

EPISODE 309

[INTRODUCTION]

[00:00:00] ANNOUNCER: Welcome to The Real Estate Syndication Show. Whether you are a seasoned investor or building a new real estate business, this is the show for you. Whitney Sewell talks to top experts in the business. Our goal is to help you master real estate syndication.

And now your host, Whitney Sewell.

[INTERVIEW]

[0:00:24.1] WS: This is your daily Real Estate Syndication show. I'm your host Whitney Sewell. Today, our guest is Matthew Pollard. Thanks for being on the show, Matthew.

[0:00:31.7] MP: I'm very happy to be here, thanks for having me on.

[0:00:33.7] WS: No, it's an honor to have you on. Matthew's responsible for five multimillion dollar business success stories in his home country of Australia, all before the age of 30, that's impressive. He's a bestselling author whose book, *The Introvert's Edge* has received endorsements from Harvard, Princeton, [inaudible] and Marshall Goldsmith, just to name a few. And featured by Fox, NBC, Fortune, Forbes, Incorporated, Entrepreneur and CEO. Also the founder of Small Business Festival, which Incorporated has named top three national conference for small businesses.

Wow, Matthew, thank you so much for your time. I know your expertise is going to be very valuable to the listeners and in this industry. But tell us a little more about who you are in case they haven't heard of you and then let's dive in.

[0:01:18.3] MP: Yeah, sure, I mean, a lot of what you covered in the bio I think one of the most interesting things is most people hear that bio and go, "This guy sounds like he just started with it being easy and kind of continued down that path," right? I mean, five multimillion deals,

success stories before you turned 30, kind of sounds like I must have started with some really good formula right out front.

That's because a lot of people see me as I am now, they don't see me as I was, I've got a slide that I put up during a lot of my stage presentations where I put a photo up of my sister's wedding that just highlights this really acne ridden face that I had. On top of that, I actually had this condition called Owen Syndrome and I was lucky to get diagnosed with that because I was misdiagnosed as dyslexia for all that time and people just thought I was lazy.

Luckily enough, at the age of 16, I put on this pair of glasses and magically, I can start the process of learning to read. You know, I couldn't read like everyone else, I had to start the process. I had the reading speed of a sixth grader in late high school. You know, I really pushed and pushed to do anything through high school and I managed to get to the point where I got into the top 20% of my state but it took every bit of energy I had. And I have to tell you, I mean, I was exhausted and my family could see it.

While a lot of people go straight off to university. I did what a lot of Australian kids get away with is I got to say, "I want to have a gap year, take a year off," to really find myself and my family agreed because they knew that I wouldn't be able to just go into any degree and just prosper. I really needed to be motivated. They let me take the year off but not to sit on the couch and watch Oprah like a lot of people did.

My family wasn't rich, I really had to learn, I had to get a job and I had to earn my keep, as my father put it. I took a job at a real estate agency and I know what you're thinking, out the front, selling real estate and maybe that's why people would think, maybe that's why he is on the show but I actually – I lost my job only a few weeks in, the company shut down just before Christmas and Australia's very different.

In America, you had thanksgiving, you have Christmas, it's cold, right? Everyone goes back to work. In Australia, it's our summer, our Christmas break at the same time. We go on holiday on the 20th of December, we don't come back till the 15th to 20th of January. I couldn't get a job anywhere. I mean, nobody was hiring. I mean, anybody that's in business, think about it.

You're hiring just before taking a month off. No way. The only jobs I could get were these things called commission only sales roles. I mean, for an introverted kid with a reading speed of a sixth grader, who struggled to talk to his own friends, you could imagine, that would have been terrifying and for me, I went for the interviews and luckily enough I was wearing a suit.

Because of that, I had potential, right? Because I was the only guy that came to the interview wearing a suit, even though it was this black shine in the sun kind of suit with a green shirt and a post office red tie. I had potential because I at least came well dressed and nobody else is going for interviews at that time really seemed to care.

I got put in the business team and after five days of product training, and not a single second of sales training, I got thrown on this road selling telecommunications. It was called Sydney Road which we're talking to thousand dollars on each side. Which is great, if you're getting told no, why not have final walk, right? I went to go into the first door and I had this realization. No one told me how to sell. I mean, I didn't even know what to say.

