



THE LAND GEEK

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

Today's Guest: [Jeremy Greenberg](#)

Transcript

Mark: Hey, it's Mark Podolsky the Land Geek with your favorite nichey real estate website www.TheLandGeek.com and today guest is - I'm going to have to put on my anchorman voice - a big deal. But before we talk to your guest I'd be remiss if I didn't properly introduce my cohost 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 PostingsDomination.com/TheLandGeek. Scott Todd, how are you?

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

Mark: I am intimidated because...

Scott: Yeah.

Mark: I mean this guest is just smart, he's just smart. So, let's just get into it. I'll have to get over my insecurities. Our guest is Jeremy Greenberg, and if you don't know Jeremy, he's the founder of Avenue group, which advises Fortune 500 executives and midmarket companies. He is also a cofounder and CEO Flyte Fitness; an exercise equipment and education company. Jeremy built multimillion dollar businesses for two Fortune 500 companies (Capital One and Avon Products) and is Entrepreneur in Residence at the

Wharton school University of Pennsylvania, where he holds an MBA. Jeremy Greenberg, how are you?

Jeremy: I'm good, guys. I don't know who you are going to introduce after that really nice intro, but I guess it's me. I'm very humbled thanks for having me on, guys.

Mark: Yeah, no worries. So Jeremy, let's just kind of rewind the tape and before you became sort of the shaman if you will to Fortune 500 executives. What were you doing?

Jeremy: So, I started my career at Capital One after college which at the time was basically like a credit card company, super analytical place and really terrific place to learn about consumer psychology. Then I went to business school and began working for a management consultant firm Boston Consulting Group, which consults all over the world big Fortune 500s and private equity firms.

And then, I just started to get into more of the entrepreneurship world. So I ran a mobile app company for a year which was a good learning experience because it wasn't a good fit for either of us. Then I formed a fitness equipment company and got into advising folks from startups to midmarket companies, to private equity firms, Fortune 500s on my own with Avenue group, the company that I started that focuses on that and a bunch of other areas.

Mark: All right, great. So, from your entrepreneurial journey what would say has been one of the biggest lessons that you've learned.

Jeremy: I get a lot of folks either through UPenn Wharton or just folks who are inventors or inspiring entrepreneurs asking me what's the number one piece of advice, but I think it's all about prioritization. So, there's a big focus in the entrepreneurship Silicon Valley world, where people talk about how you have to work every second of every hour, of every day and whoever works harder is going to win. I don't believe that. I think that you can find yourself churning and working and doing a lot of work and then when you take a pause you realize you're not working on the right thing and you're not really making progress towards what your real goals are.

So, the first thing to do and try to keep in mind all the time is prioritization around what are the two or three most important things for my business and when should I be doing them. Should I be creating an app now or should I be focused on my pricing model first? I've worked with a lot of students and faculty who want to start a business and you know, in some cases instead of

focusing on developing their product or service they've jumped ahead and they're focusing a lot on the social media presence and the sort of the sexier elements of owning a business as opposed to figuring out what is it exactly that I'm selling, why am I selling it, what's the best way to sell it. So, that's what I would say it's around prioritization and figuring out how you spend your time as opposed to just spending as much time as you can in your business.

Mark: Scott Todd, what are your thoughts?

Scott: Oh no. I mean, like, I echo that too because a lot of times what happens is we want to jump into the sexy stuff, the stuff that we find as the fun stuff and we don't want to really lay the foundation. We live in a society that like, we get satisfaction from getting something done right now and like you said you can go on and build your social media presence. Not even following a social media presence but yet you don't even know what you're selling yet and you know, I think that the prioritization is dang important and it's missed by a lot of people and just as Jeremy is saying, it's missed by Fortune 500 executives too. I mean you can see the writing all over the wall.

Mark: Yeah. I mean in our land investing niche it's so simple though. Like, you don't need to hire a consultant to tell you, hey these are the only two things that are going to move the needle in your business mailing and marketing. Now, I can imagine though for Jeremy, you've got people who don't know what they don't know. How do you help them sort it out mentally?

