



THE LANDGEEK

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

Today's Guest: [Sylvie McCracken](#)

Transcript

Mark: Hey, it's Mark Podolsky the Land Geek with your favorite nichey real estate website www.TheLandGeek.com and I'm really excited for today's guest. She's a little different but we're all singing from the same passive income song sheet and we're really excited to really get a full sort of view of what she does differently and uniquely than anyone else.

But I'd be remiss property if I didn't properly introduce my cohost you know him, you love him, the 'professor', the 'brain', the Flight School Sherpa - Scott Todd from ScottTodd.net, LandModo.com. If you're not automating your Craigslist and your Facebook postings PostingsDomination.com/TheLandGeek and I have to even mention another one InvestorNinjas.com. Scott Todd, how are you?

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

Mark: I'm great. I love passive income, Scott Todd.

Scott: Well, who doesn't? Like why wouldn't anybody? Like why doesn't... look that is one of that I think the coolest buzzwords out there is passive income. Like, you say passive income and like you catch everybody's thought because everybody dreams of like money just showing up. Like just back up the brinx truck, it just shows up at your house, we unload it. Maybe

it just shows up in your mailbox and there's lots of different ways to create passive income and I think today we have a different perspective. Seriously, I can't wait to get going.

Mark: Yeah. Let's talk to our guest Sylvie McCracken and if you're familiar with Sylvie, she's got a very simple bio she helps hard-working health professionals harness their drive and take back the wheel to get more out of their practice and their life. So, she's got this amazing website that is all about the analogy of your life being an automobile. Sylvie McCracken, how are you?

Sylvie: I am fantastic. Thank you for having me guys.

Mark: All right Sylvie, let us just jump in your car and let's rewind and let's reverse. We're going to shift in reverse and how did you start working with health professionals and what got you into that aha moment of hey, I've got to help these people get passive income?

Sylvie: Yeah, well it all started, I guess, by accident. So my first website, my first business was a health and nutrition blog, is what started as and continues to run today and we were just sharing healthy and nutrition information and monetizing that. Sure enough you know eventually docs, nutritionists and RDs started purchasing that information and asking for advice and whatnot.

So, that's when I started dipping my toe into helping and coaching and figuring out do I even want to do that this? Can I teach this you know? So, that was a few years ago and got to today where we only really help I mean 98% of our clients are probably health professionals. A few others have snuck in but that's kind of what we focus on now.

Mark: Why health professionals?

Sylvie: So, mostly because that first website was all about health and so, that's who just naturally started gravitating and asking those questions to start with and then also because what we found was that, health professionals are going to just generic business coaches that helped anyone and everyone didn't really understand their positioning, their market, you know, how to sort of... We bring kind of a health background as well, so when we're crafting and positioning a title we kind of know what someone with autoimmune disease struggles with or what someone that losing weight struggles with or what someone that has Lyme disease struggles with. We have a background in health as well and so, that just kind of naturally evolved that way.

Mark: Very cool. So, why do you think passive income is essential for all of your clients, for every entrepreneur?

Sylvie: Yeah. Well I mean, the main reason I mean for the entrepreneur is really, it's like insurance for your business. So, the complaints we hear the most and of course the misconception there is, there's the myth of the rich doctor. That doctors make so much money and how can they possibly have any sort of problem revenue wise or profit wise?

The reality is you know in my opinion docs don't actually make that much money, but more importantly that money is usually tied to their hours. Meaning the minute they take two weeks off, God forbid they take a month off for maternity leave or for you to help someone that's sick in the family or anything like that, their income drops to zero. When their overhead is what it is that's a pretty dramatic, takes all year to recover. So, having no income at all that comes from anything other than their time being alive, well and at their desk is really a problem; business model wise it's a business model problem.

Mark: Scott Todd?

Scott: You know Mark, I went the other day with one of my children to the dentist office and I'm sitting there at the checkout counter and there is literally a stack. I don't know the size of my head filled with what look like checks. You know like check, after check, after check. I'm like man, look at all of those checks and I'm just thinking like man there's a lot of money in there. Then I started thinking through like holy cow, like this doctor must be printing the dollars and then I stopped for a second and I looked around and I'm looking at the building that they had to pay and all of the equipment they had to invest in and their education and those dentists are tied to those rooms all day long.

I was thinking there's not a dollar in the world, like dollar price tag in the world that would get me to like stop what I'm doing now and go and do that. I don't care how large the checks were. Like, it just seems miserable that they are locked up there and so I think a key point is that you know like at some point in time you have to wait out. Yeah, there's a lot of revenue coming in, what's the profit? Then at the same time what's your time worth and like how much time are you losing by not enjoying your life, not living the way you want to? That's a key point.

