

EPISODE 570**[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 Travis Chapell. Thanks for being on the show, Travis.

[0:00:33.0] TC: Yes sir, thanks for having me.

[0:00:34.4] WS: Travis is the founder of World Class Media, a full-stack podcast production company specializing in helping busy entrepreneurs produce world class products that pay. He is also the creator and host of both World Class, a podcast that reverse engineers what it takes to be world class at what you do and build your network, a top 25 business podcast dedicated to entrepreneurs cultivate genuine relationships the right way.

I know many of the listeners right now are either contemplating starting their own podcast or been doing one for a little while and you're wanting to grow your network in that way and the guest today is the guy that can help you do just that and have an extremely professional brand and podcast and do it the right way.

Travis, looking forward to this conversation. Thank you so much for your time.

[0:01:24.6] TC: Yes, sir. Happy to be here.

[0:01:26.8] WS: Yeah, tell the listeners a little more about who you are and about how you got into this podcasting stuff?

[0:01:32.2] TC: Sure, how far back you want me to go?

[0:01:34.0] WS: Yeah, what calls you to start a podcast? Because I know, in our business, it's all about brand and getting our name out there, getting our brand out there, growing our network like it is for many entrepreneurs, right? What calls you to start a podcast and then you know, to grow the business to where you have now?

[0:01:51.8] TC: Yeah, sure. I always kind of had the entrepreneurial itch growing up and in college, that basically translated into learning how to sell. I was running like the landscaping business or something like that when I was a senior in high school and a little bit into college. And really, I was just kind of moving from opportunity to opportunity depending on how much money I can make and the language that I spoke was definitely money.

And so, in college, I put the business aside because a buddy of mine started knocking on doors and doing door-to-door sales and it intrigued me just because the paychecks that he was started to get were on the higher side, especially for college. I mean, you don't have to make a ton of money to impress a college student. So, I was looking at that opportunity and decided to harass my buddy if I could get an interview at that company and then we just kind of took off with that. And I think I had a natural inclination toward being maybe convincing in my arguments or sales-y in some way.

I don't know what it was but I just kind of took to it and started getting promoted and started producing and it became one of the top producers in that company. And then eventually, became a team leader and I was running a team of door to door guys. And then, that's basically what I did for the next few years was door-to-door sales, training, recruiting, managing, all that kind of stuff.

And then I realized I just like, I just wasn't, I didn't want that for the rest of my life and I knew that if I didn't make a change soon that I would be stuck doing that for the rest of my life. At that time didn't know exactly what that was going to look like. I didn't know what I really wanted to do or

what I could do or any of those things and so I just kind of started consuming content because I didn't know what else to do.

I just was like, started reading some books and listening to some audio books and listening to started finally getting the podcast for the first time ever. After a while of consuming content on those platforms, I was just like, "Man, this podcast and things seems pretty cool," and I came across a couple of people who were only entrepreneurs in the fact that they had compiled a ton of content and given it to people and that was essentially what their business was.

It was intriguing to me that they didn't have to necessarily be already a super successful business person or be able to have authority in the podcasting or content creation space. It's just like, if you get really good at that one skill, that in and of itself is valuable enough for people to pay you a lot of money to offer you, to offer the information that you've been studying and learning for a long time and so there's a couple of people that I look to.

People like John Lee Dumas, who were just crushing it in that space and making a really good income with super high net profit margins. Like you can still go to this day, go to eofire.com and you can look at John's income reports. He publishes them every single month. Every single month for as long as his business has existed so you can go on there and look at how he makes his revenue on his show and what the exact breakdown is and what his expenses are and where it all goes to. And how much money he pockets and profit and it was just insane to me that he could make a \$250,000 in a month and \$220,000 could be profit. I was just like, "I've never seen that type of business model before."

