



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

Mark and Scott talk with Robert Plank – RobertPlank.com

Transcript

Mark: Hey it's Mark Podolsky the Land Geek with your favorite niche-y real estate website TheLandGeek.com and I am pumped for our guest today because he's a marketing genius. But before we talk to our guest I'd be remiss if I didn't properly introduce my cohost the 'Brain', the 'Professor', the Flight School Land Geek Sherpa Scott Todd from ScottTodd.net, LandModo.com. If you're not automating your Craigslist and your Facebook postings PostingsDomination.com/TheLandGeek. Learn anything about anything InvestorNinjas.com. Scott Todd, how are you?

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

Mark: I'm great, I'm great. Are you psyched for our guest?

Scott: I am. I'm excited.

Mark: I'm excited because our guest today is Robert Plank and if you're not familiar with Robert he is the host of *The Marketer Of The Day* which is a podcast and he is also the author of WWHWY What, How to, What If. He's also a computer programmer, a membership site designer, a podcaster and Internet marketing strategist. It is his mission in life to ensure your book, podcast and online course are the best they can be using systems, checklists and templates, you can write a book within an hour and become a published

author within 12 hours. What! You can setup a membership site in a single day, create a blog or podcast in five minutes or less, and so much more. Robert Plank this are some big promises. Welcome to the podcast. How are you?

Robert: I am fantastic. Big promises so I guess we now have to deliver, we're on the hook. I'm glad to see you.

Mark: Yeah, yeah okay let's just get into the whole book theme, really published. It took me a year to write my book *Dirt Rich*. How can I become a published author within 12 hours?

Robert: By not overthinking it, by only doing the essentials, by taking shortcuts in a good way not in a bad way, by speaking out your book and saying it in the way that you would have explained it to a friend, getting it transcribed, cleaning up, getting someone else to make the cover, putting it online, publishing it on Kindle and then knowing that later on if you want to make it better, strip things down, add more chapters, run spellcheck again you can always improve on it. But what's most important is to have something tangible that you can hold in your hands so that way you are motivated to continue because it's so easy to let all the baggage, the head trash hold you up of being half done with something, of thinking once I have this everything will be perfect. It's really important to take some action, to focus, to get rid of all the distractions and get something done, get to some kind of milestone that way you can keep going.

Mark: Interesting, very interesting. So Robert let's just rewind the tape a little bit and tell us a little bit about your background and how you even started all this.

Robert: My background is as you said is a computer programmer and just like how I'm sure you and Scott both were at some point: you had a career, you had a 9:00-to-5:00, you had a job, you have a boss and sometimes we outgrow those things right. Sometimes we get just so tired of going through the day-to-day, living life one day after the next and then it seems like when you get stuck in a routine time speeds up and you say wait a second why are the years flying by. It's time to get some variety, to take some more risks, to try some more things.

So I pretty much excelled at computer programming. In high school, I went through the computer programming in a week the whole text book that I supposed to take all year long just programming everything that was. It was one of these things where I was naturally good at it and it also turns out that computer programming makes money too. It's like in my town there's a

guy that creates these real huge like model figuring things, he's good at it and he enjoys it but it takes him a whole year just to earn, just to sell one piece a thousand dollar item.

So it's really important that we find these things that we are good at, that we enjoy, that people want and that makes money and it turns out computer programming and software qualifies all of those things. But then the problem was I didn't want to be a manager, I didn't want to be a business person, I didn't want to be an MBA but then getting stuck as just a code monkey, a grunt, someone just writing the code there was a cap on that income and also I got my college degree.

I spent a few years in corporate America, but it was just boring right, it was just a lot of getting my projects done early and then sandbagging my time and then goofing off in the meantime and it was always fun to be curious and see the problems that were up there and create plug-ins and apps and things like that and so I have been 10 years+, almost 11 years now full-time internet marketer. I specialize in membership sites and these last few years I've been podcasting as well. Just like how you and Scott kind of have noticed that it's a lot more profitable to focus on the publicity and the marketing, getting yourself out there which is an easy thing to forget. So basically the long story short started off as a computer programmer, I still do software but now also courses and podcasting.

Mark: Awesome. Scott Todd what are your thoughts?

Scott: [silent]

Mark: Oh wait Scott you're on mute.