Mark: It's so true and you know like, I coined that word solo economic dependency which means, if you're personally not working you are not

making any money and then in my book *Dirt Rich*, I actually used the dentist as an example. If their hands are not in someone's mouth they're not generating any revenue and I actually think it's irrelevant if they love it or not because at some point you're going to wake up and you're not going to feel like doing it. Your energy is going to be different and if you don't have that choice you're really not free.

So Sylvie, how do you get somebody to kind of step back and see that, hey you don't have a money problem necessarily and you might but let's say that they've got a successful practice, let's say they are generating a million in revenue, their take home is half a million, they're the top 1%. That being said, out of that half-million how much money do they need to save to even get to that point where that savings is even going to move the needle? Because as they're making more money their lifestyle continues to increase and so, it's just this massive treadmill. So, how do you help them see number one, you don't have a money problem you have a time problem and number two, how do you create that roadmap for them to solve it?

Sylvie: Yeah, so number two I can definitely answer it. Number one, it's hard because the reality is, I often can't. I can't get someone to see it. They either see it or they don't. So, meaning usually by the time they come to us, by the time they become a client, some other external factor has shown them that.

For example, like my chiropractor client who broke his wrist all of a sudden that's it, game over, party is over. So, her revenue dropped from 60 K to 20 K immediately and will probably go close to zero because as a one-handed chiropractor, there's only so much you can do. So, a lot of times it's that or it's a death in the family or maternity leave and now we're racking up loans to make up for those three months of no income, etc. etc. etc. That's much more impactful than me trying to convince someone on a presentation I just don't do it. They either can see it or they can't.

So, unfortunately a lot of the times the sort of newbie doc or newbie health practitioner, dietitian, nutritionist, etc. has this sort of lack of better term, delusional optimism of I just graduated. All I've got to do is put up a shingle, and everything is going to be fantastic, clients are going to fall from the sky, it's going to be great and there's really not much I can do with that. There's not much light shedding I can do at that point, you know, I mean they either can see ahead a little bit or they can't and if they can't then we've got to you know, I'll hear from them two years later when things are not going the way they thought they would go.

As far as creating that roadmap I mean, it's somewhat simple in that they, you know health professionals have such a wealth of information and expertise in there bringing. So, they are more than educated you know a million years in school and then a lot of times quite a few years boots on the ground dealing with patients and usually 80% of the time you know it's Groundhog Day repeating themselves over and over and over again with their specialty and they can only just see two different cases, 80% of the time and then there's the rest the cases.

So, all of this stuff that they're repeating themselves 80% of the time we really just pull it out of their brain and put in something that's package able and sellable and you know, it is able to help of course the masses. Because this is a win-win-win scenario where the reality is, we're never going to replace one-on-one care entirely and there's no way should we. Emergency rooms need to exist, one-on-one care needs to exist but can we agree that we don't need to do one-on-one for the things that we're repeating over and over and over again for preventative medicine. There's a better way for the patient/client to receive that as well. So, we just take them through our process and really pull that out in a marketable and organized way and help them to sell it.

Mark: Give us a case study.

Sylvie: A case study; oh my goodness all right. Let's see, I'm thinking of my nutritionist client but that won't probably apply because she a blogger as well. How about my... well the macro nutritionist client I can think of. So with her in particular, I mean it was, it was 99 problems one of which is she was charging too little because of course she is not an MD so, there's all these other sort of things in the health world of this sort of a hierarchy of degrees, and so she was charging too little per hour. She was getting exceptional results for her clients helping them lose weight, helping them transform their bodies, which meant of course, in addition to just that which seems simple it meant really, that these mothers are able to chase after their children, it meant that these mothers are not hiding behind the camera and not wanting to take pictures with their kids on family vacation.

So, she's really transforming generational problems really right; it's really this multifaceted domino effect and we just took her, you know her incredible expertise and her incredible experience she brought back to the table, we gave her none of that and we just helped her pull it out. I call it like a bunch of gold necklaces in her head that were just a tangled mess and we just helped her unpack that. We created an incredible outline, gave her an incredible title, an incredible sales page, an incredible cover, content

marketing, helped her with her affiliate marketing. So, she had a little bit of an audience herself you know tiny list of 600 people and we helped her create an audience by reaching out to other people where her audience were already hanging out and right now she's making probably about 30K a month and she's a stay at home mom essentially. So, you know...

Mark: Is she making 30,000 a month from an e-book?