I took a deep breath, I walked into the first door, I got told no, then, after that, I got less politely told no, then I got sworn at, then I got, my personal favorite. "Go and get a real job." Door after door, that just kept happening and kept happening until the 93rd door where I made my first sale.

I remember, I made like 70 dollars and was ecstatic for about 45 seconds and then, I had the second realization of the day. I got to do this tomorrow and the next day and the next. It just wasn't okay. I had to make a decision. I think a lot of people that are selling real estate syndication. You know, introverted or extroverted or not, a lot of times, when we get presented with a barrier, a lot of times, we say to ourselves. "Well, this is insurmountable," you know? It's just not a natural ability.

Now, we've all heard of this concept, gift of gab, right? Introverts don't have it, extroverts obviously do. Well, if I had to believe that, my year was going to suck. I had to find another way. I came to this belief that sales had to be a system, a systematic process like anything else and if I just adhered to that system then I would be able to succeed.

I went looking for a way to do that and what I found was this thing that — everyone knows of it these days. But I couldn't pick up a Brian Tracy or Zig Ziglar book, I had a reading speed of a sixth grader. But luckily, YouTube was then available, this wonderful podcast and there's a lot more on YouTube than just cat videos. There were people talking about the sales systems and the different tactics and every day, I went out and I applied those strategies and I got better and better at a single one.

Focused on the overall system, it was 8 hours' worth of selling, eight hours' worth of practice weekends, were great, — it was a terrible six weeks. But soon it became \$93 to 78, to 45, to 31, to 26, to 18, to nine, to three. Six weeks in my boss pulls me in and he's like, Matt, we're a little bit blown away by this. I thought I was in trouble. It's like, we just got the national sales report, you're actually number one sales person in the company.

Which just happened to be the largest sales and marketing company in the southern hemisphere. It took six weeks, which is why when people are — "I'm not sure if I can sell real estate. You know, I'm really passionate about making money out of investment or I'm really passionate about the business of it but I don't know if I could ever sell it to someone."

If it took you six weeks to sell something to go from having no business to being terrified in sales, to being the number one person in the company, you absolutely can. Now, there are a lot of things that you can do before that to make the heavy lifting of sales easier but you absolutely can do sales and I mean, that's where I started. If I can do door to door sales, that phase ends, that reading speed, that uncomfortability around sales, really, anyone can do it.

[0:07:05.4] WS: It's amazing though that you went 93 doors, getting rejected but you still got there. I mean, you still kept going. I think most people would have quit long before that.

[0:07:16.7] MP: Well, yeah, I'm not sure if that's luck or unlucky really. It was about 4:30 when I got that sale. I'm not sure if I would have gone past 5:00 or went, "That's the day." I wonder what would have happened if that hadn't changed, right? The truth is that, I've always been one to really focus and say, "Storm the torpedoes, I've got to find a way," and life wasn't easy for me, I couldn't read.

School wasn't easy, this wasn't easy, this was uncomfortable and not easy. But I promised my father that I was going to earn my keep and this is the only way I can do it. I think it was a lot to do with the fact that I'd made a commitment, I was worried about going home and saying I hadn't lived up to that commitment. It was bad enough to say I'd lost my job at the real estate company and I watched my dad break his back for 80 hours a week supporting the family up until then. There was no way I was okay.

You could almost say, I willed that sale on the 93rd door because I was unrelenting on keeping to do it. I think these days, in our minds, a lot of the times, I mean, life's pretty easy for us these days. I mean, it's not like you know, if we get sick, we're going to die, you know? It's not like, if we have a bad day, we don't have a lovely four-bedroom house we can come home to and a great meal that we can pick up in an affordable way. I mean, today's generation, we have a lot to be thankful for, right?

Our life really isn't that tough but that means when something gets slightly tough, we're like, "Oh no, probably not for me, it's not my natural ability, I'm just going to not do it." That's the wrong mindset to have. I mean, sales is a wonderful skill to have that you can use in job interviews, you can use to get promoted, you can use to convince your kids that they really should eat their greens, right? It's such a wonderful thing.