It was because he built an audience. And so, he didn't have to pay for marketing essentially like most companies have huge marketing budgets. He had zero marketing budget because he already has the entire audience that is like hanging on his every word and wanting to – recommendations from him. And so, that business model is super intriguing to me. And then also, the fact that he had true freedom in my opinion which true freedom I think is combination of all the different types of freedom, it's not just one for it, it's not just time freedom, it's not just financial freedom, it's not just location freedom. It's kind of all three of those things wrapped up into one

thing. You have time freedom, you have location freedom, you have financial freedom which means that you can go wherever you want, do whatever you want, still make a lot of money.

And obviously, that's kind of fantasizing it a little bit, there's obviously a lot of work that's still involved. But you can do your work from anywhere and you can make a lot of money doing that work and you can decide whether or not you're going to work today or if you're just going to take the day off. All those things he had in his control. It was autonomous and he had that freedom. Something that really attracted me to the industry, I was just like, "You know what? I may as well try it out and see how it goes." and that's what brought me to the podcasting space.

[0:05:51.2] WS: Nice, you loved just the thought of that freedom, right? I mean and you are attracted to that, especially your background in sales and probably some ability there has helped in a big way.

You know, I know you're helping lots of people now with podcasting and building a good show and podcast. And you know, one thing you said though, when you were talking about you going through that process, just thinking about starting a show and you said, you realized you don't have to be like a super authority in a space to have a podcast.

It seems like I get questions almost every week from people that schedule calls and are asking and maybe you know, they ask about how to start a podcast and one of their big things is, "Well, I'm not an expert in real estate or I'm not an expert in whatever." It seems like this big mental block and it's so common.

Help us to break through that a little bit. I'm sure you get the same question, you even said, you realized that you didn't have to be this super authority. What does that look like to you and when is someone ready?

[0:06:46.7] TC: Yeah it doesn't matter what level you're at. You can like – If I wanted to start a show today about basket weaving, I could do it. I don't have – never spend a second before researching it and I could create a show and be successful at that show, starting tomorrow. Because all you really need is transparency and authenticity because the thing that hurts people is when they start creating content around a certain topic, that they're not an expert in but they let

everybody think that they're an expert in it. And regardless if they expressly say that or not, they just let everybody think that. And then that's when people start getting upset.

Because then, people assume if people assume you're the expert and they pay you for your advice and your advice doesn't work because you're not an expert, that's when you start pissing people off, right? You just have to be totally genuine about it and let people know like, "Hey, this is a journey that we're going on together," which is essentially what I did, I wasn't an expert at networking and I've never been to a business event when I started my show.

It was just a topic that has interested me and something that I wanted to learn more about, something I wanted to master, something I wanted to ask questions about, something that was interesting. And so, I started a show around that topic and that's the best way in my opinion to break into an industry and to gain knowledge about a topic is to start a show about it because you're required to learn about it on a weekly, daily, bi-weekly, whatever your release schedule is basis.

There's no level of consistent action that can match that because you're literally having conversations with experts who are teaching you exactly how to do it. You're reading the books, the articles, listening to the podcasts and the audio books and watching the YouTube videos. Consuming everything and anything about that topics so that you can provide best information to your listeners so it only helps you become more of an expert in that arena. But you don't have to be the expert, the only way that you have to be the expert is if you position yourself as the expert because there's a lot of people that are just like that fake it till you make it people who are just like, "Yeah, I'm an entrepreneur."

"Okay, but you're not actually one, you're just want people to perceive you as that way." Instead of just being honest and upfront and real with people and saying like, "Hey, I'm not an entrepreneur, I'm currently working nine to five. But I want to be an entrepreneur and my show is about interviewing entrepreneurs because I want to learn from them and you can learn from them too."

People can learn from the concept. That's why I didn't release any solo content when I first started because I wasn't the expert. I didn't think that there was much I could say at the time. I

did a year's worth of three interviews a week and released over 150 interviews before I released any sort of solo content because people weren't tuning in to listen to me at first.