Jeremy: I think what you just said was key that most of, probably all of us don't know what we don't know and what we focus on at Avenue Group is what we call customer diplomacy. Customer diplomacy is an acknowledgement that customers are human beings, right. So, inherently we have a transactional relationship with our customers and that's important to have a careful balanced partnership with your customers and to create that and foster that and nurture that to develop information that helps both the business and its customers.

So, unless you have an extraordinarily small local business, your customers are not your friends, they are not your enemies hopefully but at the heart of the customer-company relationship is the transactional component. Your customers are providing you money in exchange for a product or service.

So, we want to make the relationship to a place that's emotionally positive and robust. However, at its core it's always going to be a transactional relationship. So, what this means is one miscue might piss off a customer and one positive move could lock in a customer for life. So, diplomacy is critical to converting a transactional relationship into a deeper one and maintaining that relationship further and it's really all about listening to customers, being humble, being open to their feedback and creating channels where you can learn from them. It doesn't... just to be clear this notion that the customer is always right, we don't necessarily believe that. In fact we don't necessarily believe that the customer even knows what he or she wants it's not their job.

Think about yourselves as customers and everyone listening. When you buy something, you don't need to know exactly why you buy it. It's not in your job to understand why you bought toothpaste Crest versus Colgate or why you buy Pepsi versus Coke you just do. It's the companies job to figure out why you're making those decisions and by listening to them and speaking with them and analyzing data that's the way to help develop a better understanding and figure out what those gaps are in your understanding are, especially as the market moving and it seems like it's evolving more and more today in whatever area you're in. So, keeping on top of that is really, really important in developing relationships with customers such that, you can extract that information is very, very key.

Mark: So, why can't I just send out a survey right after they make the purchase; hey why did you buy it?

Jeremy: You could and that could be one of the ways that you are interacting with your customers. We are big fans of qualitative before quantitative when we do primary research. Meaning, instead of asking questions in a survey immediately we like to get 10-15 customers on the phone and talk with them in an open way. So, understand the journey of how they found out about you, what they think about you, how their experience has been and then certain things are going to pop and then after that you can ask a survey and figure out what they're telling you.

But very often a customer will say, "oh yeah, I bought your product because it's cheap" for example, but that's not really why they bought the product. It just happens to be a lower price product maybe they bought it to fulfill some need that is a little bit under the covers and a little bit less clear but when you get into discussing with them, you start to really understand that and then that helps you in your marketing. You say, oh okay, well here are these seemingly small little items that are really motivating people to make decisions and we need to emphasize them more in our marketing and we

can tell stories around them to really help pull our prospects heart strings and it's just not about price.

So, surveys are great. Like, we always say they're better than nothing and you can learn a lot from a survey. They are usually sufficient to get a good understanding of what customers are really thinking. There have been a lot of historical screw ups by big companies where they rely a lot on market research but they just didn't really listen to their customers. Things like, one of the most famous ones is when Pepsi started to do its Taste Challenge, I think in the mid-eighties and Coke was spotted with new Coke where they changed their entire formula and they replaced their previous formula which wasn't called original coke then but then bringing back original coke later and branding it that. That was a big screw-up and they did a ton of market research, but what they didn't do is really get into the heads of their customers and ask how would you feel if we replaced the current coke with this product? They just asked which tastes do you like better and that wasn't the right question to ask. So, when you have qualitative discussion with people you understand how to ask the questions that you should be asking and what questions to ask and that's why we really believe in having conversations with folks.

It's kind of like, if you have a friend and you want to understand what's making them tick. Yeah, you can send them a survey but it's probably better to have a conversation with them, you'll get a lot more out of it.

Mark: Yeah, absolutely. This is why I have to talk to Scott Todd on a daily basis just to figure it out. So Scott, what's your take on this?

