

EPISODE 819

[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]

[0:00:24.2] WS: This is your daily Real Estate Syndication Show. I'm your host Whitney Sewell. Today, our guest is Jimmy Nelson. Thanks for being on the show, Jimmy.

[0:00:32.1] JN: Thank you for having me. I'm excited to be here.

[0:00:34.2] WS: Jimmy is also known as Coach Jimmy. He's been a high-performance business coach for over a decade, his unique skills in helping his clients to seamlessly connect their personal stories to their product or service, creating a strong know, like, and trust factor. And I know each of you that are listening, if you've been listening for very long, that's so important in our business, those three things right there. But using his 20 plus years of experience as a stage and film performer, he created his own personal story to create a seven-figure business, and now dedicates his life to helping professionals craft their own stories to attract and impact the lives of their ideal audiences.

He is a sought-after keynote speaker, emcee and host, event host, now honing his expertise as a virtual emcee as well, because Jimmy says, "Tell a story, change the world." So, Jimmy, welcome to the show, I'm really looking forward to this. I have read a few books a while back, but about just your story, storytelling a little bit, because it's so crucial. Just developing that relationship, people being able to connect with you, there's so many layers there to unpack, but

I'm looking forward to you helping us with that. The listener needs to know that it's so important. They're trying to build those investor relationships and that first communication that you have is so important. So, get us started maybe a little bit with your background, and let's dive into this piece that you're going to help us with.

[0:01:54.6] JN: Absolutely. Well, this whole thing started in first grade, Whitney. And I tell people that and I always get kind of a funny look of like, "So, Jimmy, tell me about your business." And I'm like, "It started in the first grade." Because in the first grade, as a young, heavyset kid from a broken home in West Texas, my elementary school class was picked to do a Christmas musical number. And being the fat kid, we were doing a musical number called "Too fat for the chimney." And it was how Santa Claus wasn't going to be able to come down the chimney because he was too fat for the chimney. And as the fat kid in my class, I just assume, man, that's going to be my role, I'm finally going to have some, the popular kids step back, I'm going to be Santa.

Nope, they picked my best friend, Justin Martin, who is the skinniest kid in class, they wrapped some pillows around and made him Santa Claus and me, they put in like a onesie-fidi pajama with like the drop bottom and the stocking cap. And they pushed me out to the edge of the stage and I had to sing a solo, Too fat for the chimney. But it was in that moment that I opened my mouth, that I realized what I was supposed to do the rest of my life. Because it was the first time, I got a positive response from a peer group from an audience.

And really, that's what started me on this trick of how do you put a message into the world, to get an emotional response from your audience. And so that has sent me on a 20 plus year trek — highs and lows — of being on network television, being on national tours, and working at Disney, and on Broadway show, and helping people how do you use something and entertain — what we take for granted every day is entertainment value, can be a very, very powerful business tool. Because I think your personal story is your number one marketing tool.

[0:03:29.3] WS: Nice. I love how you just started with a story that we can all visualize, we can all remember that. Now, we can connect. Jimmy, standing in front of the stage. I love that. So, help us to be able to do that as well. The listener is trying to connect with that passive investor, they're trying to build their investor base and they want to build their story. What should we be thinking about? How do we stand out and create that story?

[0:03:52.3] JN: Yeah, that's such a great question because we want to lead with our stats, you want to lead by, why this is the best investment, right? Why this is going to create this return? But it really is in a story that we're going to stand out in a really noisy market, because anytime we're trying to raise our hand or have somebody invest in us or choose us, well, it's not like we're the only option. There was a stat in Stanford that says that people are 63% more likely to remember a story than they are just straight facts.

And so, what I really do with the people that I work with, and the workshops that I teach, is I'll sit down and find a personal story. For me, it's the first-grade story or stories that I share from my time in New York City that tie back to Jimmy, if I'm working with you, as my storytelling coach, why you? Well, I'm going to go back and tell a story. And so sometimes those stories have to do with what your current profession is. But sometimes that story is about how you overcame something in the seventh grade, maybe it was something challenging in your world, because if you think about it from an investor's perspective, sometimes it's not – if there's going to be hiccups or bumps in the road through this process, it's when and if, right? And sometimes our job is to set an expectation.

So, if I can tell you a story about something in my world, either professionally or personally, that didn't go quite as planned. But I had the work ethic, and I dug deep and I stuck with it, and we came out, okay, on the other end, man, I want to align with you. Because I already know that you're somebody I kind of want to be in the foxhole with, if I'm going to invest my money into something, and we're going to create this relationship, I want to know that you're with me thick and thin. And a story is a perfect way to do that.