Scott: All right sorry, sorry, sorry. That's the thing that I think a lot of people miss like when they go to start a business like I've spent I can't tell you how many hours I spent like just thinking of ways that I can start my own business and the one thing I always thought of is like I was trying to create something that's completely new to the world. Like you know and I think a lot of people fall into this trap that is, oh well the world needs this, and then that task is so huge to go do to like change what the world doesn't have today and in fact show them that they actually needed it. It's really complicated; it doesn't really always lead to success. You have those freak examples like I don't know Facebook for example or YouTube that has led to success, but you can't not every business that is going to start out is going to be that big.

But I think a lot of people still need to make their money right, like they still want to start a business, they want to break free of the corporate chains, they want have their own deal. Find what other people are doing like computer programming or you know whatever it is go to find what someone else is doing and copy it. But I mean like don't copy it exactly brings in your own creative influences to it, but if this guy can make money doing something. Why can't you make money doing something? I think that's a big lesson there.

Robert: Well you know what I was going to say...

Mark: I know what you were going to say. Go ahead.

Robert: Yeah, you mentioned Facebook and you think of like Facebook wasn't a pioneer the pioneer was MySpace and look at where they are now and you think about how Microsoft's came out with a tablet in 2000, but it was too early for it's time. Imagine if you invented a cell phone in 1970 it's too much of a gap, it's too much work to be in and too big of a scope and a problem as you're saying there Scott.

So there's definitely value in seeing what's already out there, see what's already been done and maybe you can apply your own spin on it, make it a little better, make it your own. That's a hard ego lesson to keep in mind that maybe someone's already done what you wanted to do or maybe they're 80% of the way there and you could be the Facebook to their MySpace.

Mark: Yeah absolutely. I think if I were going to, you know, be someone's let's say uncle and I say, "Hey Mark what three attributes would you want this kid to have coming out of college?" I'd want them to meet Robert Plank because I guarantee if they have these three skill sets they'll always be able to make a very, very good living: have the technical chops of coding because that is leveraged, have marketing chops and have sales chops. You combine those three skill sets you've got somebody that is going to be able to figure out how to make a very, very good living and what's the best part about that is they won't have solo economic dependency, which means if they're not working they are not making any money. These are all leverageable skills so you can solve your money problems and your time problems. Because I mean Robert how many hours a week do you have to work?

Robert: It changes but I would say I take big breaks in the middle of the day, some days it's two or three hours, some days I'm really motivated it's 8-9-10 hours, but it's dependent on how excited I am, how much time I want to put into the business.

Mark: So for someone listening and they're thinking okay I've got some of these skills and I've got some expertise. I want to start a membership site but it seems like it's just overwhelming. I've got all these barriers and there's already a billion membership sites out there; there might be membership site fatigue. This would be sort of a thought that might come to mind and it would stop themselves in their tracks and they would say screw it I'm going to take a 45 minute commute back to Procter & Gamble and go back to my cube and keep working. What would you say that person? How can they get over those fears and get started on their own membership site?

Robert: I would say look at some of the competition out there. Like take inventory of your skills and what problems that you can solve that are easy for you, hard for others and look at the competition out there. Do some Google searching, look at the Amazon books, look at the courses, look at what's on Udemy, what's in the Google search and look at the competition definitely not with the mindset of copying, but knowing that they're going to be a little angry. Like you alluded a little while ago you're going to be angry at how this idiot is making money at this thing that's really simple for me and this idiot is barely teaching anything, it's so light on content and it's so higher-priced that I can kind of fill in the price gap and make something that's may be the same price but deliver a lot more, may be slightly undercut him in the market.

But I guarantee that if you have those four things that we talked about: that passion, that skill and the things that people want like a problem to be solved plus they're willing to pay money for that. If you can dial-in those handful of skills that you have, those real problems that you can solve and you go and you look at how the problem is kind of sort of trying to be solved right you're going to be angry at how bad a job some of these competitors, like future competitors of yours are doing and how you can do a way better job. Just like how if you look at Facebook today versus how MySpace looked back years and years ago with all the animated graphics and the crappy fonts and the text it's like night and day but they were onto something.