You think about for the people here that know syndication well, I mean, there are a lot of people that are in lots of different industries that are struggling to make money in their investments. You know, they might have you know, high six figure jobs and they've got no idea how to retire because they haven't found the right investment strategy and it becomes — so simply, to a lot of people watching this show to invest in them, to find them, to sell them yet, for a lot of people, it's really difficult.

There's no difference between that and sales. There's no difference between that and the things that you need or what I call the three steps to rapid growth to have a really successful business. The problem is, what we tend to do is we become very good at our functional skill and everything that's outside that, we tend to wing it. When it comes to sales, a lot of times, this isn't new stuff, right? Brian Tracy said that the top 10% of all sales performance, introvert or extrovert or not, had a planned presentation.

The bottom 80% just say whatever comes out of their mouth and as people in the syndication industry, a lot of the times, what we do is we tend to not only just say whatever comes out of our mouths, we tend to like to over educate people because we feel they're making a big financial decision so education is the key and the customer or the person that we're trying to sell the idea to, walks away going, "This sounds 'scammish'."

Or, "Wow, I'm overwhelmed with lots of details. God, I'm just going to go and invest in something else because this is overly complex." We did it to ourselves, we made something overly complex when they didn't really want to know that, one of the biggest elements around sales is storytelling. Where you take this big complex thing and you tell stories instead of somebody that had that problem where you didn't implement, you got a different outcome, you know, the last syndication expert I worked with, you know, you know he had this really complex story about this guy that he was a doctor.

He wanted to get into retirement, he had no idea how to do it, he had a really expensive lifestyle and kids that were going to really expensive universities and he had no idea how he was ever going to get out of earning that sort of money. He went to a real estate investment seminar. Next thing he knew he was buying rental properties and the market went down. Not only was he only making a little bit of money, the market went down.

Now he's made a physical loss yet there's maintenance issues. Now, he's going and handling his own maintenance, these are maintenance men, right? These places, this is ridiculous, it's the wrong strategy and it was for him, right? By telling them that strategy, the implementation that was made, the syndication deal that he got involved in and how it's been, afforded him the opportunity, his position, his high salary afforded him the position to get into it and now, the change and the success – who cares about all the technicalities, the customer doesn't care.

They just want to know that you work with someone just like them, that had a similar problems that were thinking about the same things or already down that path, the fact that you work with them and you got the more effective outcome and here's the other cool things about stories. Which is just one part of a sales process. People remember 22 times more information when embedded into stories.

All your jargon is more memorable inside the story. On top of that, studies out of Princeton highlight that activates particular activating system with our brain which means our brain's synchronized. And that creates artificial rapport until we can turn it into real rapport and then thirdly, it short-circuits the logical mind and speaks directly the emotional mind.

Now, what part of the brain do you think is terrified about working at 95 years old because they can't get themselves out of their J-O-B that they created themselves? Of course, it's the emotional part of the brain.

[0:12:26.4] WS: I was going to say, all of it.

[0:12:28.6] MP: Well, absolutely, but the emotional mind is the clear driver. When you're talking about sales as a process, most people don't use enough stories and a lot of times, it's funny, they go, "Yeah, I do use story." "Well, tell me what are stories." "Customer on this so I gave it to them."

Or some little touch points but not this well emotionally driven story about this doctor that's struggling with his rental property and dealing with maintenance issues. His wife saying you're already working crazy hours, why have you now taken on another job, right? You can really find these amazing stories that you can use that speak to your ideal client.

[0:12:59.2] WS: I love that. Many things there that you pointed to really understanding your client or understanding who this person is, what's important to them. We're not speaking all of this jargon that makes it seem too confusing, right? Like you and had mentioned earlier, there's even the term syndication can sound like a scam if somebody's never heard of it while they may be very aware that they can invest in real estate and even want to. Then, you talk about numerous things like that and they're just confused and their answer is, "No."

Help us to understand how to have that conversation, maybe even to build our own story or things we should be thinking about and so we're coming across, you know, I'm relating to them but not pushing them away.

[0:13:34.6] MP: Yeah, absolutely. There are a couple of things there. Firstly, you're right. Syndication, for the people in the know, you've just commoditized yourself, right? Because you said, I do what everybody else does. Now, you're competing on price who has got the best deal, that's the worst place to be. The second thing is that people that don't understand it have probably watched a gangster movie back in the day and they're like, "Gambling's syndication, that sounds bad and scammy."