[0:05:32.1] WS: Okay, story. It's like, we all think about this, like marketing plan, marketing tools, but we don't always think about our story. So, help us, I guess, without a little bit. This number one marketing tool that you're talking about now, or maybe some tips to just really develop our story?

[0:05:50.5] JN: Sure. I think the number one moment is I need to know your heart. I need to know your why. Because at the end of the day, even the most analytical tactical person, we're emotional decision makers. So, if you can make me feel something to where why I want to align

with you. It's the reason you can't watch Braveheart and not ready to charge with him when he tells you, and he's like, "They can't take our freedom."

There's a bit of that, that we need to be able to bring, even if the simplest little story. Again, people think that they need the 100-pound weight loss story, that seven-figure story, this huge emotional story. But sometimes it's in the little simple day to day stuff that's important. And so, when I'm working with somebody, I always start with what their business is. But I'm like, "Why is this important to you?" And sometimes we'll do a bit of a memory jogger and say, "Okay, well, has that always been important to you? How did you get into the business that you're in now?" And we go steps back, and it never failed when he like, there's some time like in high school, or in college or something that where there was a shift, I'm like, "Have you always done this?" Like, "Oh, no, I used to do this." And we'll just start, I just kind of go through a bit of a memory jogger with them. And sometimes we find the perfect little story that they're like, "Oh, I totally forgot about that one. I forgot that's where the pivot in my life happened."

But it really is, I think, in a story, especially a personal story, we have to do three things. We have to be ordinary, you have to tell me why you're just like me, and we have to be extraordinary, you got to show me something you figured out that maybe I need you to help me with, you're going to get me to the next step. So, for those investors that you're speaking to, why do you have a track record? What have you come through? And the third one is what I said before, you got to show me your heart, you got to show me your why. Why is this bigger than you? Why is this not just a business transaction? Why are you vested in this? And I feel like those are kind of the three things I look for in helping people pick that story to align with what they're offering.

[0:07:42.0] WS: I love that. Helping people to see the big turning points and find their story, find something they can really draw out. And I'll share a little bit about something that has helped me and I didn't plan it this way. I wish I'd had somebody like you from the beginning to help me think through this. But you know, our big "why" mission, most people listening knows, helping families fund adoptions, our family's been very blessed by just our three children that we have been blessed, our families been blessed with through adoption, but the expense of adoption can be 40 to 60 grand to get a child home. It is just insane. It's 160 million orphans in the world. Most families would be great parents, they can't even think about where does 40 to 60 grand going to

come from? And so that's our big why behind Life Bridge Capital. We now have the Life Bridge Foundation where we hope to help those families.

But from the beginning, I started sharing that why. I would meet people at an event, I would share that why, share this is what's behind Life Bridge Capital's Life Bridge Foundation, and obviously, I didn't plan it that way. I didn't know this about storytelling, all this stuff. However, that wasn't the plan. But I started to see people really connect with me. They could remember me. You talked to 200 people at an event on a weekend about real estate, well, guess what? They could remember me. But if you're just talking about real estate, they don't remember who you are, right? But they would remember our conversation, because they can see it's something I'm passionate about, it's something bigger that they can get behind.

[0:09:08.6] JN: I'm so glad you touched on that, because what I also think is so important that people don't realize is that this story can be used in so many different ways. You said it, if you're in a room full of people that are all in the same industry, and somebody says, "What do you do for a living?" And if I said, "I'm a speaking coach." Okay, great, me and a gajillion other people, but I feel like, alright, when I was in the first grade, I tell this silly little story real quick, and they're like, "Oh!" They're going to remember like the little fat kid singing and why I did that. I stand out with that story. But where you can use that is if you sit down, we can map out a story and it could be in a 60-minute keynote or in front of a bunch of investors if you have a presentation. You could do it on a webinar. But then also in a room, you can tell the three-minute, the two-minute version of that story.

So, we always hear about what's your elevator pitch. I say you can tell a one-minute story that really is a great hook in there. It explains what you do and why, so when somebody says, "So, what do you do or what are you looking for?" You're like, "Okay, so when I was 21..." and you tell this quick little anecdote to tie in what you do, it really does, it helps you stand out in a very noisy world, because you're the one person that had a personal story attached to it as amongst everybody else that just leading with their product service. This is what we're looking for investors. And just lead with stats.

