



# THE LANDGEEK

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

**Today's Guest: [Steven L. Blue](#)**

### **Transcript**

**Mark:** Hey, it's Mark Podolsky the Land Geek with your favorite nichey real estate website [www.TheLandGeek.com](http://www.TheLandGeek.com) and I'm really excited for today's guest. He's going to be full of wisdom regarding all things business and the New Economy. But before I talk to today's guest or we talk to today's guest I'd be remiss if I didn't properly introduce my co-host, you know him, you love him, the Professor, the brain Scott Todd from [ScottTodd.net](http://ScottTodd.net), [LandModo.com](http://LandModo.com) and most importantly if you're not automating your Craigslist and your Facebook postings [PostingDomination.com/TheLandGeek](http://PostingDomination.com/TheLandGeek). Scott Todd, how are you?

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

**Mark:** I'm good. Are those your dogs in the background, Scott Todd?

**Scott:** Can you hear the dog barking.

**Mark:** I hear the dog, man. I think you've got to feed those dogs.

**Scott:** Sadly he is... I think he has like dementia, he's an old dog and like literally about a month ago he just started randomly barking at nothing. He'll

just stand there and bark. So he's blind, he might be going a little crazy, I'm not sure, but I think he is under control now.

**Mark:** That's all right. Well, I'm really excited to introduce today's guest, Steven L. Blue is in the business of transforming failing and fading companies in the global powerhouses with 40 years of leadership experience. Steve is a proponent of changing the thinking, culture and product lines of established companies to help them survive and thrive in the New Economy.

However, he cautions that a combination of planning, appropriate timing and knowledgeable action are essential to ensure successful transformation and it is not without risk. The advent of high-tech products, services and processes have brought a major shift in communication and in how we conduct commerce. Steve's focus on helping companies or organizations adapt to change in the economy is a major challenge; it is happily called a Metamorphosis. He is the author of the new book titled *Metamorphosis*; he is also a regular contributor *Fortune* and *Entrepreneur*. Steven Blue, welcome to the podcast. How are you?

**Steven:** Well thanks, Mark, it a pleasure to be here. That's hell of a mouthful. I'm going to have to commend my public relations people for giving you all that.

**Mark:** Well, no worries. So Steven, let's rewind the tape and let's just kind of talk a little bit about how you developed a view of the world where you could say okay here's what companies are going to need because everything is changing so fast in order to make successful transformation into this New Economy.

**Steven:** Well, you said it yourself, Mark, everything is changing so fast and the problem with a lot of companies especially Rust Belt low line manufacturing companies not only are they not changing fast enough they are not changing at all. They wish for or will pine for better days and what I call fat, dumb and happy CEOs just sit there and just hope that they'll make it to the retirement finish line before the board ousts them because the company went belly up and that's what's going to happen to every manufacturing company, particularly in almost any company if they don't change and get with the times and stay ahead of the curve they are just going to go belly up.

**Mark:** You know with China, India and we just can't compete not necessarily in the labor markets right, they are always going to have cheaper labor. The

question then becomes, can we even compete in this New Economy and if we can where do we make this metamorphosis?

**Steven:** Well, you hit it right and on a good point, but you can't out cheap the Chinese, there's just no way and I've been around for 40 years in leadership positions. I remember 40 years ago, manufacturers we were chasing cheap labor in South Carolina and then we started chasing it in Mexico and then we started chasing it in South Vietnam and China and other places but eventually you run out of places in the world to chase cheap labor. You better not be manufacturing your product set that is labor intensive.

You have to have a product set that is what I call intelligent intensive, meaning that it has high-technology products that are patent protected as much as you can protect that from the Chinese. Patent protected and have really, really high margins instead of what a lot of manufacturers do is they rely on the patents that they do have and then when those patents expire they're surprised by somebody who knocks off the product and then the margins start getting squeezed, they're squeezed tighter and tighter. So whatever industrial company ought to be doing if it isn't already is they ought to be building intelligence into their products?