Where's the win in that? Now, the major focus is that before we even get to sales, there are two things that we need to do. We need to understand the marketplace that we're selling to. Right? For me, when I first started in business, I sold directly to – rapid growth, I was the rapid growth guy, the business coaches. Then I was the rapid growth guy for professional service providers then service providers, then all of the introvert market.

I started by growing out. So many people get it wrong, they're like, "I'll sell anyone at the start." But when you've got less economies of scale, less testimonials, less success, you don't want to sell to more people because then you're in this highly competitive market where everyone's got more experience than you.

You want to start smaller and even then, when you're successful, why would you still not want to work with your absolute ideal clients. I mean, if your ideal client is a doctor or a lawyer and then later moved out to those highly professional groups. There's millions of them. Why would you ever get bored just working with your demographic. But the next most important thing is we all go to networking events and we can say, "I'm in syndication and that sounds scary," or for the people that know, commoditizes always say, "We're in real estate. No, I'm already invested in properties," it sounds like a sales pitch.

People, like, "Now your real estate sales person," and it feels uncomfortable. We go to networking events all the time and what happens is people try to put this in this box. Now, one of the things and you know what? While I've worked with people in syndication, I got to be a little bit careful about not giving away what we did for specific clients. Let me give you an example from outside the industry and then I'll help weave it into the specific industry.

I had a language coach out of California, she taught kids and adults mandarin, right? She came to me, she had a pretty significant problem. I mean, when she went and worked in the industry 10 years ago, she's been charging 50 to \$80 an hour successfully since then and had no issue getting clients.

But now, there are all these people moving into California that were willing to teach people for cheaper prices to get their first clients and then on top of that, thanks to the global economy that we live in, there were people in China willing to do it on Craigslist for \$12 an hour. Now she's competing against 30 to \$40 an hour locally and \$12 an hour on craigslist.

Now, thanks to our friends in Silicon Valley as well, she's now going to compete against online free programs, "I'll teach you Mandarin, you teach me English, we just want to charge anyone anything." So we're actually competing against for it. So she comes to me and she's like, "Matt, how do learn some sales tactics to close more deals?" And I said, "Wendy there is no win in that" right? "At best you are going to get these clients for a short period of time until they start working with someone else. And you are using these tactics that are going to make you feel uncomfortable."

I mean sales done right should be a natural step by step process that leads to a sale. But if you are not helping the client more in your specific way, how can you explain the price differentiation? So I said, "What we need to do instead is we need to avoid the battle all together." So I started to look at all the clients that she worked with and I mean she worked with hundreds over the years.

But there were two people specifically that she helped with a lot more and these were executives being relocated across to China and she helped with these three really cool concepts. So the first one was the concept of galaxy. Now I know that sounds like outer space for us. But to the average Chinese person that is their word for rapport. So if I was trying to sell you something and I was a really bad sales person, I might sit there for 45 minutes trying to convince and cajole you and then at the end I'd say, "Should you want to move forward?"

And you would say yes or no and everyone's favorite, "Let me think about it," right? Lots of people in syndication I am sure are hearing that. A week from now, I might reach back out to you

and say, "Should you want to move forward?" And if you say you want to think about, you have chances of getting that sale, I mean we know, they are going down and down, right?

Well in China, they're going to want meet with you five to six times before they even discuss business. I mean they probably want to see you drunk over karaoke once or twice. It is just the kind of characters they are. But that is because they're talking a lot of times not transactional 12 or 24 month yields. They are talking 50 to 100 year contracts. I mean it is a long time. They want to know the person they are doing business with. It is much more important to them than in terms of contract.

So she helps them understand that, she helped them understand the difference between e-commerce in China and e-commerce in the western world versus the eastern and the third, she helped them understand the importance of respect. Like learning the language isn't enough. We got to reduce our accent. I mean I don't expect us to sound like them but they do expect us to try. That is the respectful thing to do.