[0:10:24.4] WS: I love how you brought that out, it could be a one-minute version, I feel like most of us don't feel like we're a speaker, we don't have to develop that story, unless we're

going to be on a stage in front of 200 people. But ultimately, you need that story, even for that elevator talk or that talk when you're speaking someone in elevator. So, maybe you could provide some tips on that. We need to know our why. We need to really think about that story, and develop that. But how do we narrow that down to one minute versus say, a 45-minute talk?

[0:10:51.8] JN: Yeah, it really does take a little bit of practice, because sometimes we go through our stories and that we go like, “What details do we keep? Where do we go away? What do we keep and what do we kind of edit? What gets on the editing room floor?” And that's what I know. So, I always want to flesh out the full story. And then if somebody is like, “You have one minute to tell this.” So, in my keynote, we had 60 minutes together, I tell a story in addition to the first-grade story about me going to New York City and a funny little anecdote about me being in Time Square having to pass out chocolates. And where a big epiphany moment was them. But I'm like, “Okay, I know Whitney, and I just have a few minutes today, I'm going to tell the abbreviated version of it.” So, for me, it comes down to four parts. It's where I was, what I didn't like, what was the challenge? What did I figure out? What was the pivot? And why I'm excited about the future? Or why can I help you do the same? Or why do you need me to get to where you're going.

So, I'm just going to reiterate those real quick, where I was, what's the problem, because the biggest part of any of our stories is the vulnerability piece. It's the reason we watch Mission Impossible movies. If we popped up in the movie and Tom Cruise beat the bad guy, already has the girl and is like on the beach sipping a Mai Tai, like, that's a boring movie. It's the reason like that opening scene when he's punched in the face and we're trying to figure out who the good guy in the bad guy is, we're intrigued. And people a lot of times, the thing they want to hide from their story, it's the most powerful piece. It's the vulnerability piece. It's where you show me your wounds just a little bit, because so I go, because then I relate with you.

I think again, I think just in our society right now, in business, we're like, we need to look so polished and so perfect. And it really is the other way around. If you show me where there was a challenge, and then show me how you came through it, that stands out so much more than just, “Hey, I've always won. I'm winning all the time. All my investors are happy.” Let me know how you got where you got.

[0:12:45.6] WS: Such great advice. It's hard to do that. You don't want to expose those things, when ultimately, I think we have to realize that everyone you're speaking to has some of those same issues or trying to work through some of the same things.

[0:12:56.6] JN: Yeah. And it goes back to that, like I said before about ordinary, extraordinary, and show your why. I need to know why you can relate with me a little bit. Why there's a bit of a risk. And if I'm investing my money, what is this money mean to me? Because if people's money means things to them more than just what the money is, are we raising money to help adoptions and grow a family? That's a whole another story. That's not about the money. That's about a family. That's a whole different story. And a lot of times, it really isn't about the money. It's what does it represent? What's it going to allow us to do? What story is it going to allow us to tell as well? And if you can paint that picture for your investors of what life will be like on the other side of the investment, game over. Because it's getting you thinking past today, and where we're going to go was a partnership down the road.

[0:13:44.9] WS: Okay, so now we're learning to be vulnerable. We're thinking about there are bumps in the road. And you talked about what I didn't like, and a pivot point. Could you elaborate there?

[0:13:53.6] JN: Yeah, so I'm going to use my own personal weight loss story. So, again, I have 100-pound weight loss story. When I go in, and I'm teaching into, let's say, fitness professionals, and we're talking about how to build that. I'm going to talk about where I was. I was a three-time college dropout that was 100 pounds overweight. I had to move back in with my parents in my early 20s. Man, I talked about this shift in this moment that I had in the mirror where I didn't respect the person in the mirror, and I knew something had to change, and how that started me on a journey of over 10 years to take off that weight and I start sharing what I found, and the highs and the lows and the mistakes I made and the money and time that I invested.

And then I'm going to turn around and say, "Hey, I'm going to take all this experience of what I had to learn. And I'm going to condense that for you. I've already done all the hard work for you." So, the same thing that you can do that in any business is you tell me, "Hey, this is kind of where I was. This is what I didn't like. Maybe you're in a previous business or a different career altogether." So, I have such a heart for people in the real estate world because my dad has

been in it for 30 years. But he was a nuclear engineer. I watched him go from nuclear engineer to real estate professional. And that shifted in the highs and lows that came with that.