Scott: Okay, so like, I always say that there's four reasons why people buy land. Like, beyond that there's always, people are only buying things because they're trying to solve some problem real or perceived. I think if you go in and you survey somebody and you send them up this survey, well, those survey questions are kind of skewed to the way that you're thinking, that they're thinking and a lot of people, I see these surveys all the time did you buy it for one, two or three and so like, these are my choices. Ah, neither and reply back. So then, what happens is you begin to get the survey results back and they feed into your bias because of the way that you're thinking and then you miss the whole opportunity.

And as Jeremy was just saying, if you get on the phone or you start surveying your people not surveying but talking to them, interviewing them, having conversations with them, then you start to uncover something else and you did that before. Like, you talked about this at Bootcamp about how someone bought some land from you and they got their buddy to go buy

land and you're like, why are you guys buying this land? And they said, "Because we like to hunt rattle snakes and this area has a lot of rattle snakes." But if you were to sit them down and say, "Why are you trying to buy land? Is it because you want to live on it, is it because you're a long-term investor?" You would have missed the boat. They would have fed into your bias of what you're thinking but then, you uncovered their words and then all of a sudden once you uncover your customers' words man you're half the battle down the marketing stream.

Mark: You know it, absolutely. So Jeremy, what are some of the worst advice you see or hear given in customer diplomacy?

Jeremy: The worst advice is what most people actually do and when I say most people I mean everyone from... I live in Manhattan, so people on the corner on the bodega selling groceries all the way up to Fortune 100 companies. Many companies they go through the motions and they'll do some surveys or what's called an NPS or Net Promoter Score, to understand their customer satisfaction and they'll have data and they'll have some analysis around it and you know, they'll have just treasure troves of data on their customers but they're not actually doing anything useful with that information. So, often times at a solo entrepreneur, one person or two persons or small organizations you don't have departments for research and departments for strategy. You just have a person making decisions.

So, it's easier to forgive the smaller companies, but in a large company you have entire departments that are focused on understanding customers, and doing research and you have entire departments focused on making decisions for the business and how to run it. The big challenge for a lot of these organizations is, you have these camps that are really silos. You have the research camp and they know how to do statistical significance, how to sequence the questions, how to write the demographic question correctly, how to randomize things so that you're going to get, you can reduce your bias in all and so forth and so on and they end up producing like a 200 page report on whatever their findings are, it's just like too much. And on the other hand, you have the business part, when I say business, the people who are making business decisions, you know changing price or going to a new channel. Like, really running the organization and they tend to not really focus so much on the research in part, because if you give a CEO a 200 page document it's like giving them nothing. I mean no one is going to look at it; no one is going to read it.

So, another thing that we do at Avenue group, is we help bridge the gap between these two organizations and making sure that with customer diplomacy listening to your customer is something that's embedded in your

organization, it's something that the CEO and the general manager of the organization care about and are part of and also on the research side, they understand the business needs. So, they are not producing 200 page reports, they're producing 10 page reports that are focusing on what are the three or five big things that I should take away from this particular survey or research program or focus group or anthropological study that have you.

But I think by bridging the gap, I think it's really important and I think the mistake that most companies make is, the big companies really put these customer research groups in the corner or they outsource to groups that are only thinking about research and they're not thinking about impact. And at the end of the day, we talk about big data lot in the media these days, but at the end of the day, you could have as much data in the world as possible, but if you are not doing anything useful with it, it doesn't matter.

What drives business decisions in an organization is not data it's stories, its margin. No one is going to stand up in a boardroom meeting saying, three is bigger than two and therefore this is why we're changing our strategy. No, they're going to talk about, so we have a better understanding for our customers, this is what they're looking for. Here's why they're looking for it and here's the reasons to back it up. It's the story and the logic that really transcends the data and depth embedded in the organization and that is what drives change. But to get to the story and the logic, you can't just have a siloed research group and siloed business group you've got to find a way to bridge those gaps.