Sylvie: No, it's a combination of e-book and her group coaching program. So the other thing is we again slowly phased out her one-on-one entirely that she was making peanuts on and had her just turn that into groups and so again it's either passive income or leverage income. I wouldn't call group coaching in a passive income. I would call it maybe a hybrid but the reality is, what was most important to her was not money. She really didn't care about the money, she wanted enough money, she wanted to make you know, six figures, but didn't really just that. It wasn't like she had this dream of a multimillion dollar business. She wanted to make enough money, but more importantly, she did not want to sacrifice picking up her kids after school and spending the summer with her kids and so, we had to fit it into that and for a lot of our clients that's the drive.

Possibly because that's my story as well, where the money was sort of like yeah, we need to make money but more importantly is that are we going to be there after school for our kids and that was the main driver. So, we managed to make it work even with those time constraints and get her to her goal.

Mark: Scott Todd?

Scott: You know, I think it's a great story. I think that for me one thing that stands out a lot and I think people get hang up on this is people look at you know, there's a lot of people listening to this that they want out of their corporate jobs. Whatever it is they want out and then they think like okay, well I have to make exactly what I make now and Mark, I've got to tell you man like a lot of people they don't need to make what they are making today. They can actually make less and still enjoy it and you won't even feel it.

Because for example, you know like when you have your own company the tax rules are different, things that you can't deduct as an employee your business can deduct for you. Like for example healthcare, your business can pay for your entire family's healthcare insurance and every bit of medical claim that you have and there's various other ways that you can still get that income if you will and let the company handle it. So, you don't even need as

much money as what you needed to bring home, literally bring home and I think that, that story kind of pulls that through.

It's not like you need a billion dollars. You don't need to live the billion-dollar life. I mean, if you want to great; go do it but that lifestyle is not really you know, like you got to... I guess what I'm saying is you've got to be careful, what you want. Do you want to have a lifestyle and a life or do you just want to be chasing the dollars and trying to collect you know, billions of dollars because you can't do both. You've got to really decide what you want and then choose an avenue to go get it.

Mark: Yeah. I really liked the way that she leveraged the time from one-on-one to group, so that she was exponentially able to increase the output and keep the input essentially the same and then, what I really liked is the fact that you know it's this gradual sort of process. It wasn't just this, you know, hey, we're going to throw this against the wall and see if it works. Sylvie, I can imagine though, that if I'm working 40, 50, 60 hours a week I'm tired. How on earth would you be able to convince me to spend more time doing this side hustle with the main goal being you know, some passive income or even leveraging like you did before?

Sylvie: That is a great question Mark, and I think the keyword there is convince, and the reality is I can't you know, and again I go back to I don't convince, I don't sell. It's they have to be convinced usually by external circumstances. So, the reality is it gets worse before it gets better because you have to now take care. You have to keep your 40 hours a week or 60 hours a week where it's putting food on the table and now, you're going to have to give up some of your evenings and weekends too to create this.

So, the reality is it's not for everyone and that's the buy-in. That is the cost of entry to this. There's nothing passive about setting up a passive income stream there's real rolling up your sleeves, work to be done to set it up and you've got to want it bad enough. So, for me the drive was there I had two toddlers and a teenager, I had a full-time day job, I was the sole provider for our family of five and the reality is, I knew that I could either give up my Netflix time and make this happen or this was going to be my life forever and I was going to you know. Those toddlers were going to be teenagers and I still was going to be doing the same thing or more.

So, it is one of those things where the sacrifice I can't really sugarcoat it, it's not going to be easy. There is no get rich quick. There is no easy button. We can definitely remove a lot of the learning it the hard way and skinning your knees along the way but there's some real work to be done and that's going to require time.

Mark: Yeah, absolutely. So, how do you define time management for your clients?

Sylvie: Yeah. So time management well, I think that the first step in time management is really taking a red pen through a whole bunch of things that don't need to be done that you can eliminate. Really kind of auditing your time I think is probably the best way to start.

I love how lawyers work, where they know where every three minutes went you know and part of that it's because they bill 400-600 or whatever per hour and so, they will bill you for the three-minutes it took them to reply to your email. I kind of take that same approach and I think we should all apply it. We should all be valuing our time as this precious finite resource that expires every 24 hours you're done, the day is done.

If any one of your listeners wanted to take this as an experiment for one week, just one week track your time like a lawyer does and see where it goes and I guarantee you, there is no way you would have estimated that. I guarantee you, you were wrong in your estimate and myself included.

So, every once in a while I will spot-check again every few months, I'll be like wait a second let's take a look at this again and sure enough there is these leaks of time. These buckets of time that either you know again you kind of are able to make decisions. It's your time and you get the budget of 24 hours just like everybody else and you can decide where that goes. If you're serious about getting this done then you're going to have to be kind of ruthless and remove some things to make room and make space.

