasts. So I could have just been there more quickly I think if I would have done Flight School from the beginning.

Scott: Now she's getting into the tools. Now she could have been faster with Posting Domination.

Natalie: I did get that. I already have that.

Mark: LG Pass.

Scott: LG Pass and Geek Pay.

Mark: Yeah, all that.

Scott: Those things help you go faster once you have the foundations. Is that right?

Mark: Right, right. Yeah absolutely. If you were going to give a newbie advice what advice would you give them?

Natalie: I would just say just take the leap. Take the leap. If you can only afford the Toolkit take the Toolkit. Have it meet you where you are right now because I noticed in the group a lot of people are like I'm not sure, I'm not sure. I just want to push them over, take the leap. Start now, you can go as slow as you want even if you buy five properties a year you've started your learning of the foundations and that's the nice thing about the Toolkit. You can go as fast or as slow as you'd like.

Mark: Yeah, I love it, I love it. Scott Todd?

Scott: I think that everybody should just take action like I do. I think that sometimes people are so afraid of success that they delay it. They are either afraid of success or they are afraid of failure. Maybe in schools you know you're taught don't fail, don't fail, don't fail the test, don't do any of these stuff and the reality is the world is filled with failure. I mean how many times did you fall down learning how to walk or how many times have you made a mistake. You learn from those failures and you get stronger at it but failure is such a... A lot of people are afraid to fail.

A lot of people are afraid to lose money - I know I was. I was afraid that like oh man this is going to be terrible and it goes to your thoughts on money going back to mindset. It's a mindset on money that scares that I'm going to lose it; I worked too hard for it. These are all things that were kind of engrained in our heads when we're kids or that we pick up when we're adults because we don't want to lose money.

The reality is it's that I mean how many times have we lost money on a property. Like I'm potentially right now facing my first one but it's something that I couldn't have even controlled. So it's kind of strange but I'm not going to lose that much man. I might lose 50 bucks - 100 bucks something like that. So it's interesting story we'll save for another day but you know I think that you need to take action and let those fears get out of your head and do what Natalie said buy one property, buy two properties, buy a handful of them, learn how to wholesale. Like buy wholesale. Like Mark you have a class on like how to buy a free class like on how to buy land wholesale.

Mark: It's coming out. We've got people evaluating it now to make sure that all the gaps are filled but yeah absolutely.

Scott: So you know to take action on something and you'll be surprised, you'll be surprised. Like I'm going to steal Natalie's words start where you are. You don't need... like if you can only afford something start there and then build up to it and you know it's like okay we all start somewhere.

Mark: Yeah absolutely. Now Natalie how was Bootcamp for you?

Natalie: Oh it was amazing. It was so well done and it really the community aspect is what I was missing by myself so that kind of completed it for me. So yeah it's amazing.

Mark: Yeah, that's great.

Scott: What was your favorite part of Bootcamp? I don't something I taught or it was something Mark taught. You don't have to answer that.

Natalie: It was in the family feud.

Scott: The family feud ooh.

Mark: That's kind of nice.

Scott: That's all inclusive answer. I'm trying to place us against each other and she's bringing us together Mark.

Mark: Yeah, I think she was team Tate though. Were you Team Tate?

Natalie: Yes.

Scott: Oh well this call need to end now then.

Mark: Right, right. Well Natalie I think you story is really inspiring. I love the fact that you've got the mental game down and I really think if we're going to look at one secret to your success that really is it and Scott and I talk about this all the time. What's the difference between people who are successful and people who aren't in this business? It always comes down to the mental fortitude, the grit and how they just emotionally handle the ups and downs of business. Do they get on their own way or do they just stay consistent?

They keep working it and so many people either they get their own way or they have this scarcity mentality or it's a million different things and look I'm not immune to it either. I mean that's why I meditate every day is to watch

that thinker and be aware of it I'm like oh my gosh why am I even listening to that person they're nuts. So I think that's fantastic. So Natalie we're at that point now in the podcast where we're going to ask you for your tip of the week: a website, a resource, a book something actionable for the Art of Passive Income listeners to go improve their businesses, improve their lives. What have you got?

Natalie: I have a website and it's helped me determine what my strengths are it's called the VIA Character Strength Survey it's free and it's... You know now I understand like before with my strengths I used to fight myself like why do I care about this. It really tells you where your values are and your strengths and that way you can play to them. So it's a VIACharacter.org and VIACharacter.org is the website.

Mark: VIACharacter.org all right fantastic. I'll have to check that out awesome. Before we go to Scott Todd's tip of the week I just want to remind the listeners that the best compliment you can give us is forward our podcast to a friend, somebody that could benefit from passive income, some more time, more freedom and subscribe, rate and review the podcast. Send us a screenshot of that review to support@TheLandGeek.com we're going to send you for free the \$97 *Passive Income Launch Kit* and just a reminder, if you want to start automating the backend of the business with your notes go and check out GeekPay.io. All right Scott Todd what is your tip of the week?