Mark: Yeah, absolutely. I mean, I'll give you an example of a company that is a big company and I thought it did an amazing job was, Logitech. So, my mouse broke and it was after the warranty period and I didn't know, I thought maybe I could troubleshoot this or you know, I didn't know it was broken and they just sent me a new like \$200 mouse to replace my mouse and I was like wow. I remember thinking, Man, I'll never buy a mouse from any other company again and I think Apple used to be that way. They sort of had this, you'd walk in there and you'd talk to their Genius Bar and you'd kind of walk out like, wow they just gave me a new phone because I wasn't happy or whatever it is, they don't do that anymore. Can you give an example of a company that's really dialed into this and one that's really just off-track?

Jeremy: Sure. So, there's a difference between customer service and customer experience. So, customer service is something like, I go to the Apple Store, you know my phone is broken and they help me quickly, they replace it for free and I have a really good experience, but that's only one part of customer experience. Part of the customer experience is the fact that

my phone broke to begin with and it's the actual product and how I'm interacting with the product, how I even see Apple branding, how I interact with the product and so forth.

So, I actually, I would say Apple generally does a pretty good job with it, it depends... I think now you have a lot of these digital players that are developing a very robust brick-and-mortar experience. Warby Parker, is one that does a great job, but these guys started out selling glasses, frames, and prescription lenses for 95 bucks instead of 300 or 500 bucks like most of the competitors because they're basically owned by Luxottica, which is effectively a monopoly before they came in. So, they undercut them with price and so now, they have a lot of brick-and-mortar location where you can go in and every time you have a touch point with them you have a good experience in my opinion. Again, it's my personal opinion and also what I've read on feedback on them because people go in and if you want to swap your glasses and you didn't like the frames, within a certain number of days they will give you a new one; no extra charge, they will adjust your glasses, you know your frames, if they don't fit any number of times and just generally you get the sense that they are really listening when you walk in. It's like it's a good overall experience from a buying perspective, but also after you purchase.

So, I think they're doing a good job because they're realizing that the relationship with the customer continues well beyond that first transaction. So, as a result you have people buying multiple pairs of glasses with them and you know, going into stores and they're really changing glasses or one of the companies changing glasses instead of being an item I need, it's also an item that can make a fashion statement and I can have multiple pairs of glasses because they've become affordable. So, I think they've done a good job.

But Amazon, obviously, has done a really good job because they focus so much on convenience and personalization and just making things as easy as possible and there's a consistency element. So, when you think about customer experience and customer diplomacy it's really important to have a consistent experience every time you're interacting with that brand and I think for the most part both Apple, Warby Parker and Amazon, do a really good job on having that consistent experience.

I think a company that's struggling but trying is... Well financially, they're doing well but in terms of their future they definitely have a lot to worry about is Facebook. Facebook, does a ton of market research, they do one-on-one interviews. I've been in those where they sit down, they watch you as you go through an app or you're on Facebook to really understand how

you're using it. But I think the challenge that Facebook has is an authenticity challenge. So, whenever you...

One of the components of customer diplomacy that we talk about on... we just posted an article on customer diplomacy on AVEGroup.com, Avenue Group website is transparency. When you're communicating with customers, you're being open and honest with them. I think Facebook is having a lot of trouble with being transparent and coming off as authentic because what they tend to do frankly is if they see a competitor they copy the competitor or they try to acquire the competitor if they're unable to copy and you see this when they acquired WhatsApp, you see that when they acquired Instagram, you see that when they integrate Instagram stories that compete directly with SnapChat. You see that in their attempts to buy SnapChat and then SnapChat said no and you see that a lot with the way that they're communicating around privacy. It's just comes off as very inauthentic. So, you see it's a really interesting dynamic where they've done a poll and recently it showed something like you know, 70 to 80% of people think going on Facebook is bad for them, but 70 to 90% of people are doing it on a regular basis anyway. So, eventually the rubber is going to hit the road on that one and they're going to need to figure out a way to have a better, more authentic experience with their customers.

Mark: Yeah, absolutely. It reminds me of airline travel. It's like nobody likes it necessarily but we have to keep doing it. Scott Todd, what are your thoughts?