It's like in China if you hand somebody a business card. In the western world we throw it in our pocket and we continue the conversation, we go home, we're like, "Who is this guy again?" In China, you got to hold it. You got to cherish the card, look at all the detail, flip it over, look at the detail on the back, bow slightly and then put it in the card case. I mean I have spoken to a 150 vice-president summit for Electrolux in Thailand and the amount of care that each one of these people that commanded like a thousand staff gave my card was unbelievable.

Imagine if I didn't do the same and I said, "Wendy, you are doing so much more for these people than just language intuition. What are we doing?" Everybody listening is doing so much more than just syndication, right? Everyone has these unique skills, unique upbringings, unique past experiences that perfectly qualify them to help a demographic of clients. For Wendy, it was this executives being relocated across to China but then they overlooked those skills.

And they focused on the one thing they just learned or spend a long time focusing on, not the thing that came most natural. She said, "What do you mean? I mean it's just a few things, I am just trying to help?" And I said, "You're stuck in your functional skill. Is it fair to assume that as a

result of the assistant fee you are giving to these people? Are these people going to be more successful in China?" And she's like, "Yeah, you know I hope so. I mean that's the point, right?"

I said, "Great, so instead of focusing on Mandarin education, instead of focusing on that as a commodity, why don't we call you the China Success Coach? Why don't we create, instead of this Mandarin education, create this China Success Intensive." It turned out to be a five week program that worked with the executive, the spouse and any children being relocated across to China.

She loved the idea but she's like, "Well who do I sell it to?" I said, "Well who do you think your ideal client is?" She said, "Obviously it's the executive," and I said, "Yeah I mean I was terrified moving to Australia to the United States. You know, people speak the same language but it is not your ideal client." She said, "Obviously the organization would pay." I said, "Yeah I mean an organization absolutely has a lot of money riding on and sometimes millions of dollars but it is not your ideal client."

Frustrated, she looks at me. She's like, "Well who then?" I said, "Your ideal client is the immigration attorney," she's like, "What?" I said, "You think about it, you're going to get a visa, it is an interesting world, right?" They get paid five to \$7,000 to do one but after the paperwork, the bureaucracy, the cost of getting a client, which we all know isn't free and it takes a lot of time, they'd be lucky to make about \$3,000 in profit. I said, "So just offer them \$3,000 for success for introduction."

They'd love the idea, it will double my profit for a simple introduction? What am I going to say? Well they're going to say is, "Congratulations, you've now got your visa. I just want to double check you are ready as possible to be relocated across to China." They'd be like, "Yeah, I think we're set. We got a place sorted, we learned the language, kids are getting pretty good at it too, we got to have a visa now thank you. I think we're good." And they'd just say there is a lot more to it than that. I think you need to speak to the China Success Coach."

When Wendy would get on the phone it is the easiest sell in the world. These people were terrified to go, their organization was motivated to pay. They were introduced by their immigration attorney. I mean she charged \$30,000 for this program. After the cost of the sale for

the introduction she made \$27,000 the easiest sale in the world instead of struggling every day to charge 50 to 80 dollars an hour.

That is the power of a strong, unified message and knowing your niche, right? Everybody listening here today is going to ask themselves, what are the things they do outside the scope of their functional skill and then what is the high level benefit of that? For Wendy, it was Galaxy e-commerce and respect. The higher level benefit was China Success. For me, for instance I mean I am business coach. I am a branding expert, I am a social media strategist.

You know my book was listed as the number two ever written for introverts. I mean I am too many things. It is complicated and in truth, nobody cares, just like no one cares about most of the jargon and the motion of syndication experts I'm talking about. But when I say I am the rapid growth guy and I work exclusively with service providers to help them obtain rapid growth in their business, the simplicity of that message gets me heard in a crowded market place.

So everyone listening is going to think about what this is and you know, having worked with people in everything from finance to life insurance to syndication, everybody is so focused on the numbers, so focused on the functional elements that they forget why they got into it in the path. I mean some really smart people, they got into it for a reason, the passion, the purpose, the drivers, the unique skillsets, the upbringing and they general their favorite customers and the ones that love them the most, gravitate to them for the things that they are overlooking to. This is a really valuable exercise.

[0:22:19.1] WS: I know you mentioned, like we have to found out what we do outside of our functional skill. You know help me think through that a little bit.