Scott: All right Mark, I'm going to just admit right upfront this is self-serving but it's good though, it's good self-serving. Here's the deal look you guys need to go and you need to check out [Investor Ninjas](#) and the reason that you need to do that is because in there I did a webinar last week on My Favorite Tool For Training VAs it is a game changer this tool okay. Like you owe it to yourself, it's a free tool that's so powerful that like literally people left that webinar and they were sending me messages after the fact telling me that they were blown away that this tool even exists and you need to see it in action and you can go see it in action for free at [InvestorNinjas.com/Free](#). You've got to go and do that.

Join for free and watch that training video that's in there. It's a free training video, it's all free, you've got to go see this thing because if you're struggling like Natalie said like she said something. She said the next time I do something I'm going to make a video on the process to train my VA. This thing will change the way she even looks at her own business. So go check it out, do yourself a favor go, go now.

Mark: I love it, I love it. Well my tip of the week is check out what Natalie is doing go to her website [TheLandBox.com](#). Make her an offer maybe she will

give you a wholesale deal who knows. Anyways Natalie Galyon thank you so much 'the Silent Assassin' I hope you'll come back and talk about your journey from 6000 a month passive and as soon as we get you automated and get you to the next level probably it's going to take 12 months but we know it's in the works. Then when you're at 60000 passive working like Scott Todd... Scott Todd, what you have now for two hours a week/three hours a week?

Scott: I'd say two hours a week. I don't even know if it's that, I just want to make myself feel good, two hours a week.

Mark: Two hours a week.

Scott: I can tell you last week, well the week before that I was on vacation and there's a big fat zero, like zero. Last week my comeback week was I'm going to say as pretty close to like maybe an hour the week I came back. So far this week today is Tuesday it's not that... it's early on but so far it's zero and... I don't know it's 10 minutes so far. Like 10 minutes yesterday and you know what Mark you and I have a meeting later this week and so I won't be traveling again. So I can tell you it's going to be pretty closed for like 15-20 minutes this week. So that's it.

Mark: That's it. I mean it's a weird parenting though when you're on the beach and you've got your phone and you hear a little buzz and it's like I just made money. And you're kind of like well I don't want to sort of tell the kids like this didn't take any work or any effort but I want them to understand like if they really want to build wealth like they're going to have to be entrepreneurial.

Scott: Right, right that's right yeah.

Mark: And it's not just time wealth and money wealth. It's not one or the other, like you can have both.

Scott: Yeah, it's funny because Mark you know last Friday, I pulled back the curtain a little bit, last Friday I took the boat out and it was on Friday and I was joking around with Mark and Tate and they say I sent them a video because I boating near downtown, on the river near downtown and there's like all these skyscrapers. I'm like see that building, that building has still people working and that building is full of people working and all these people are working. I mean technically my systems are working but they are working to bring more money and the coolest thing is that I get off the boat and look and I'm like well money came in while I was out having fun. So it is possible for people to pay you while you're out having fun and enjoying life.

Mark: Yeah absolutely, absolutely. Well Natalie I want to thank you so much being 'the Silent Assassin' it's so inspiring and can't wait to have you back and really watch you rock it, this business to the next level and really let freedom ring. So we're going to have you back on when you do quit your job which I do think is going to be... Well who knows I don't want to say because if anyone is listening from your job. Maybe you're not going to quit your job, probably.

Scott: She's not going to quit her job.

Mark: She's not going to quit her job. You know we should edit this out.

Scott: She's building long term wealth for retirement.

Mark: Yeah.

Natalie: I already told them I will be quitting actually.

Scott: Oh wow.

Mark: Oh good.

Natalie: I did yeah. So by the end of this year I guess.

Mark: End of this year okay.

Natalie: Yes.

Scott: That's cool.

Mark: That's really cool. So you will be replacing your income in the next six months.

Natalie: Yes.

Mark: Fantastic.

Natalie: Thank you so much Mark and Scott I really appreciate it.

Scott: Glad to hear.

Mark: Yeah, absolutely this is our why. I mean you know we don't talk about it enough Scott but like this is why we do this is to end the affliction of

solo economic dependency which means if you are not working you are not making any money.

Scott: Right.

Mark: I kind of like to wake up every day and think you know did I achieve that mission today for somebody? Did I help somebody achieve that goal of ending solo economic dependency in some way? Maybe not even for them but for their spouse but it's just it's really a humbling thing. We are humbled Natalie even to be able to help you do that so thank you.

I want to thank all the listeners and you know again please help us for the podcast and we'll see everybody next week. One, two, three.

All: Let freedom ring.

Scott: That was pretty good.

Mark: Pretty good.

Natalie: I liked it.

Mark: Yeah.

Scott: We'll have to can that one.

Mark: That's right. It's funny because Natalie could have like said nothing and said like yeah I'm the silent assassin I don't say anything. I just thought it.

Scott: Get ready to duck Mark. Get ready to duck.

Mark: I know, I know so very good. Thanks Scott and Natalie.

Natalie: Thank you too.

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