**Mark:** Scott Todd, what are your thoughts?

**Scott:** Well, like Steve so how would they do that? Like, I've got this product or like I'm a retailer, obviously, this isn't geared towards retailers, it's more geared towards like you said the Rust Belt, etc. so that's steel mills. Like, how do you transform like a steel mill that's done the same thing forever and ever and ever into you know something has some current proprietary technology?

**Steven:** That's a big question, Scott, with a long answer that will take more time than I have but I will put it in a nutshell for you if I can. The first of these companies have to do is you need to change your mindset and just take steel mills is probably the best and worst example. Most fat, dumb and happy CEOs have a mindset that they can't do anything because the world around them has constrained them and so therefore they start believing that they can't do anything and then they go convince their boards I can't do anything so they don't get fired when they haven't done anything and then the board try to convince the shareholders. So it's sort of a death spiral of what I will call negative thinking.

First thing you have to do is you have to accept the fact that you will be out of business if you don't make a major transformation because if you don't

accept that fact to begin with well, Scott, you're not going to take any risk. Sorry for you. You're not going to spend any money, are you? Because hey, everything is going to be fine. So that's the first step to going down the road of transformation is accepting the fact that you have to do so. But then, you have to do a deep dive with a bunch of outsiders because insiders can't do it or they would've done it already. You have to do a deep dive in what's available in your marketplace to capture what could you develop, what are your skill sets and so forth.

I'll give you an example Scott, when I transformed the current company, I'm the CEO of we are in the rail industry we had done plastics and metal manufacturing, now we're almost all high-tech products. We looked out into the industry and we said okay what can we win at out there in the marketplace that is already won by somebody else? And that led us to a particular place or two in the marketplace where we could develop products but you had to start with where can I win at and what's not being served by the marketplace? Now they're sort of plain vanilla questions with a different twist. If you can't win at it I don't care if the market needs it or not there's no sense in development because you'd lose your tail.

**Mark:** So Steve, that leads to another question. As the leader of this business making this metamorphosis I can imagine that management is entrenched in what they're currently doing. Nobody likes change, nobody likes radical change. How as a leader of your business how did you get everyone on board and singing and reading from the same song sheet if you will and adapting these new technologies?

**Steven:** Yeah, it's a good question. I mean, it comes in three parts and this the part CEOs don't like it when I tell them this. The first part is you have to have a cultural transformation. You need to change your culture from whatever it is now to whatever it needs to be to be high-technology company or to be a completely radically changed company. If you look at the culture conditions on anybody, any company name you want to name they aren't ready for a radical change, you have to develop that culture to get it ready.

CEOs don't like to hear that because they think that I'm talking about the free beer and pizza for lunch bunch and I'm not. I'm talking about a culture while the example I use all the time is a Cirque du Soleil. Have you seen a Cirque du Soleil show?

**Mark:** I love Cirque du Soleil.

**Steven:** I know, and actually Cirque du Soleil is an interesting business case study from how they morphed the traditional circus into what it is now. I won't go into that but the Cirque du Soleil performers come to work every single day, all jazzed up to do better tomorrow than they did today. Right, that's the essence of it and they're on the edge, they're on the wire and they want to do terrific things and they want to prove that they are the best performers around.

And I say to CEOs that's the kind of mindset you should have when you start developing your culture and they look at me and they go, "You're a crazy kid, this is a work place. This isn't a performance, these aren't performers, these are workers and they should what they're told and they'll never be like that because they hate where they are working." Then I say, "Well Mr. CEO, whose fault is that if they hate where they are working?" So you start with that mindset and that model and we don't have time to really go over all those steps of what I call, The Seven Steps of the Cultural Transformation but you have to do that first.

Now, you've got the team and if you've read any of the Collin's work, you've got the right people on the bus. You've got to have that first because otherwise if you try the entrenched management, the people that don't want to change anything, it's not going to work with them. And then, when you get the right people on the bus they're still going to be afraid of a big transformation, particularly if it involves designing and manufacturing products they've never done before. So, you have to help them understand how the process works, you have to train them, you have to teach them, you to culture them and have to assure them that when we get on the other side you're still going to have a job because I'm going to morph your skills from the old skill set to the new skill set.