Scott: Sorry. I would just say it is interesting to see that really what this comes down to on some of these examples, is really it comes down to the marketing component behind who they are. Because Warby Parker, I don't have any first-hand experience with them. I mean, I know who they are but the thing is, it's that all opticals kind of will provide the same kind of service if you will, but they just don't do a good job of marketing it. They don't do a good job of telling the story to a customer and so, in that case it's like Warby Parker, is it's owning the storytelling of that piece.

And then, when you're talking about Facebook and being just kind of copying everybody, that is in fact a big deal, in I think our business society today is that, hey instead of me going out and creating something new let me just literally copy everybody else straight on. And then, I like what you said you're not being authentic, you're not being who you are and ultimately I think that companies can win the battle for the customer's wallet by being unique and being who they are and then all of a sudden, now there's something different. There's something that builds loyalty there and one of the places I think about when we're talking about this example is Publix. The

grocery store in the southeast, Publix. The thing about Publix is, you know I grew up in Florida I have a strong... I mean, I have family members that have worked at Publix and I worked at Publix at some point in my life for a very short period of time, but essentially you begin to build this loyalty to the brand and the brand continues to evolve and do the right thing for the customers, the customer experience.

You walk into this stores it's clean; you walk into the stores you know what to expect. The shopping carts they don't have wobbling wheels, they are not shaking all the heck and back, they take care of the little things that you just ignore and then you go to a competitor and you walk in and you're like whoa, whoa. So like, I go in and I walk into like a Whole Foods for example, I'm not interested. There is a new place the opened up near my house called... I think it's called Earth Fair or something, my wife walked through there she's like I love this place and I'm like I don't like it, it's not Publix.

So, you begin to build these loyalties through the experience and Publix is who they are, like first and foremost and then they build services that you can say well they're just emulating somebody else. Well, no they're not because they may be the similar services but yet they've put their own customer experience on the whole wrapper and I think that's a big difference. That is a big differentiator and I think a lot of times like Facebook, I think you nailed it with that piece because they just want to copy everybody. It's like is their best genius behind them? You know, like, hey let's just go buy everybody else's ideas or just copy them and that's not going to win them that long-term innovation that I think they think they're going to win.

Jeremy: That's a really good point and Publix, it's a regional grocery store, but I think that's an example where... and you may disagree with me on this. But Publix, objectively may or may not be the best grocery store but it's the best to you. It's the best for you and you have been accustomed to all of the little minor, you know, traditional cultural components of whatever that experience is that works for you and Apple is another example where...

One of things we always say at Avenue Group, is it's not about being better, it's about being different and standing out among your competition. So, if you objectively - and this again is where surveys don't really work you - you objectively ask an Apple customer, why did you choose the Apple, this phone over Samsung or another Android and they'll say oh it's the camera, oh it's the display, oh it's the this, it's the this. The reality is, if you do this side by side for the most part, android phones are superior and I say this as an Apple iPhone user.

But what Apple does is they focus on design, they focus on branding, they focus on that human experience, that they convince many of us who buy their products that their technology and their experience is better, because we're bought into their brand and that goes well beyond something as easy as just copying or trying to copy another feature or what another company does and going back to Coke, that's where they made a big mistake. Because they were thinking, oh well, if people think that this new Coke tastes better than the current Coke well, why don't we just go ahead and change everything to the new Coke. The problem is people had an emotional association with the brand of Coke and even if it had a little more sugar and tasted a little better you know, in a small cup but it didn't mean that the people who were buying the current Coke wanted to switch to a different taste and they found out the hard way that that didn't work. It wasn't just about taste.

You think about it logically, oh well, you're drinking a beverage, all you should really care about is taste and maybe consistency or something, but the reality is just like you and Publix, if you showed up one day and Publix started selling iPhones or just something weird that just didn't stick out. Or, lawn mowing service, something would just spill off to you and it would feel inauthentic, whereas in a different scenario that would feel completely organic and it would work just fine.

Scott: Right. That's right.