So I think the answer is look at that competition, look at who's onto something and figure out how you can do something better and in a number of ways because it doesn't always have to be that you give someone a way bigger result or that you have way more hours of videos in your membership site. Maybe all the for example real estate courses out there are so complicated and everyone who takes them they just get more confused than when they started. What if you kept things a little more on the down low, what if you made things simple, what if you said instead of making \$10 million in real estate I can show you how flip one house, I can show you how to make 10 grand. So sometimes the value is in you making things on a

smaller scale or simpler or more accessible for others. So look at the competition I guarantee you'll get angry at how they're doing a worse job than you will do.

Mark: Interesting. Scott Todd?

Scott: Well I mean you know that's the thing is we all bring different skill sets to the world and you know there's no reason to copy somebody else and there's no reason to think we'll he's already got that niche. No one is going to get a quota on a niche because you're going to bring your own skill set to it. But what I would say is that whatever you're going to do well you should have some experience more than you know just waking up one day and going man look at all the money this guy is making I'm going to go do what he's doing. Well you might not have the knowledge to bring the skill sets even though you think you do you need to have some experience with it. Like you've got to be able to walk the walk and talk it into delivery and that's the thing is you know go find what you're really good at, what's core to you and bring that out to the world.

Robert: You know what's great about what you just said there Scott is that we all live different lives here. Like we were saying as we were starting up Mark was reading like I do all these things and Mark has all these layers in his past and I'm sure that you do too. So there's no downside in picking up some skills especially if someone is young or starting over in their lives there's no downside to getting that job at Procter & Gamble in order to get some on the job training or figure out some of these skills that you can then teach.

But I love what you said there about how don't just make one aspect of it the thing that you can go and learn really quickly and teach it. It's way easier if you have and we all have these skills built in, we all have these past lives from job, careers we've had, past businesses and maybe we can teach that thing that we already know and that really shortcuts the process right. We don't have to do research or as much because we already know the ins and outs of this thing that we're looking to teach. So yeah I love that point you made.

Mark: So Robert what are some of the worst advice you see or hear given in your area of expertise of marketing?

Robert: For sure it is the advice that things need to be perfect. Nothing is perfect and so many times that idea of perfectionism, procrastination, it's based out of fear. It's based out of I'm in denial and I'm so afraid of putting out that book or putting out the course because I'm worried that one person

might hate it, one person might refund it, one person might make fun of it and there's a lot of cognitive dissonance and self-doubt and just self-sabotage and lying to yourself and all of that baggage and it's really just based out of fear and people. But you can't just look at it directly and you can't admit that it's fear because then that makes you seem weak and then it makes you feel bad about yourself. So the wrapping that it's covered in, then, I don't know, the disguise is that it has to be perfect and nothing that is out there will be perfect.

I mean for centuries people thought that California was an island, for centuries people thought that the world was flat, we didn't even Pluto was a planet until 1930 and then every college textbook that you've ever gotten has had a list of errors that they corrected in the past edition; so nothing out there is ever perfect. Even Facebook has bugs sometimes, even Twitter crashes sometimes, even Gmail crashes nothing is perfect but the biggest disservice you can do to yourself is believing that perfectionism is necessary because that means that it's an excuse for you to never get it done. So don't believe in perfectionism do it anyway.

Mark: Yeah as Scott Todd would say, "Always be moving your feet." Scott, do you like when I quote you?

Scott: I do yeah. I should have my own quote book I guess.

Mark: You really should.

Robert: The title of it should be Always Be Moving Your Feet by Scott Todd.

Scott: Yeah, yeah.

Mark: And I think if you just do it as Robert said at the beginning of the podcast you'd have that thing done by tomorrow.

Scott: I'm going to start working on that. Unless you can write it for me?

Robert: Oh there you go ghostwriter.

Mark: Ghostwriter.

Robert: Well I can quickly unpack the formula for making that book in a day if there's time, if you're interested.

Mark: Yeah let's do it. Let's write Scott's book right now.

Robert: All right perfect. Well I mean in Scott's book it might be a little bit different because we're talking about a quote book and so in that case it would be a matter of like piling in the big list of quotes and then looking through them, kind of sorting them and figuring out like what groups they are and what order.