**Mark:** Yeah, that makes sense. Can we take it from sort of the macro strategic piece of it where you break down the seven steps of transforming a culture? Would you mind sharing an anecdote of how you personally had to sort of get your own team on board for this radical metamorphosis of change?

**Steven:** Yep, and the short answer is I replaced almost every last one of my senior leadership team because they didn't want to go along with the program. I did it because if you don't get the guys at the top of it, you can even forget because all the people below they only parrot what the people above are doing and you can't expect people below to do what the people above are not willing to do. And after a short while of coaching not a long while, because you know the market and your competition doesn't give you all your life long to fix this kind of stuff. After a short while of coaching I

would say about three quarters of my leadership team I just fired them and replaced them with people that were willing to go along with the program. I'm not saying they were bad people in the old methodologies, in the old paradigms they were just fine but when we had to move to the new paradigms you've got to replace them if they don't want to move with you.

**Mark:** Yeah. Scott Todd, I mean, you're coming from a Fortune 300 background. Does this resonate with you? You've seen some management changes.

**Scott:** Yeah, it does and you know it's amazing because there is the mindset that the shadow of the leader. Like the leader sets the intent of the entire organization and the leadership team to that component of it and it's amazing because I've seen the executives who basically led. Like they were leaders, they went in there and they're like, listen here's our vision of what we're going to do and they got everybody around it.

And you know what, change freaks people out especially when you're dealing with changing an organization because what happens is when you change an organization and it was just mentioned, oh man I'm going to lose my job, oh man this company is changing I'm going to lose my job. And ultimately, I think it is a failure of leadership if you don't encourage people hey listen we have to change so that you don't have to lose your job. In fact, you need to change to protect your job and look you may or may not like the new job and that's okay because we're going to grow this company and we're going to grow our revenues and we're going to grow our profitability. So with that growth, now you get to look at other jobs and you can grow into other jobs.

But it's amazing because I've seen then leadership where there was no vision and when there's no vision of the company the best acknowledge I can have is like when we went from a leadership where there was a vision to a leadership with no vision, it's like being on a cruise ship and like you're sailing somewhere. You go out on deck and the winds blowing through your hair and all of a sudden the new captain of the ship puts it in idle or shuts off the engine and you slowly coast and then you go outside. Then you're like there's no... It's dead, the company dies and Mark I would equate in our business to if you're not mailing in marketing it's just like going without a vision.

**Mark:** You know it. Yeah, absolutely. I'd like to know, Steven, what is the number one reason most companies fail when they try to make this transition?

**Steven:** Well, the number one reason will be that the people around them and Scott made a good point are not on board and if they are not on board they will torpedo you a million ways and you won't even know that it is happening. And then, one day you'll just walk into a meeting and you will say, I don't understand why this thing isn't working and everybody is going to say oh yeah, we're doing our best boss, the best boss, we're doing our best boss. So you've got smoke out the... what I call them is bloodspot committees. You know, if guys have worked in big companies, Scott, it sounds like you have so you'll resonate with this. If you ever walk into a meeting with a new idea of 12 people in a big corporation, bring that idea. What kind of reaction are you going to get, Scott?

**Scott:** It could be like we don't do that here, or we tried, or yeah it's not going to work here.

**Steven:** Exactly right. So the bloodspot committees they get paid to show how smart they are and everyone is trying to outsmart the next guy in these meetings and that's the whole problem why most initiatives fail because you have to start with the senior leadership team. They are either on board and you will know it if they are not. I mean, they maybe nodding their head yes, but you don't know if they're on board or not, you'll replace that level. Now, this is the long-term process. I mean, the naysayers will say oh yeah, but you can't do that, well you can't go out of business either then you get that next layer in place and this getting your culture ready and then that next layers job is to get the next layer below. Hopefully, you don't have any more than three layers in your organization. Get that layer below them replaced and ready and replenished and on board and then and only then can you tackle the workforce because otherwise everybody will be against it.