Mark: I mean Jeremy, wouldn't it be weird if you worked with somebody for years and they were an Apple fan and then all of a sudden they switched to Microsoft. Wouldn't that throw you off a bit?

Scott: No.

Jeremy: Sorry, say it again. Is this an inside baseball thing?

Mark: This is an inside baseball thing because Scott Todd, has been an Apple guy with me from the very beginning and he just switched to the Surface and we were having this sort of battle of branding right.

Jeremy: Yeah.

Mark: I am very emotionally attached to my Apple story and he was and now he has defected and my only [00:32:59] [indiscernible] is that we're going to get a virus.

Scott: Let's see. What Jeremy said he like... look he just said it too because you know, like I was an Apple fan for many years. I still have an iPhone, I still love it, I own two iPads I still use them when I fly. I fly with an iPad so there are purposes right, but then for the computing environment what I wanted, I could not get Apple to give me. I wanted a screen that I could touch, I wanted a screen that I could write on. In a big way, I wanted to be able to write on my MacBook Pro screen and they wouldn't give it to me and I was hoping like okay well, eventually the iPad will make the conversion over. The iPad is super strong and powerful but what it doesn't do is, it doesn't have the full compute power, I can't get all of Excel in there; it's not usable in the laptop replacement.

So, herein comes in Microsoft Surface. So, Surface allows me to write on the screen. I can use it in a powerful way, I can use the way I want to and so then it killed me to go buy it but you know what, the reality is that is I think a perfect example of being unique and bringing your own resources to it. Because there's going to be Apple customers that they're going to live and die for Apple and you know, I was one of those people but then all of a sudden there's a tool out there that provides me with a better experience that Apple won't replicate and so Microsoft created it, now I'm using Microsoft. I have two Microsoft products, it's my compute component of it and it's like great and I don't understand why everybody else won't defect with me but I get it.

Jeremy: Yeah, and I actually have similar. I'm sitting here in my apartment trying to keep my dog from barking, he's on my lap and I'm looking around my living room and I see my Apple TV, I see my iPhone but then, I also see that I have a Dell and I've got a Pixelbook, recently that was kind of free but the reason I do PCs is because similar to what you said. They work much better with Microsoft Office, it is as simple as that. When you think about Macs they're more design oriented, more for the creative folks. I mean, definitely, people use them in offices but the PC is really primarily, it's focused on that usage and yeah, I think you could have you know. It would be inauthentic for Apple to basically copy that experience, and I think that's probably why they shying away from doing that.

Scott: Right, and they should be okay. You know, you can't be everything to everybody and you know like if... Mark, I mean I'll just kind of wrap this up but like one of the things is like, we try to onboard people through our email series when they get on your buyers list or email list but essentially what we're trying to do is we try to a lot of times not to necessary offend them. We're afraid to offend somebody on our email list, but the reality is if we don't kind of like, push them and identify who we want as customers well, the next thing you know you end up with people that you don't want as

customers and they're a terrible fit. So, why not just cut and go and just realize like hey they may not be a good fit for me, the Mac computers may not be a perfect fit for me but it doesn't mean that I can't respect what they've done and vice versa.

Jeremy: Absolutely.

Scott: Yeah.

Mark: Well Jeremy, I think that was a really interesting conversation and you know, I could talk all day with you about customer diplomacy. Is there anything that we should've asked you that we didn't ask you before we get to our tip of the week?

Jeremy: I tried to throw some leading question in there, leading comments about my dog and you didn't really ask on my dog. His name is buddy, he turns three in July, and he's a Beagle Chihuahua mix, very cute boy. Besides that, I think that you guys asked all the right questions. You guys are good at this, you guys are pros.

Mark: Do you think that the Beagle Chihuahua brand, like how did they...

Jeremy: It's funny I have a Cheagle shirt... So a Chihuahua Beagle, so they call it a Cheagle. So, there's a brand out there.

Mark: Yeah. I mean they are absolutely. I mean, if you really start to dial in, you see it everywhere. My wife is like, I think it's an inferior product she's a Starbucks person, like she loves Starbucks and I like to...