They were tuning in to listen to my guest because my guest were experts. And all I was doing was asking them questions that I was curious about, that I want to learn about. And so I figured, if I want to learn about the, probably a lot of other people out there that want to learn about it as well and I can just take them along the journey with me.

Yeah, you don't need to be the expert at all. It just has to be something that you actually care about and learning about really.

[0:09:32.5] WS: Just has to be something you care about learning about. No, I'm glad you said that. Because it's just this common misconception, I feel like no doubt about it, I can relate to you extremely well starting the Syndication Show as well but give us just a few points on why people should have a podcast?

[0:09:49.5] TC: There's so many reasons. Number one, I'll just kind of touch on the ones that I just mentioned because I've already kind of explained the position on there. But knowledge would be one, the level of knowledge that you gain an arena like I said, there's no better accountability tool than having a podcast and when it comes to learning about certain topic. Because there's no way that I would have read all the books that I've read on networking and communication had I not showed it's all about networking and communication.

No way. I just feel like almost a moral obligation to bring the best quality content to my audience that I possibly can which requires me to constantly be reading and consuming material around the topic that I talk about. That's one thing, your knowledge base and your craft or the thing that you're talking about will soar through the roof really.

Number two would be your network, this is probably the most important one and most beneficial one because most people don't ever take on purpose time to network with the best people in their industry and get to know the best practices and their industry.

It's a huge mistake. And a lot of people view it as a – since it's an activity that doesn't have a direct return on investment for your time, it's hard to put time into it because having a conversation with somebody could easily be perceived as a waste of time rather than a profitable activity for the day.

If you're somebody super structured and you know, let's say you're a real estate agent and you know that if you call X amount of number of people every single day that you're going to get X amount of deals from it and you're going to close X amount of escrows from it and make X amount of commission. And you find yourself on the phone for two hours talking to a colleague, it has nothing to do with earning business that day or it's not really an income producing activity. It's really easy to put that on the back burner and deprioritize it as something that's not worth your time because you don't see the immediate ROI like you do on sales calls or lead generation or prospecting or some other activities.

Sometimes it's difficult to wrap your mind around. But that's why a podcast allows you to make sure that you're taking that time on a weekly basis to connect with people who are in that same space to answer questions, to have conversations, to talk about concepts and discuss opportunities and all those different things that you do within your own industry. It keeps you accountable to constantly doing that on a regular basis with the people in your industry that you should be building relationships with and that's just talking about the people who are accessible.

The people who are inaccessible in your industry, the ones that are doing it at the highest level have way more demands on their time and so many more people trying to get in touch with them. If you just reach out to them, just for the sake of reaching out to them and asking them to jump on a call, they're probably going to say no.

I had a lot of people tell me no when I asked for a call. When I started my show because I thought that was an easier ask. I was like, "Yeah, two-minute phone call, they'll say yes to that before they say yes to a podcast interview." I was dead wrong, I was totally wrong, that logic did not track what I found was the total opposite. People would say no to a three-minute phone call and then said yes to a 35-minute podcast interview that I could share with the entire world.

Your network is if nothing else ever came, only the relationships and the opportunities that a network that I have now came from my show it would be worth every dollar I've ever put into it and every minute I've ever spent on it. It's 100% worth it, just from the network of people that you build up around you. Especially if you're like pioneering into a new space that you've never been in before in your life. Because you're starting from scratch and this just requires you to reach out and get to know more people in that space.

Knowledge, network, revenue, customer relationships, trust with your clients. There's so many other reasons. But knowledge and network would be two that I put at the top because most people don't talk about those. They only talk about revenue. They only talk about building an audience. They only talk about building an audience. They only talk about super fans. They don't ever mention the fact that like these other abstract concepts are happening as a direct result of podcasting and nobody ever talks about it.

I like to spend a good amount of time on those other things because they're not as trackable but they definitely have been.