The other thing you said Scott, was really important and I agree with it completely is you've got paint both sides of the picture to employees. You just can't say here's all the great things that are going to happen when you come out on the other side because that's not good enough. Most people are driven more by fear than they are by desire. That's what I call you do the El Dorado or you get El Chapo. I tell them all the good things that are going to happen when we do this and I say here's all the bad things that are going to happen if we don't do that. Then you pound that message home every time you can, every chance you get. I did it with my employees, I did it with my board, I did it with my shareholders and it's a never ending drum beat.

**Mark:** So Steven, will your methodology of let's just say looking at the world in a way we've got rapid change and if you're not sort of you know let's just take like a Blue Ocean Strategy Approach because you mentioned Cirque Du Soleil. So just for those of you that haven't read Blue Ocean Strategy;

Cirque Du Soleil is a great case study. You've got the theater and you've got the circus and Cirque du Soleil lowers the overhead of both and creates a whole new business opportunity for kids and adults to enjoy this whole new segment with no competition, whilst also improving margins, lowering their overhead. So, if you take it let's say you don't have a board, let's say you don't have all the shareholders and you don't have the employees, how would you recommend the methodology that you're laying out in *Metamorphosis* be applied to these smaller entities?

**Steven:** Well, I was a little confused when you said no board, no shareholders and no employees I don't know. It's like a sole proprietorship?

**Mark:** Like a smaller company. Well, let's say a few employees; let's say less than 10 employees.

**Steven:** Okay. Well, you know, the smaller companies have a built in advantage that bigger companies don't have; they don't have as much bureaucracy. I wouldn't say they don't have any bureaucracy because every organization from church, to your grocery store, to your business has some sort of bureaucracy and of course you want to limit it. What I would suggest to people like that, is if you need to make a change then you need to step outside of yourself and you need to step outside of your own comfort zone and you need to get outside help. You need to have somebody who can walk in there and hit you over the head with a baseball bat and say why the hell are you doing it this way? Why aren't you doing it another way and because otherwise everybody needs help: I need it, you need it. Scott needs it. Everybody needs help in climbing out of their own paradigms from time to time.

I'll give you an example, these days things are going good in my company. Just going all right and years ago I learned when I got too comfortable in how good things were going there is a hand grenade ready to get thrown at me and I just didn't know what it was or there was a mine field. So then all of a sudden, boom! it will blow up in my face and I'll go, oh man, things weren't as good as I thought they were after all.

So now, these days when I think things are going really good then I start hunting, I start digging for what am I missing, what am I not seeing, what it's about ready to blow up in my face and erase it, so therefore it doesn't happen and that's the analogy I would use to sole proprietors. Of course, sole proprietors normally don't think everything is going great because they are fighting for survival and then they need cash every day. But, I would say get of your comfort zone, find somebody who is radical, find somebody like



you guys who can put a different twist on them and shake up their thinking because we all need that sometimes.

**Mark:** You know, I love it. I mean, Scott, how often do we mention the trapped by expertise sort of mindset where you need those fresh eyes to see what you can't see any more.

**Steven:** Yeah.

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

**Scott:** Sorry about that. I think it's funny because I think it works both ways in terms of like one of the things I talk about a lot is that there's an important thing that I do in my business, where every month I sit down and I draw swim lanes of my business. 30,000 foot view of how the business operates or how ideally it's supposed to operate and I question like... It's not that I just draw this thing down just to draw it, I draw it, and I question this is the way I think it should work but does it really work that way or not? Because essentially, I know what I've defined is like the happy path to success and essentially, I am wondering like is this really the way it works or oh man we had a flaw here where this is not working the way I think it is. Let me go dig down and work on that.

And then, you know, like at the VIP groups and the Bootcamp at the VIP groups I take the coaching student in the room and I draw it out again. It's funny because at the last Bootcamp someone said to me, "Hey Scott, why are you still doing that?" And I'm like I don't know. Like that's a very good question I don't know. Then they are like, "Well, is it a technical reason why?" And I'm laughing because I'm like...