Jeremy: You scared me when you started the sentence my wife, I think it's an inferior product and paused. You don't want to get yourself in trouble with your wife.

Mark: I know.

Jeremy: But you think Starbucks... yeah so she likes... I don't drink coffee but for people who really like coffee, I don't think they like Starbucks.

Mark: No, they don't.

Jeremy: And they are the coffee experts.

Mark: Yeah, their brand is really, really strong. They are like the Apple of coffee in Scott's [00:38:43] [indiscernible]

Jeremy: Right.

Mark: All right Jeremy, let's get to our tip of the week. A website, a resource, a book something actionable where the Art of Passive Income listeners can go improve their businesses, improve the lives. What have you got?

Jeremy: So, I'm actually going to give them a tip, something to do because I think it's always you know, you listen to this interviews, it's like ok. What can I actually get out of this? In the beginning we talked about prioritization. So, my tip or my suggestion is try this for four weeks and it will be interesting if we hear feedback from folks. I'm challenging folks to try this for four weeks. I do this for every week.

At the beginning of a week whatever that means for you whether it's Monday or Sunday or Tuesday whatever write down, really think and write down you know one of the main things I want to get accomplished this week. It could be personal, it could be professional it could be a combination of both but if I fast-forward to the end of the week, what are the things that if I get done I will consider it a successful week. By doing so, I think it really helps you prioritize and think as opposed to getting caught up in all the mundane you know, I've got to do this chore and this and that and things are going to come up but it's really helpful.

So, write down a list maybe it's five things, maybe 10 things, maybe it's one thing that if you get that one thing done it will be a successful week. And then check back at the end of the week and hold yourself accountable by just noting, what you get done and what did not get done and think about why. Do that for four weeks and see how it works for you. I find it really helpful.

Mark: I love it. Scott Todd, what's your tip of the week?

Scott: Mark, I actually have a book recommendation. The book literally came out today and I have downloaded it and I cannot wait to really dig into it. I got it on audible but you can get it on Kindle or whatever and it's called, *Late Bloomers: The Power of Patience in a World Obsessed with Early Achievement*.

Jeremy: Oh, I like that.

Mark: So it's by Rich Karlgaard, and I heard a preview of this book. I heard kind of the premise behind this book and I was looking forward to it and

literally it came out today. Basically, it's talking about how we see all of this people achieving success at 30 years old or you know, very young ages like Facebook or whatever these unicorn businesses and in fact, you cannot let that kind of stop you from achieving life no matter where you are and he kind of goes through human psychology behind that component of it. So, the book was just released today, check it out. It is in fact already number one in popular psychology.

Mark: All right, I love that. Check that out. I'm getting it right now; buy now with one credit, done. All right, well...

Jeremy: That's pretty good.

Mark: Yeah. My tip of week is get smarter and learn more at AVEGroup.com. AVEGroup.com, there's a lot of interesting information here and then, you'll just see why I was saying, why Jeremy is the smartest guy in the room. So, very cool. Jeremy Greenberg, are we good?

Jeremy: We're good, and again let me just edit that a little bit. Right now, I'm equally the smartest guy in the room because in my room, I have my dog buddy and for all we know dogs are a lot smarter than we think. So, the jury is out on that.

Mark: That's true. We have a Havenese Poodle, that poodle is really smart for sure. Okay, I will edit it for sure. Scott Todd, are we good?

Scott: We're good, Mark.

Mark: All right. Well, I want to thank all the listeners and just remind you today's podcast is sponsored by Flight School. To learn more go to TheLandGeek.com/Training. And the only, the only way we're going to get the quality of guests a Jeremy Greenberg, from AVEGroup.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 we're going to send you for free the \$97 *Passive Income Launch Kit* which is normally \$97. All right, well, I want to thank everybody and let...

Scott: Freedom...

Mark & Scott: Ring.

Jeremy: Ring.

Mark: Thanks everybody.

Jeremy: Thanks guys.

[End of Transcript]