So, that pivot moment of — it's not necessarily everything changed there. But I think we all, if we look back at our lives, there was like enough is enough moment, or the pain of this side became so great that the pain of changing actually became less. So, we had to move. I think it's those moments like that when we were — and like I said, sometimes there's these big gigantic epiphany moments like my mirror moment. And again, sometimes it's just those little things of like, "Do I want to live this way the rest of my life? I've got to change." Because so many times in our lives, for things to change, we have to change, right?

[0:15:35.2] WS: No doubt about it.

[0:15:36.3] JN: I think a lot of us have those moments as well.

[0:15:38.9] WS: I often talk about, I had to realize that I had to be the first person to change for my business, change any of those things. I want you to have a couple minutes, so to also speak to just the in-person component versus Zoom, like so many of us are having to do so much of now, versus being on stage. But so many of us are being on podcasts a lot more now, or doing a virtual meetup. How does that change our story or does it in person versus webinar or electronically like this?

[0:16:06.8] JN: Absolutely. And so, there are so many different, what I would consider stages to tell your story. It could be face to face, when we all get to get back into rooms together again. But it could be a situation like this. So, if you listen, go back and listen to the beginning of this interview, when you asked, "Hey, tell me about your business?" Happens all the time and podcasts. "So, Jimmy, tell me a little bit about your business." And I go, "Well, when I was in the first grade." So, for me, instead of just answering your question, I'm going to tie it to a story. And I do that a lot. I have kind of a little toolbelt of four or five stories, that a lot of times I will answer people's questions about, "Well, what do you do?" With a story, and sometimes that's my story, but those can also be stories and testimonies of people I've worked with before. All these stories, being a story collector, a bit, doesn't always have to just be our story.

So, if we're talking to a potential investor, and they have a question or an objection, say, "Ah, you know what, that reminds me of Sally." Sally was somebody who worked with and then you go into that story as well. But it does change a little bit specifically, now that we are on, like Zoom situations like this. And I always tell people the same way, if you and I were face to face, or across a Starbucks at coffee, and we're talking about potentially doing business together, I'm going to look you in the eye. And I'm going to really share my heart and talk about why this is important to me. A mistake I do see now in this kind of camera situation is I could be looking at you here on my screen, but it makes all the difference in the world. If I make sure that I treat that camera the same way I do your eyeballs there, and it seems like this silly little thing. But I spent the other day critiquing and judging 400 2-minute stories, and people would have the best story. But they would just be looking over here or you could tell on their phone when they were looking at themselves instead of the camera and there's just a bit of a disconnect.

So, a storytelling tip I would give you if you're looking for prospects, and you're doing either a webinar or a one on one Zoom. It's so tempting to look at ourselves. It's so tempting to look at the other person on the screen. But especially those really important moments, make sure you're looking straight into that camera the way you would somebody's eyes across the table.

[0:18:10.2] WS: Great advice. I try to work on that myself. I got 12 things happening at the same time, so I do have to look off sometimes. But I agree. When we're looking, especially if you're in a big screen, you can tell who's paying attention, typically, and who's not. Great advice. Any other tips or should the story change at all or is it like, it's going to be pretty similar to the same, depending obviously the time link, but ultimately looking at the camera and looks looks like we're making eye contact anyway. Anything else as far as how we should present ourselves just to tell that story on Zoom versus in person?

[0:18:42.4] JN: It takes practice — and what I find a lot of times is I'll sit down with somebody that I'm working with, a one on one client or my workshops and when we map everything out. They're like, "Okay." And I always tell people. The people that are going to win with this is the person that goes and messes it up first, because applied knowledge and like learned knowledge and applied knowledge are two very different things. So, I can tell you all day we can map out your story and it sounds great in your head but until you get it out of your head and into the

universe and actually put it out there that's where we're going to get more comfortable with this, because initially it is awkward.

People look at me and say, "Jimmy. This is easy for you. This is your profession and stuff." Well, what people don't know about me is I used to have actually a physical like leg twitch. I got so nervous in front of people back when I was starting my career in my early 20s. And it's something that – it's just like working out. It's a muscle. You have to do this over and over again. How can you do it, maybe low stakes? So, maybe that's just recording yourself on a video and then going back and honestly looking about how did I sound? Did I get the point across? Was I looking at the camera?