**Steven:** You can't tell them why.

**Scott:** Like I can't tell you why it's just what I do. Thanks for bringing that to my attention. You know what I had to do with, Mark, is we got the digital mailboxes that get our offer letters back and I also have a local mailbox. So, I had two mailboxes here, right one for the stuff that really needs to get mailed to me and the other stuff for kind of the offer letters, and what's nutty is that why don't you just do it the same thing. Why don't you just have all of the go to the digital one? I'm like I don't know. I can't tell you.

**Mark:** Yeah, absolutely. I mean, Steven, how often do you stay up at night and think about the future with artificial intelligence, big data algorithms and the disruption that these technologies could have not just on manufacturing but just on the world as a whole? Where some people are thinking, huge

swathes of the economy there won't be jobs, what are these people going to do?

**Steven:** You know, I'm reading a book, this could be your tip if you want or doesn't have to be it's called the.... give me a second, *The 21 Rules For The 21st Century*.

**Mark:** Oh, Yuval Noah Harari, I love that book.

**Steven:** Yeah, and one of things that he points out is the point you just made what he calls the useful class. I think it is.

**Mark:** Right.

**Steven:** Millions and millions of people will be displaced by artificial intelligence by the year 2050 and he makes a compelling case for the social and governmental impact of that and if you look at a manufacturing company or any company we can't even know what the impact of artificial intelligence is going to be in the future. I mean, I know people who say yeah but you know I'm not worried about robots because we're in software development. And look, if you don't think AI is going to be able to take over your software development people; they will and in fact AI will do it better and it will do it faster. I can't say I lie awake at night worrying about that because honestly there is nothing I can do about it.

**Mark:** Right.

**Steven:** If I lie awake all night worried about it, but there's nothing I can do about it. It's coming, it is like it's not going to be like the industrial revolution, it's not going to be in the past where one job might have been eliminated and another job just created. It's going to be massive just job eliminated because AI and they will be making all the decisions. The AI is going to make all the decisions on whose jobs get eliminated.

**Mark:** Right. I mean, I know Scott, for you, you like to go to the Big Blue and use the quantitative analysis tool that's free and you know it's already sort of being programmed to use is this free big data tools to help us look at our business in a fresh new way. Where sort of it used to be like if you go into a business you had to have sort of like these business instincts and now it could just be data driven.

**Steven:** Well, there is a good case to be made that AI can simulate the instincts because they aren't really instincts they are patterns. Like you've read in that book they're patterned instincts.

**Mark:** Right, exactly. These biochemical processes that we really can't control and you know our brains are being hacked by these algorithms if you will or eventually will be. So when you combine all of that... but you read the book for sure. So Steven, last question for you before we get to the tip of the week. What's your favorite case study for Metamorphosis of a company that has succeeded using your methodology of transformation?

**Steven:** You know, that's a really good question. There is none out there that I'm aware of. It doesn't mean that there aren't any out there it just means I'll had my researchers dig pretty hard to find somebody that did this successfully and the closest that thing I could come there are two examples. One is Encyclopedia Britannica, which successfully metamorphed themselves into the digital world. Where they went wrong is they held on to the brand of Encyclopedia Britannica and they thought that had value in the 21st-century and it doesn't. So they sort of got there but sort of didn't.

The other one that I have site in my book is Nokia, that started off as a paper mill. Morphed themselves into making rubber boots, galoshes and rubber products. Then as everybody knows morphed themselves into the cell phone business and high-technology electronics. That's the closest thing that I've been able to find anything that has been done successfully.

**Mark:** All right, fantastic. Scott Todd?

**Scott:** You know, Mark, I'll tell you the... I don't really have a case obviously, for that piece but I'll tell you there are many case studies about people not taking action. And one that I always think about not taking action was Borders, and at Borders was really struggling. You had Amazon that came out with a Kindle for electronic books, you had Barnes & Noble that came out with the Nook and Borders sat on the fence. Like when you see the market changing around you... You know, first of all the Kindle should have not been a surprise to everybody because man there were rumors about it. I mean, even before the Kindle, how many times would you read a PDF on your computer, you're like man, it would be nice to read this thing in something smaller rather than a laptop.