[0:13:30.2] WS: Yeah, I could not agree with you more. I'm a prime example of pretty much everything you just said. I loved how you talked about the accountability to learn because if you're going to be consistent and you're going to keep your podcast going, you're going to be learning continuously. I love that. You get to ask all the experts the questions that you have and so I couldn't agree more.

I'd love to dive into just maybe a few key things that either you see are best practices for launching a quality show. And maybe a couple of things you see where people mess up during a launch as well? I know that's a common question that I get and I wish so much that I'd known when I started my show, you know, I knew then what I know now about a good launch. But would love to have your thoughts.

[0:14:11.2] TC: Yeah, people mess up because they prioritize the wrong things. And I think one of those things is equipment. Equipment is something that people spend way too much thinking about. They just get so bogged down with that stuff because if you're not a techy then you have

to learn all these things that you have no business learning about and that you don't need to learn about really.

If that's what's holding you back, don't even worry about equipment. Just the content is going to be the most important thing. This microphone that I'm using looks like the same one that you're using with me is ATR2100 for Audio-Technica, Costs \$63 on Amazon, this \$2 pop filter is on top of the microphone and this newer boom arm is like \$11 in Amazon.

[0:14:49.8] WS: That's exactly what I've got.

[0:14:51.5] TC: Yeah, that's what it looks like. This setup you can get for like 85 bucks on Amazon. And this is what I used for really until this past month. I've finally upgraded my setup last month to like a \$2,500 setup. But I mean, that took me two and a half years to get to and hundreds of thousands of dollars generated off of just the show.

I justified the expense at that point and I produce podcasts for a living so I wanted to be more congruent like if I were in a business like your Whitney and I was like doing real estate, I wouldn't even upgraded my equipment recently anyway. The only reason I did is because since I'm producing podcasts, I think I should be on the up and up with that stuff so – but that being said, this literally is a USB microphone, it plugs directly into my computer and I don't need an audio mixer and any of those other crazy things. Like I use GarageBand for free on my MacBook for interviews. I use Zoom, it's 9.99 a month to use Zoom. I have a media host that's like 20 bucks a month and that's it. Don't worry about any.

If that's the thing holding you back, then the wrong thing is holding you back. Focusing on equipment is a big mistake that I see a lot of people make. They'll go out and they'll buy that \$3,000 setup without even knowing what they're going to talk about yet and it's like – that was just a waste of money, you don't need to do that. So that is one thing for sure.

Another thing would be not spending enough time focusing on messaging toward your ideal listener or avatar. And just creating content and the problem is people duplicate success after success is already had. Meaning that they will look at someone like Joe Rogan and they'll be like,

“Well Joe Rogan just gets together with his friends and smokes weed and drinks beer and has conversations and he gets a \$100 million a month so I am just going to do that.”

It's like yeah. But you didn't see 1,500 episodes ago and 12 years ago when Joe Rogan started the show when there were like no podcasts existing at that point and you didn't see the fact that he was the first to that niche. He was the first to that space. You can't duplicate his success now because it is a totally different landscape.

Same with someone like John Lee Dumas. The reason why he was successful was that he started a daily entrepreneurial interview show. That was seven days a week interviewing entrepreneurs. Generic entrepreneurship, just in the entrepreneurship category he blew up and it took off and exploded because that was a blue ocean of it's time. It is no longer a blue ocean. So, you can't just jump into that space and duplicate what the success that people have done right now because it is a totally different landscape. So, you have to find your niche. You have to find your ideal avatar. You have to find your blue ocean. And you have to find what the thing that you could talk about that is going to resonate with a certain audience of people.

If you are talking to everybody, you are talking to nobody. So, you can't just like turn on a mic – I mean look, you can just don't expect people to show up and listen to it. You can do whatever you want. I am not here to be like the police of podcasting. But I am saying if you want results and you want to make money from it that is different.

Like if you want to just have a hobby show where you and your buddies talk about Star Trek and drink beer together every Monday night, you know what? Great that is an awesome social activity. And it is cool that you can produce something fun out of that. Great, do your thing but don't expect to just make a ton of money off of it and retire tomorrow. So that is another thing is that people don't focus enough time on their messaging and what their lead exact audience that they are talking to.