Mark: I love it. Scott Todd?

Scott: You know, Mark, it's funny because when people ask me all the time they're like, "Hey, how did you do the business to where you were able to get out of the rat race and do it just a couple hours a day while you still had another job?" I think that's one of the things that people forget sometimes is that, it's not like I had any extra time or you had any extra time. We all have the same 24 hours a day I think the difference is how we utilize those times and a lot of times people would say, I don't have enough time in my day.

Well, just look at your phone for example, every Sunday my phone tells me that I spent four hours a day looking at that stupid screen and I can try to justify well you know I'm looking at my email. There's nothing good comes from that phone screen, it really doesn't. Like, you know, it doesn't matter if

it's social media and you can say, I'm doing social media where I'm trying to post ads. Lame, lame example, because you can get out of that, you can get somebody else to go do it. So, for every justification that you have it's a lame excuse it's all it is.

So, how do you control the time? That's the question that we should be looking at when you're struggling to find more time or time to do something; it's the priority. How are you prioritizing your time over something else? If you just do that exercise that's all we just said like you'll be amazed where your time went because it's getting flushed down the toilet often times.

Mark: Yeah. I mean, I hundred percent agree. I would actually even make it even more precise from what you've said Scott, and it's not necessarily the time, it's the attention. Where are you directing your attention and are you completely aware that like what Sylvie was saying is that going to be the best impact of your attention or are you better off having somebody in Pakistan at \$1.50 an hour check your email for you? Go through your email and then forward to you this are the most relevant emails to you.

How much time would that save you? Not necessarily the time, but how much attention would that save you? Where should your attention be? So Sylvie, when you have a client how do you actually guide them to say your attention really should be directed here? Because when we do this time audit we can see, there are a lot of things that you're doing that we can eliminate, delegate or outsource.

Sylvie: Yeah, well, part of it is really putting it into those categories. So, there are things, you know, you've got to start with that red pen because there are things that you shouldn't be outsourcing because not only should you not be doing but no one should be doing them. So, there's that and then really we just categorize them with which are the needle moving, moneymaking things? Those are the things that you need to start with; those are the things that you don't get to run out of time for. The other things are the ones that go on the back burner.

A lot of times what I noticed is we don't have a time management problem, we have a mindset problem, we have procrastination problem. So, really it doesn't and these are the tough conversation. So you know, people hire me because they want to hear the actual, you know, there's no sugar coating I just tell it the way it is.

I will just flat-out call my MD client and say, girl can I be honest with you and that's exactly how I talk to them and say, you had time for all your work outs this week, you had time for this, you had time for that and you had

zero time to devote to that biggest needle moving thing. Like, I'm just curious what happened here? And we really have the real conversation which is okay, this is not a time management problem. This is fear, this is you know fear of rejection, this is fear of falling flat on my face, this is that or that and now, we can get to the real conversation and the real coaching which is okay. Okay. Cool, so we're not going to hide behind this time management thing, we're going to actually have the real conversation of that was a 15 minute task or three 15 minute tasks total. You had three 15 minute chunks throughout the week it was fear and you know, that's a whole other ball game.

Mark: Scott Todd, it sounds very similar to what we're dealing with, huh?

Scott: Yeah, and I was going to state like literally right before this call, you and I were having that exact same conversation. We were saying that look, somebody that puts off something over and over and over again it's not a time thing, it's not a priority thing. It is a fear thing, it's the fear of success, it's a fear of failure, it's a fear of the unknown and the minute that you can say, I'm fearful of this and not let it stop you. Like okay, it may be you're fearful and then step forward or lean on your coach.

Even a better idea, lean on your coach and say, listen I want this to be successful but I'm afraid of making a mistake. Now, let your coach help you break down the fear because any coach that's a coach and can call themselves a coach well, they've done this over and over and over again and any good coach honestly if you chose the right coach, they've had all of the exact same fears and thoughts that you've already done, that you're walking in their shoes or they've walked in your shoes any good coach. You know there are lots of people out there that call themselves a coach that they haven't done anything but they've say I'm a coach. Well, you haven't done anything, you don't know anything. So, choose your coaches wisely but lean on them.

Mark: Yeah. I think people took that *4-Hour Workweek* book a little too seriously, when he was like the definition of an expert is somebody that knows more than you. Well, that might be true, but I'm not going to spend that kind of money on somebody that's doing it a little longer than me to coach me.

Scott: Two months ahead of me you're the expert?