So it should have not been a surprise, but Borders didn't know which way to go. They didn't know whether they should create their own device, they didn't know if they should adopt like the Nook, they didn't know if they should adopt the Kindle. In fact, they kind of sat on the fence and they kind of adopted both. Like for a very short time they adopted both technologies and then they imploded. Why did they implode? They imploded because they

didn't change and the thing is, it's that just as the example of Nokia you've got to evolve.

You've always got to be evolving, you've got to be growing, you've got to be looking for those the smoke right. Like just as we talked about earlier in today's podcast, where if things are going great that's not the time to seat back on the morals and hit the golf course. That's the time to like start to figure out like where is their smoke. Is there smoke on the horizon if so, what should I be doing about it and ultimately I think that as the CEO of your own company, you know, people love to say like oh man, my sales aren't where they should be? Okay great, what are you doing about them because ultimately that has to change?

**Steven:** That's right. You don't ever believe the sales guys when he tells you the next will be better. Don't ever believe that because in the next quarter you know what I'm talking about, Scott. You get to the next quarter and it's going to be well, okay I was just a little off the forecast it will be in the next. But you raised a good point about the Borders, they in any moment a decision it was General Patton or somebody that said, "You can make the right decision, you can make the wrong decision or you can make no decision and if you make no decision that's guaranteed to be the wrong decision." Your point about Borders and the reason that they this is of speculation okay, the reason that they didn't decide on either one was because they had a bloated corporate bureaucracy and had a bunch of bloodspot guys in the room arguing over what the right thing to do is and therefore they did nothing.

**Scott:** Yeah. It's funny because I try to teach my kids like, listen I don't care if you... I do care, like I want you to make good decisions and I want you to be right, but at the end of the day I want you to make a decision. Like to me the mere fact that you made a decision is half the battle. Like it could have been the wrong decision in hindsight but the mere fact that you made a decision, pat yourself on the back and learn from it and go forward. But when you can't decide, when you can't make a decision that's like the worst formula ever because you will never get anywhere.

**Steven:** That's an imperfect world right and in business we never have all facts.

**Scott:** Right.

**Steven:** Never. Get as many as you can get and you get as close as you can and then you have to move on because you'll... and these committees that

sit around these big companies go, I'd like to have some more information on this. I'd like to have more information... they're killing themselves.

**Scott:** Right.

**Mark:** Yeah, absolutely and then I'll tell you why everyone should go out and invest in their time and their money in *Metamorphosis* and get the book, it's because you know I can't think maybe Ray Dalio of a recent book of somebody who's been in the trenches as long as Steven Blue and is willing to generously share their expertise and wisdom with all of us. So whether you are a Fortune 500 CEO or a solopreneur, just in the 30 minutes we've been talking to Steve, here's a guy that knows how to: lead companies, grow companies and has a track record of doing it. Not somebody that pedantically sits in the ivory tower as Stanford economics professor doing the research and doing case studies, this is somebody who has breathed it, lived it and is continually doing it and sharing his wisdom and expertise with all of us. So Steven Blue, thanks you so much.

**Steven:** I think you want my tip?

**Mark:** And now is the time. I think your mentorship...

[00:31:23] [indiscernible]

**Steven:** I don't want to mess it up, here's my tip. Go out and buy the book called *Disrupt or Die*, it's written by the guy that did foreword in my book his name is Jedidiah Yueh Y-U-E-H, he's a Silicon Valley legend. Now, he's had two or three startups and he's sold for megabucks and now he's, I believe the CEO, Chairman and probably majority shareholder in Delphix out in the Silicon Valley, and then follow him on social media because anything Jed says is worth listening to.

**Mark:** *Disrupt or Die* a phenomenal title. I'm going to get the book right now.

**Steven:** He's got a better title than my book you know and I've been jealous of that, but you know honestly the title I wanted for my book was Fat, Dumb and Happy CEOs, but the publisher didn't like that. So they wanted something a little more polite.