So, they get frustrated when there is no audience growth and there is no ability to make money on their show after doing it after a year or two so they just stop doing it. So that is another thing.

Another thing would be people don't take the launch process seriously and again, it all depends on the goals that you have for your show but if you want a successful show and you wanted to go on for a long time and you want to hit the top charts and you want those things, you have to have a solid launch plan. You have to have a launch strategy. iTunes treat your show differently within the first eight weeks of launch. So, you have to take advantage of that time period before you have to treat it like every other show. You got to create multiple episodes and weeks of content before you hit the launch button. So that you don't get bogged down every single week when you're like, "Oh man it's Thursday. Tomorrow is Friday. I guess I better release an episode."

You can't have that type of mentality about it because then that is when you just start skipping episodes. And then you start taking a dip in your quality of your episodes and if without quality and consistent content you have nothing. A quality consistent content, you have nothing. So, you have to make sure that you are staying consistent and putting a quality content and the only real way to ensure that happens is to stay ahead of your release schedule by a few weeks.

So, you have to batch that content and release. So, when you launch you know you probably have to have a two month bank of episodes when you launch so you can prevent yourself from running into those situations where you are tempted to either take a dip in quality or not release consistently because you are not booked three or four weeks out. So, there is a few things right off the top of my head that will get you there.

[0:19:18.8] WS: Yeah that's awesome. I love how you talked about and I have heard it from numerous people. But this still seems so hard to get in our heads sometimes. You know if you try to talk to everybody you talk to no one. You know maybe you could take 10 seconds or 20 and just stress the importance of just niching down.

[0:19:32.8] TC: Yeah. So, I like the phraseology of blue ocean strategy a lot better than niching down just because niching down gives this idea of like if you got to go like six layers deep to be able to find. You got to talk to dentists in Grand Rapids, Michigan who make less than 200, you know what I'm saying? That is not the idea that I want to give off by doing that. That's why I like the blue ocean thing because you have to go where your blue ocean is, meaning that the whole

analogy has to do with sharks in the ocean. And if there is something like a seal just died in the ocean and it is not bleeding, just dead then it's a blue ocean, right?

But a shark comes and takes the first bite, the ocean starts getting a little bit red. And then when that red happens all the other sharks smell the blood and they start swimming over to the same seal and they all start feeding on the same seal and all of a sudden, the ocean is super red. So that is the idea of the blue ocean, you have to find your blue ocean.

So, like I said, Joe Rogan doesn't have a niche. He talks about whatever he wants to talk about. He talks to whoever he wants to talk to. They like I said, smoke weed, they drink, they do whatever they want. But when he started his show that was blue ocean. There were no other podcasters that were doing that like there just wasn't.

And then he brings in the fact that he was able to bring in interesting people because he has a unique network of people around him and he filled that niche really quickly. He built that blue ocean so when he took that first bite and people started realizing like, "Oh, there is something here," that a lot of people started going around the same area and that ocean became very, very red.

So, someone like John Lee Dumas comes along he's like, "I can't just talk about nothing. I got to talk about something specifically. Well what is something specific that I can talk about? Entrepreneurship, business, great. Cool I'll do that." So, he jumps in and he starts creating daily content around entrepreneurship. And then he takes that first bite and bunch of people swarm it because he starts making money and he starts getting a lot of downloads. So, a bunch of people swarm in, they come in and now that ocean is totally red. You can't just start an entrepreneurial interview show any more. Like there has to be something beyond that because if you are doing it that way you are just jumping into a red ocean.

And so, when I started my show, it ended up being networking. Networking was a topic that I ended up choosing because that allowed me to niche down from further, from entrepreneurship category to networking specifically. And not even just with entrepreneurs. I had that conversation with more than just entrepreneurs. It is all about how to build relationships and connections

the right way. That is a blue ocean at the time. Now, some other people are jumping on board at that one and that is an ocean that is starting to become more red.