There are some times, I just want to practice a new story or practice my story, and I'll go pop on Instagram Live and so two or three people pop in, great. If I mess it up, it's okay, but it kind of gets some of those nerves off and I'm like, "Ah — I survived that. That was okay." And so, it's high stakes practice in a low stakes arena. And so, I just think getting that practice and that's where you're going to find out where that groove is, and what part. Again, you asked earlier, it's also going to let you know, when you go back and go, "Oh, I'm rambling there, we can cut this piece." And when you actually look at yourself, it becomes super apparent, like, what pieces to keep, and what pieces to get rid of, as well.

[0:20:21.9] WS: So, recording yourself and watching it or listening to it, you're going to see where you're rambling. That's awesome. I love that you said that the person that's going to win, or the people that's going to win are the people that are really willing to mess up first. Yeah. Great advice. Jimmy, what are a couple ways that you became so self-disciplined to really grow your business?

[0:20:40.9] JN: Wow, man, it's a passion project of mine. I talk about morning routine a whole lot. So, my background when I was as an actor, and then also waiting tables and bartending and all the things actors do, I used to be quite the night out and used to – I would never be doing an interview with you this early in the morning. Once, it was realized, for things to change, I had to change. We touched on that a little bit earlier. So, I started studying successful people and it just kept coming back to how do they start their day. How do they start their day? And so, for me, who I wasn't where I was both physically, mentally, and financially, and in my business, I

became so – I'll use the word disgusted with like, I got tired of living that way for 20 something years. I was almost 30 years old before I made this shift. For me, it was, I don't want to be this version of me anymore. Can I rewrite my story? And that's the beautiful thing, Whitney, is no matter where we come from, we can rewrite the next chapter.

So, for me, now discipline and my routine in the morning and stuff doesn't seem like a chore to me anymore. It was hard initially, it stunk. But like anything else, we can create a new normal for what we are. It's like, how bad do we want, where we want to go versus where we are, and which hurts worse? There's a great story that Les Brown tells about, an old man sitting on a porch with his dog and a kid walks by, and the dog sitting there moaning and groaning. He was like, "Buddy, what's wrong with your dog?" And he's like, "Oh, he's sitting on a nail." And the kid says, "Well, why doesn't he move?" He's like, "Oh, it doesn't hurt enough to move. It just hurts enough to moan and groan." And I feel like that's where a lot of us are in life is, we wish things were different. Gosh, I wish I was a better storyteller. I wish I had a better pitch. I wish I could communicate with investors more.

Okay, what are you doing anything about it to change that? I see that people that are successful, those getting up at five in the morning and doing things. I'm just not a morning person. Guess what, nobody's just a morning person. It's discipline. Yes, it requires some work. Success is not going to accidentally fall in our lap. There's never been an accidental successful person. I'm living proof that if you want to change bad enough, you can if you just show up. I tell people, all I have on you is time and consistency. It became big enough for me to change what I was doing.

[0:22:57.9] WS: I could not agree with you more with everything you just said. Incredible. Because it was me, I mean, as well. I had to realize I had to change. And when I started getting up early, consistently and taking control of that time, that's when so many things started to change. You said you're big on your morning routine, are there a couple habits that you're just so disciplined about on a daily basis that have helped you achieve success?

[0:23:22.0] JN: Absolutely. So, I tell people that my 100-pound weight loss and keeping it off for over a decade is not the biggest battle. It's the battle with my mind that I still fight every morning. And so, one of my go to, I guess I've coined this phrase is, I have to attack my mind before my

mind attacks me. When I say every morning, Whitney, I'm talking every morning. So, for me, the way I do that is, you always hear, don't grab your phone in the morning and I don't grab it to get on like traditional social media or check my inbox. But what I do is I go and I grab it and go to YouTube immediately and listen to some kind of motivational speak. I need something to speak life into me before like that monster in my head start telling me all that negative, specifically right now.

This year, I'm so glad I had this discipline pre 2020 because I can see where people's emotions and depressions and stuff come in. So, when I pop on there, there's so many great things on YouTube, but a lot of times there's these compilation videos. So, it's Les Brown, it's Jim Rohn, it's Gary Vaynerchuk, it's Tony Robbins, it's Mel Robbins, it's Brendon Burchard, pick your personal development person that is your go-to, but I need somebody speaking life into me. If I'm going to be the best for the people in my life and the clients that I work with, I have to fill my bucket up first or I got nothing to pour in anybody else.