**Mark:** No, I like it. Scott Todd, what's your tip of the week?

**Scott:** [NotFatDumbAndHappyCEOs.com](http://NotFatDumbAndHappyCEOs.com). Mark, so as you know, I have been making a transformation away from my Mac to back to a PC and one of the

things that I really, really missed is auto expander. Like this auto expander that we use all the time and I had a hard time finding one that was like reasonable and affordable and finally I found the website [PhraseExpressed.com](http://PhraseExpressed.com). [PhraseExpress.com](http://PhraseExpress.com), you can download freeware and it is available for Mac, as well. So it will serve the people that are looking for somewhere that you can just type in your own shortcuts and have auto expand check it out.

**Mark:** [PhraseExpress.com](http://PhraseExpress.com), I love it. I can't believe speaking of metamorphosis, your metamorphosis to the dark side.

**Steven:** I've never heard of that. I just never heard of that.

**Scott:** Never heard of someone moving to Windows?

**Steven:** Yeah, I've never heard of that.

**Scott:** Well, I will tell you that, you know, I could go into my reasoning. But I really like the MacBook Pro, I really like it and I like my iPad and the problem is that when I would travel, I'm traveling with two devices and I'm like there's got to be a better way.

**Steven:** Yep.

**Scott:** I was told many years ago by the Apple development team when I was in my other corporate world don't worry there's going to be a blending of them. Okay, well, the blending that only ever came was multitasking with double pushing the button on the iPad like that [00:34:02] [indiscernible]. So I keep waiting and finally I read an article a few months ago that basically said listen, "You're never ever going to have a MacBook pro with touchscreen or the ability to write on there with the stylus, simply because it will cannibalize the iPad sales and they don't want to do that." And I'm like introduced to the world of Microsoft Surface. So now, I have the best of both worlds.

**Steven:** And I hate that corporate argument because if you don't cannibalize your own product then your competition will.

**Scott:** Somebody else will.

**Steven:** It's disgracing.

**Scott:** This thing does it. Believe it or not this iPad or this Microsoft Surface does it and it's crazy. So that's why they are going to lose people and you

know what's funny because just a few weeks ago Microsoft did overtake Apple for the most valuable company in America.

**Steven:** I saw that.

**Scott:** And it's like this battle, but they've got good stuff right now. So, off I go.

**Steven:** Microsoft Surface is that what it's called?

**Scott:** Yeah, I've got two of them. I've got the Microsoft Surface which this device it's selling [00:35:03] [indiscernible] this device it's a 12 inch screen, it has the keyboard attached to it. So this is like a laptop and then I actually have this, the Surface desktop called the Surface Studio. It's a 28 inch monitor sitting right here, 28 inch monitor and it also allows you to write on it with Surface pen. So I can do handwritten notes, I can markup stuff; I can take notes by hand all through here. It's good stuff. So I've been enjoying it, and you know if you want to convert to the dark side, Mark, you're welcome over here anytime.

**Mark:** You know what, while you were talking I was just starting to read *Chapter 1: The Idea I See Dead Companies Disrupt or Die* because if Steven Blue recommends a book I'm reading it. I'm not going to bother with that. I'm just kidding. I probably will go the Surface route. But you know, Steven, when I see the Surface I might have to get it.

Anyway my, tip of the week is, learn more about Steven Blue at [StevenLBlue.com](http://StevenLBlue.com) and certainly pick up his new book *Metamorphosis* and check it out. I promise you, it will move the needle in your life in some way. So Steve Blue, are we good?

**Steven:** Hey, great talking to you guys. I enjoyed it.

**Mark:** Scott Todd, are we good?

**Scott:** We're good, Mark.

**Mark:** All right. I want to thank all the listeners and just remind you the only way, the only way we're going to get the quality of guests like a Steven Blue from [StevenLBlue.com](http://StevenLBlue.com) 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 that review to [Support@TheLandGeek.com](mailto:Support@TheLandGeek.com) we're going to send you for free the \$97 *Passive Income Launch Kit*. All right, I want to thank all the listeners and...

**Mark & Scott:** Let freedom ring.

**Mark:** Thanks, everybody.

**Steven:** I love that ending.

*[End of Transcript]*