So that is why I say I like that phraseology blue ocean better because it is not really about niching down in a set of layers. It is just about finding a space where it is not completely over saturated and there is not 100 other people that are already operating in and playing in that space. So, it is just a much easier way for you to stand out and find your people.

[0:22:14.4] WS: What do you say though about that person that's just trying to build the credibility? Let's say there's – I mean obviously there's tons of real estate podcasts and I hear all the time, "Well, Whitney, there is so many real estate podcasters, no way I could stand out." Should they still start some kind of real estate podcast?

[0:22:31.2] TC: Yeah, definitely. There is always room for the best is something Tom Bilyeu says, something he told me when I interviewed him on the show is there is always room for the best. He jumped into a saturated space. You know what I mean? So, it is not like you can't make those things happen. Dax Shepard jumped in and made the whole conversational podcast thing work after Joe Rogan did it. But he was Dax Shepard.

So, he brings on freaking A-list celebrities like Edward Norton to talk about a movie he just directed. Of course, people are going to listen to it like was that ocean super red? Yeah, but he is the best when it comes to his network and the people he can have conversations with. So, he is going to shoot up to the top anyway. There is always room for the best.

So, if you can come in and start a real estate podcast and just do it better than 90% of the other people do it, then you are creating almost your own blue ocean in a red ocean because you are just better at it. And if you create really quality stuff, people are going to want to listen to it and pay attention to it.

[0:23:26.0] WS: We are about out of time unfortunately, maybe we can have you back sometimes. And let us further the conversation but what about just the expense that the listener should expect when starting a show?

[0:23:35.8] TC: It is totally depend demand like that can range from so many different things. Because you can do it for super cheap. I just said this set up right here is \$83.

[0:23:42.9] WS: Maybe just to product the show. Maybe not equipment but just actually produce it?

[0:23:47.8] TC: Yeah like a monthly basis you're saying?

[0:23:49.1] WS: Sure, if they are doing a weekly show on a monthly basis what should they expect? I know it would vary a lot but.

[0:23:56.0] TC: Yeah, sure and the reason I say it varies is because you can do all of this yourself. You have free software like GarageBand, you get a \$20 media host and you can edit and mix your own shows and you can produce the shows every month for \$20 of like literally just the cost of your media host and that's it. Or you could hire somebody like me and we do done for you podcasts where you are running a successful business.

We worked with a real estate syndicator like my last syndication client raised \$7 million for an apartment building that he was putting together and one a half million of the seven million came directly from his podcast that we helped him create. So, we do that and we charge a good amount for it because we do all the strategy and stuff like that. And we build all the assets, all the audio assets, the intros, the outros, the voice over work, the music, the media hosts, the shownotes like we do everything for you, right?

So that ranges more like depending on how many episodes you are doing, 15 to \$20,000 for us to do something like that. And then on a monthly basis, you know anywhere from \$75 to \$125 an episode that you are going to be paying for production. So, if we are doing well on a week, you might be three, four, 500 bucks a month in there to produce the show on a monthly basis where all you have to do is worry about creating content. So that's why I say there is a huge range in there. Because it really just depends on where your goals are.

If your goals are just to get some content out, do it for as cheap as possible and start getting content out. If your goal is to create successful show and start making money as soon as possi-

ble and use it as a private capital raising show, then you might want to hire somebody like me that actually knows what they're doing so that you don't have to take a year and a half to learn all the things about podcasting like I can just tell you all of them and do most of it for you.

So, you know I can cut the learning curve completely for those of you where it makes sense to do that. So if you are a mom and pop shop that you just want to start, like I was saying before, you want to start a podcast with your buddies that talks about Star Trek, you probably shouldn't hire me and you should probably do it for super cheap because it is going to be a fun project.