Mark: Yeah. I want my coach to be the living embodiment of someone that's you know been through the full cycle of ups and downs and has a track record that's long and they've got gray hair and all of that good stuff.

Sylvie: Maybe I should stop dyeing it then.

Mark: Yeah. I mean, yeah exactly, Sylvie. So Sylvie, I feel like you're in a lot of ways our passive income or wealth creation whatever you want to call it doppelgänger, because we literally have the exact same views on really what we could argue is the best way to get the most out of this very short life. It's such a tragedy when you come across somebody and they just don't see it and we've lived and we've seen it and yet they don't and they have to go through so much suffering to finally be like, oh my gosh you know, I'm midlife now and it's not even my life. I'm working for my employees, I'm working for my mortgage, I am working to pay my rent, I'm not free and it sounds like here's somebody that can help me become free and all I have to do is you know go through little bit of action. Not a little bit of action but I've got to take action but you know like Zig Ziglar says, "If you'll do for the next three to five years what other people won't do you'll be able to live the rest of your life what other people can't do."

So with that Sylvie, I think your mentorship this podcast has been great but we are going to ask you for one more tip: a piece of advice, some wisdom, a website, a resource, a book something actionable where Art of Passive Income listeners can go improve their businesses, improve their lives. What have you got?

Sylvie: Yeah, so I mean I think the biggest tip would be, to make sure you can simply journal out what your vision for your life is. Because you can get really off-track if you're not entirely sure where you're headed and I think that's the thing I see the most is really just having that vision. What do you want your perfectly week to look like?

Maybe it is like my client Krista, who wants to pick up her kids from school every single day and if she's not doing that she feels like what's the point of life? Whatever it is for you, journal it out and then one book recommendation would be *The Big Reap* by Gay Hendricks.

Mark: All right, fantastic. Scott Todd, what's your tip of the week?

Scott: Mark, you and I uncovered this little tip today and so, I'm going to share it with everybody and here it is. If you're doing any type of like Web meetings on Skype or Zoom or whatever you know, the problem of the dogs barking and the generators running and all the other noises that comes through. Well make your place, make your calls so that you don't have those annoyances anymore and I'm not talking about getting rid of the dogs or like going into like a sound proof booth. What I'm saying is check Krisp with a K,

[Krisp.ai](#) and you get this software and it's the coolest software. I'm actually using it right now.

Mark: As am I.

Scott: Yeah, Mark is using that too. It blocks out the dogs. It's like artificial intelligence it takes care of the dogs and Mark, I don't know if you've noted but can you hear like there's literally a generator running right outside. Let me stop for a minute and let's see if you hear a hum.

Mark: Nothing.

Scott: Nothing. Okay its sounds like I'm in a private booth or something. I'm telling you, there are all kinds of noises out there in the world check out Krisp.ai. It will make your life much more enjoyable.

Mark: I feel like, I have to go on like this podcasting groups on Facebook and let everybody know to do this because it's... even the guest should be downloading this. This is like and it's cheap. I think it's like 39 bucks to download it.

Scott: Yeah, it was good.

Mark: That's great. My tip of the week is learn more about how you become free, whether you're in healthcare or not I think Sylvie McCracken can help you and learn more at [SylvieMcCracken.com](#). Nobody can spell Sylvie or McCracken, so I will have a link to it and you'll go there and learn more [SylvieMccracken.com](#). Sylvie, are we good?

Sylvie: We're fantastic Mark, and thank you so much Mark and Scott.

Mark: Scott Todd, are we good?

Scott: We're good, Mark.

Mark: All right well, I want to thank the listeners and just remind them the only way, the only way we're going to get the quality of guests like a Sylvie McCracken is if you do us three little things: 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 are going to send you for free the \$97 *Passive Income Launch Kit* course. So please do that.

And just a reminder today's podcast was sponsored by Flight School. Learn more at [TheLandGeek.com/Training](#). Scott Todd, you ready?

Scott: I'm ready, Mark. Ready: one, two, three. Let...

Mark: ...freedom...

Scott: Ring.

Mark: Ring. Thanks everybody.

Scott: I don't even know why we count anymore because we don't do it together anymore.

Mark: I just feel like it's so embarrassing to try to sync this and then...

Scott: Yeah, so we're just going to do let freedom ring.

Mark: Right. I mean, the shame that I have to feel now of Sylvie looking at us like, boy you guys really are geeky.

Scott: 'What just happened?' She's unclear what just happened.

Mark: I know but it's a good thing that we do it after the podcast so that she would actually even do the interview.

Scott: Right, yeah.

Sylvie: We had way too much fun on this podcast, way too much fun.

Mark: Well, thanks everybody.

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