[0:22:27.1] MP: Yeah sure. For Wendy, for instance, the biggest focus was that she focused on the functional skill of Mandarin education. But the advice she was giving on the side around, "Oh, when you go to China don't forget this tactic with the business card, or understand the difference in the e-commerce systems or understand that you can't try at sell in the first meeting" and she gave this great example about Dell and how after three meetings, the executive was frustrated.

And they were like, "Can't we just talk about business?" They listened through the sales pitch and then they were never invited back. So she helped them understand how costly jumping the gun before building rapport would be. I mean for a lot of the syndication experts out there, a lot of times it is about understanding money and leverage and understanding those elements is one of the things that a lot of syndication people do on the side that it is not just about the deals.

How to find the right deals, a lot of times is a really amazing thing but also a lot of times, I find that a lot of syndication experts one of the things they're really good at is helping unfreeze people to new opportunities, right? Because we always do what we have always done and a lot of times, we go to investment sessions, we are trying to educate ourselves, right? In university, a lot of times we study really hard to get the high paying job because that is what people told us we were supposed to do.

But then we are not in this job and we can't find a way out and we are going to all of this investment strangers just because we don't know like it was really easy for us. We had primary school, high school, college, into a job and it was all mapped down for us based on our grades potentially. But then now, we're going to try and figure out the big bad world between the wolves and the predators and the people that are really having something to give us value how to navigate that.

And find the right thing for us and no one has equipped us with how to do that, right? So a lot of times, understanding this specific demographics, it might have been a parent that you grew up with that was a doctor or a lawyer. It might have been somebody used to make all their money as a small business and then died and left the kids with nothing because they didn't have insurance products and they didn't have a property portfolio. There is a whole bunch of things that you can bring in that is much more than just "I am great at syndication."

And because of that, that's what most people are getting wrong. They think it's because they know how to find good deals or they know how to leverage money or they know how to bring a bunch of people together on a deal or they know how to sniff them out and then invest really well and it is actually generally not because of that. It is because of the things that you have in your life experience, the past customers that you worked with specific industries.

Those are the things that you bring but you know what? One of the things that people might find really helpful is I actually have a five step template that really helps you work through this and you know I did this at the National Freelance Conference. Gosh, it was a couple of years ago now and this is actually a really sad story but at the end of the speech I said, "Put your hand out if you now had a unified message that you believe that will excite and inspire people to want to know more but also you've identified a niche of willing to buy clients that you know will just pay you what you're worth."

So you are not selling to everyone, which is one of the other major steps. Like 97% of them put their hands up, which sounds great until I say it was a 45 minute session and then I say, "Keep your hand up if this is the most time you have every spent on marketing since you started your business" 85% of the room kept their hands up. So this template, I mean you can access it at matthewpollard.com/growth and it will take you to the five steps to work out your unified message and discover your niche.

But the trick is, this works phenomenally. I mean I had a florist that doubled their business since 60 days by just applying this template. I mean if a florist can do it, you can do it. But the trick is find somebody to work with, find a partner, block out two hours in your schedule and actually do this. But find a partner that is not in the syndication industry. Because this person in the syndication industry won't call you on the jargon, right?

So find someone who's completely out of your industry that doesn't get it. Get them to listen to this podcast episode so they understand what it's about and say, "You're in business you could benefit from the unified message in a niche, I could and I needed to find someone from outside the industry to do this with. Can we partner a block out two hours to do it?" if you do that you create a massive effect in your business. I mean it is really not hard. Just script it for 45 minutes, I suggest do it in two hours because you're working with a partner.

You are doing it with two people and that alone will transform the way you look at your business and the way you attract clients.

[0:26:46.2] WS: Wow, Matt you are a great salesman no doubt about it. I appreciate that and you have given us some actionable tips here. I love that at the end too, there is actually some things we can move forward with and unfortunately, we're out of time.

But just a couple of questions. You know I would love to ask the one thing you consider that's helped you to be this successful?

[0:27:03.1] MP: So I have this belief that there is a system for everything. Because the world — I mean a lot of people the world works for them so they get stuck in it. The world never really worked for me, right? I struggled since I was a kid so because of that I found my own systems for succeeding, my own systems for surviving. That's always been my main focus but I think there are two main guiding principles. There is always a system to find my way to succeed in anything.