But if you want to make money off of it and it is going to be a business development tool for you and you have a clear path to monetization then hire somebody like me so we can set you up better for strategy, a cut the learning curve by a 10th by 90% I mean and that was you don't have to worry about content or the only thing you have to worry about is content. You don't have to worry about equipment, you don't have to worry about software, recording or shownotes or media hosts or tagging or any of the other stuff that goes into it because we are going to take care of that for you.

So, you know the expense could be really whatever you want it to be. The important thing is just to start something and whatever you like it. If you don't want to figure it out hire somebody like me, if you do want to figure out you can do it for really, really cheap.

[0:26:29.3] WS: Travis what is the one thing that's contributed to your success?

[0:26:32.7] TC: I mean this is going to sound cliché just because my show is called Build Your Network but easily my network. Easily the networking that I do like there is no way that I would have seen as much successes blessed to see as early on as I have seen it if I didn't make a clear effort to continuously increase the quality of the guests that I was bringing on the show to more well-known and well-liked individuals because that just – The law of association reigns true. If you associate with a bunch of people that are super high level then everybody is going to pursue to be on the same or similar level to all of those people regardless if they have ever met you or not.

So, that's why I spent so much of my time networking and trying to find those better and better guests because I wanted to be known as somebody who's associated with those types of people. And that's easily the number one thing that's helped me see some success in the least.

[0:27:19.9] WS: And how do you like to give back?

[0:27:21.3] TC: I like to give back through all of the content that I make. It is always awesome to hear when people's lives have changed or certain aspects of their business has changed or things like that. Clear real results that gotten from totally free things that I put out. Like a podcast episode or a free course or a download or something like that where I just put on something totally for free. I don't charge anything for it and they actually take that free piece of content, apply what I am talking about and see it happen. That is always something that is super cool.

[0:27:52.8] WS: Nice. Travis, grateful for your time today and just going through some of the launch process and why the listeners should really be thinking about starting a show and some of the expenses to think about or equipment and getting past some of those mental blocks that I know I hear every week from people. But tell them how they can get in touch with you and learn more about you in case they need help.

[0:28:12.4] TC: Yes sir, so if you are interested in having me and my team create a podcast for you, you can just go to travischappell.com/makemypodcast. Chappell, so travischappell.com/makemypodcast. There is a quick application and we'll jump on a phone call to see if we should build that out for you because there is very specific type of person we look for. Honestly probably the majority of your audience will qualify for that because we like working with real estate investors.

We like working with people that have a higher ticket offers and can justify the expense of working with us very easily. Because like I said, we are not the cheapest people around but we do provide really quality work. So, people that have this other syndicator we worked with, they've raised \$1.5 million like obviously it was worth paying me 15, 20 grand to create the show for him because there is an immediate return for him.

So, a lot of your audience probably would be qualified. But we do the application because not every business makes sense for us to do that for. If you are selling \$12 e-com products that is not necessarily our ideal client. So, we only work with people who we genuinely think are going to be able to take advantage of the service that we provide in the best possible way and see a relatively immediate ROI on what they spend with us.

So, head over there if that is something that's interesting to you and we can have a conversation about that. Anything else just travischappell.com. You can find all my social links on there. Both of my podcasts, the YouTube channel all that kind of stuff over at travischappell.com.

[0:29:33.3] WS: Awesome, Travis that's a wrap. Thank you very much.

[0:29:35.2] TC: Cool.

[END OF INTERVIEW]

[0:29:36.0] 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.

Subscribe too so you can get the latest episodes. Lastly, I want to keep you updated so head over to lifebridgecapital.com and sign up for the newsletter. If you are interested in partnering with me, sign up on the contact us page so you can talk to me directly. Have a blessed day and I will talk to you tomorrow.

[OUTRO]

[0:30:16.4] ANNOUNCER: Thank you for listening to The Real Estate Syndication Show, brought to you by Life Bridge Capital. Life Bridge Capital works with investors nationwide to invest in real estate while also donating 50% of its profits to assist parents who are committing to

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