But in general when we're talking about just a book in any case about raw land or about courses or podcasting or whatever the formula that I use is... Well first of all a very important part of this is that we name the chapters of our books as questions knowing that later on we can always rename the chapter. But the most important part of this kind of mindset create a list of questions and then in between the questions you answer them and then you later on remove the questions and that becomes your whole book.

So the idea here is you say well I want to make a book about this, let's solve this problem, that's for this specific person that doesn't have this figured out yet and you pile in a lot of ideas and you are basically looking for 10 questions that someone would have if they know nothing about raw lands and then once those 10 questions are answered then they have the whole entire book. So you list those 10 questions and the way that it's going to work the first 3 to 4 questions are going to be pretty easy, right. They're going to be like the duh most simple questions that you can think of and then those middle question may be 5, 6, 7 are going to be a real struggle or maybe they will be kind of damn ones that you just thought like put out there because you had to but then eight, nine and 10 are going to be really good ones that you wouldn't have thought of if you didn't go through the rough impenetrable forest so to speak.

And so you have this list of 10 questions that someone would ask if there were looking to start a raw land business for example. You have this list of 10 questions and then once you remove three of them you want to remove the three weakest ones. So some of these questions might just be total crap you just completely cross them out, some of them you might notice well I really want to keep that thing in there. So then you might have to like say well maybe this other one is a little weaker or some of this questions you might combine together but you list 10 questions, you reduce it down to seven and then once you have these 10 questions that you're going to answer you kind of rearrange and figure out what's a logical order and usually the way it works out is four of those questions are going to be the really simple basic ones and then three of them are going to become kind of the more advanced chapters where it gets into the more specific scenarios or case studies.

So that gives you basically your outline but then to flash out your outline you use this formula called WWHW (Why, What, How to, What if) What that means is that we think so you have your seven questions or seven chapters and then you want to create four sub-questions for each one and then you say why blank, what blank, how to blank, what if blank? So for example one of your chapters in your raw land book might be *How Do I Look Into Property Records* or something and you say why is it important that I use, that I look into property records to get my raw land? You explain the context, the reason why they've come to this problem that they're looking to solve. Then you go to the what and you say what are land records and what are County records? And so this way people understand the principles, the concepts, the terms, and the tools in the toolbox.

And then the meat of your chapter is how to? How do I go to the County office and look in that records and what's a little bit of the process, what kinds of things am I looking for, what are the step-by-step things I should do? Then the final part of that chapter is the what if chapter and that means well now that I know this information. What should I do now? What's next step and now what I know this what does that lead into? So now that you know how to find those land records now what's the process towards maybe doing more of your due diligence? Maybe that's the next chapter and that transitions and that flows nicely.

So that's why, what, how to, what if and then I know that we're blasting through this really quickly, but what we want to do is we want to answer each of those sub-questions in about two minutes and I mean you can talk for two minutes about anything. If you know raw land, if you know your expertise so you talk for two minutes about why is it important that I use County records to find my raw land and you two about this and what you end up with is you end up with eight minutes of you recording this one chapter. Now you have seven chapters. So eight times seven is 56 minutes and there might be a little like an hour so of flashing out this exact outline but once you have the outline you speak out each little item for two minutes and you can choose to sit down at once and speak out a book in an hour. I've done that a few times or you can split up your time and just do it in two minute chunks, eight minute chunks or you end up with a 9000 word transcript once you get it transcribed and then you go and run spell check and take out a little bit of the problems.

May be add in maybe something like a check list at the end of each chapter maybe, maybe throw in some interesting graphics and that is very easily a 30 - 40 - 50 page paperback book that you created in hour and then all Amazon needs to publish your book is a Word document containing the pages, the insides of your book. They need a cover which you can go on

freelance sites and get it for \$5 or \$10. They need to know the title of your book, your name as the author, a quick blurb so people know what they're buying; they need to know the price. So a few little items but basically and then Amazon takes a few hours to approve it and they've never taken longer than a day or so.

There is one morning when I woke up at 6:00 in the morning, I took a walk, I got an idea for a book called The Checklist Mindset about productivity. I did this, I outlined it, I spoke it out, I had it's submitted to Amazon by 2:00 PM, I had it live by 6:00 PM. So one hour of work, 12 hours from start to finish of a book and as long as you are excited you have a template, a structure and you don't waste a lot of time. You know that you'll never get to perfectionism; you can always make that book better later. That's how you do it. So I'm not sure if that helps you get on the road there Scott as far as your quote book but that is my process for getting it out there, getting it done.