And the other is that you can decide every minute of every day who you are and what you believe in. You get a second chance every second. Now that doesn't mean you change your religion every second but it means that you can redefine. I talked about the character story and it diffuses people's logical mind when you speak directly to your emotional mind. A lot of people tell themselves this stories about why they can't sell, why they can't succeed in business.

And those stories is speaking directly to your emotional mind, which completely short circuits the logical mind that might have new information to tell you that that is not true. So you've got to be careful about the stories you are telling yourself as well and that is why I love this quote because every day I wake up and it is a new day and every time I discover something that I am not happy with I make the decision, what am I going to change in my life? Not later, not next week but now, to reposition my life in a way that is going to give me the right direction.

[0:28:16.0] WS: Thank you so much Matt, that is amazing and tell the listeners how to like to give back.

[0:28:19.7] MP: Yeah, sure. So I mean I used to give back in a number of different ways. One of the things that I used to love doing is driving out to a remote town, like 45 minutes out that had a coaching program going in and I used to actually work with someone completely for free. I never

talked who I was, I just go in and give advice and occasionally I've had somebody and say, "Can I work with you?" and I would say, "Now is not actually the time for that," right?

"I mean you're welcome to reach out to me later if you want to but this is my give back." But what I found is not to give back in a whole bunch of different way is that there is no system or greater structure to creating momentum behind it, which is — you talked about Small Business Festival a while back. We do over 300 events across the country every year. They are all 100% for free. We've won multiple government proclamations and thanks from different levels of government for our work doing that.

And the whole idea is we put it in lots of different cities. We work with a partner in that local city that runs the event and we then create all of this different events with all of these free speakers and we pick up sponsorship from big corporations to allow us to do that to help small businesses to get out of their functional skill. So now I dedicate all my time — that I have a specific amount of hours every week that I dedicate to making sure that that continues to grow and help more small business. Because that is really what I am passionate about.

[0:29:33.7] WS: Wow, thank you so much Matt. You have been an amazing guest and I know people are going to look up your book, *The Introvert's Edge*, and I hope they do and go to your website as well to get that five points that you laid out. And also, tell the listeners how they can get in touch with you and learn more about you other than that?

[0:29:48.1] MP: Yeah absolutely. You can type Matthew Pollard into Google and you know I will come up everywhere. But there is so many. I learned by watching YouTube videos so I put a ton of content on YouTube so you can subscribe to that. I put a ton of content on LinkedIn, on Facebook and on Twitter.

But I would suggest I mean the two things I would suggest you do is go to matthewpollard.com/growth to download that five step template and then the other things is go to theintrovertsedge.com to download the first chapter of *The Introvert's Edge*. I mean my publisher hates me when I say this but you don't need to buy my book to learn how to sell. I am so focused on helping introverts realize that they can also sell that I literally put in the full seven step process of how to sell in the first chapter.

So if you do nothing more than download that, look at the seven steps of the sale, look at what you currently saying and put that in. You realize there is some things that don't fit, throw that out, you shouldn't be saying it to customers and then you'll realize there's some gaping holes, generally around asking the right questions.

Not questions, the right questions and telling great stories and if you fill those gaps – I mean I'll say to you'll double your sales in the next 60 days if you focus on the message and the niche. But if you also focus on that you'll guarantee you will easy double your sales in the next 60 days by giving yourself a great sales process.

[END OF INTERVIEW]

[0:30:59.1] WS: Don't go yet, thank you for listening to today's episode. I would love it if you would go to iTunes right now and leave a rating and written review. I want to hear your feedback. It makes a big difference in getting the podcast out there. You can also go to the Real Estate Syndication Show on Facebook so you can connect with me and we can also receive feedback and your questions there that you want me to answer on the show.

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[OUTRO]

[0:31:39.9] ANNOUNCER: Thank you for listening to The Real Estate Syndication Show, brought to you by Lifebridge Capital. Lifebridge Capital works with investors nationwide to invest in real estate while also donating 50% of its profits to assist parents who are committing to adoption. Lifebridge Capital, making a difference one investor and one child at a time. Connect online at www.LifeBridgeCapital.com for free material and videos to further your success.

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