Scott: All right I'm doing it. Mark do you know what he just did?

Mark: What?

Scott: He just laid out for us our recipe, right?

Mark: Yes.

Scott: Like that's what it is it's a recipe and like I always say recipes they work every single time okay. Like it's something that you can explain and then people follow the directions. I can just follow these simple directions next thing you know I'm pounding out books every day. I can do a book a day.

Mark: Absolutely.

Robert: Woo do that. Do 365 books in 365 days.

Scott: I mean 20% are going to be winners, 80% are going to be losers who cares.

Robert: Let the market decide.

Mark: Absolutely. It's called The Little Wayne philosophy where if you know publish enough music some of it it's going to be good.

Robert: That's right.

Mark: You know if you publish enough books some of it is going to be good.

Robert: One of my favorite musicians is a guy named Wesley Willis and he's dead now, but he hits the demo button on his synthesizer keyboard and then just raps over it and he's world famous.

Mark: There you go, there you go.

Scott: It works.

Mark: Before we get to the tip of the week I just want to remind the listeners that today's podcast is sponsored by Flight School. To learn more about the recipe of how you can get out of solo economic dependency and have Scott Todd lead you up that mountain of land investing quickly, efficiently and safely learn more at TheLandGeek.com/Training.

All right Robert Plank I think your mentorship has been phenomenal this podcast, but now we're going to ask you for another tip - a tip of the week: a website, a resource, a book something else actionable for the Art of Passive Income listeners to go improve their businesses, improve their lives. What have you got?

Robert: What I have is my book. You can get a WWHWBook.com and there's a resource for you but a tip I've got a really easy tip, something that I just came across this two days ago. I was on YouTube I found a speech by an MIT professor made Patrick Wednesday and he's dead now. He gave this like 90-minute talk about how to become famous and how to deliver a great speech and he had a lot of ideas but the one tip, the one thing that really stuck with me he said build a fence around your idea which I think that's such a cool concept.

We were even talking about how do we stand out, how do we get confidence and all of those sorts of things but think about a way that you can alienate some people and you can differentiate your idea and maybe explain how your idea differs or is better or is more appropriate to a certain type of a person. Build a fence around your idea so that way it's uniquely yours. Spend a little bit of time explaining like what your idea is and who it's bad for so that way the people that it's good for it will really match up. So that's my two tips WWHWBook.com and then build a fence around your idea.

Mark: I love that idea Dan Kennedy was famous for saying 'if you're not insulting somebody by noon you're not working hard enough' and essentially

saying build a fence around your idea it's for these people, it's not for these people. Scott Todd what your tip of the week?

Scott: Mark I'm going to give you another book and I'm going to tell you this book I know for a fact was not written using the method that I just learned and it probably took the guy a lot longer to do it but in fact he is like somebody that I'm just like I'd love to meet this guy and pick his brain and it's a book by Robert Iger and the book is called *The Ride of A Lifetime: Lessons Learned From 15 Years As CEO Of The Walt Disney Company*. This guy has transformed the Walt Disney Company it's amazing to see what he has done with it. I watched a Masters Class with him, it was really kind of cool to see that so check it out it's a good read look in the mind of a top CEO.

Mark: I love it the Robert Iger book. All right well my tip of the week is learn more about marketing, creating a podcast, writing a book, making a membership site. Anything you want to do go to RobertPlank.com, RobertPlank.com we will have it in the show notes as well as all the other tips.

And just a little reminder please if you're enjoying the podcast, if you're getting value out of it just 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 our \$97 Passive Income Launch Kit course as well as the latest wholesaling course How To Double Your Money in 30 Days or Less In Land Investing. So please do that. All right Robert Plank, are we good?

Robert: We're great.

Mark: Scott Todd, are we good?

Scott: We're good Mark.

Mark: I want to thank all the listeners again and here we go one, two, three.

Mark & Scott: Let freedom ring.

Mark: Pretty good.

Scott: Not bad.

Mark: Not bad. All right thanks Robert.

Robert: Thank you.

[End of Transcript]