And so, the mindset piece for me, and I also realized I could do it passively because I also work out first thing in the morning. So, I feel like if I get my mind moving, I get my body moving first thing, the rest of the day it's already success and I'm moving. So, there was this hidden like 20, 30 minutes from when I first woke up in the morning to getting ready to go work out that you know, sometimes I put on ESPN or the news or sometimes just being left with my own thoughts which is equally as dangerous. So, it's like, "What can I focus on? What can fill me up passively?" Sometimes I'll turn that on and just sit on it and I'm not even watching it. It's the fact that I just passively listening to it. But it's made all the difference in the world on my outlook in my mindset and as challenges pop up, because it's not about what happens to us. It's how we react to it. And doing stuff like this, that kind of sets the sail in case a storm comes that day.

[0:25:24.3] WS: It's not what happens to us, but it's how we react to those things. Yeah, just incredible. And you have to attack your mind before your mind attacks you. Love that phrase. So important. What about the number one thing that's contributed to your success? And maybe we've talked about it, maybe we haven't.

[0:25:39.6] JN: It's consistency, it's patience, and thinking long game. Being in business now for nearly 14 years. It was never just, "Hey, I'm going try this and if it doesn't work." It was like,

“Look, I'm in.” And really, when that happens, it frees you up. We talked about earlier, the people that are going to win with this are going to be the first people to mess it up. Well, so many people don't have this long-term thing. They think, “Oh, that first time I tried my story, if it doesn't work, my entire business is blown or whatever.” And I don't look at it that way. If I'm like, I'm showing up every day for the next decade, regardless of what happens, then it allows me to make mistakes. And it's only in that freedom of trying and testing things do we grow, do we get to the next level.

So, I really do think that if I look back over the past 13 years, it's consistency. It's just being willing to show up, good day, bad day, sleepy, whatever. It's just, “Okay.” Next day, you have to fall in love. In my acting days, I had a mentor that really taught me to fall in love with the process over the performance. And it was showing up and figuring it out and tinkering with things. It wasn't just living for the time where I had an audience and there was a stage, it was falling kind of in love with the process and the grind.

And I feel like if we can find something to really obsess about in the process of getting better, same thing with working out. Those quiet mornings in the gym where nobody's in there. Cool. But if somebody turned around, you get to holidays, people are like, “Hey, you look really good.” The cousin that hasn't seen you in a while. Then you finally get the pat on the back. You've been looking for. You've got that pat on the back or you've got that investor to say yes, because of the practice and the things you were doing when there was nobody in front of you.

[0:27:16.3] WS: Jimmy, how do you like to give back?

[0:27:17.3] JN: Oh, my gosh, I love to get involved in my community, whether it's in charity things whether me and my family, we have an organization here in Dallas called Brother Bills that I'm really looking forward to every Christmas that we go and help put together packets for families in need here in the Dallas area. I just love getting out and speaking and really delivering hope. In my health and fitness days, I used to tell people, we don't sell health and fitness, we deliver hope to a world that desperately needs it. And that really do, the way I look at it, whether that's financially or with my my experience, or if I can just go speak life and hope into somebody else. And I just feel again, now more than ever do we need that.

A word of encouragement goes so much further than we all think and I challenge people that I work with all the time, I'm like, that person that just flip through your mind today, just briefly, shoot them a voice memo, just tell them, "Hey, I really appreciate this about you." It seems so silly, but if I get that from somebody, I light up like a Christmas tree, and it's such a powerful way because sometimes we think, "Oh, it has to be financial or it has to be voluntary." Sometimes a way to give back is just that person that made a difference in your life that you haven't talked to maybe in years and just saying, "Hey, I just want to let you know that you've made a big impact in my life. Thank you."

Man, sometimes what we all don't get that we all get so in our silos and sometimes, business or the entrepreneurial world or whatever can be a really lonely spot. We're grinding away in the office doing whatever. So, get something like that from somebody and they also say, if you need some encouragement put back into the universe, what you're hoping to get back instead of saying, "Gosh, I wish people appreciated me more. I wish I had some encouragement or I would love somebody to come pat me on the back." When's the last time you did that for somebody else? Because it's funny, you put it out there and it comes back as well.

[0:29:04.2] WS: Jimmy, I'm so grateful to have met you and just your willingness to to give back to us today. Amazing show. You just laid out so many actionable things that we need to know about and just being prepared to share our story, having one-minute version versus a 45-minute version, just showing our heart and our why. And knowing that problem and where we pivoted, all those things that you just laid out, even whether it's in person or on Zoom, virtually like this. Just grateful for your time. How can the listeners get in touch with you and learn more about you?

[0:29:32.0] JN: Absolutely. I've actually put together a story workbook that'll take you through some steps of what do you need to have in your story and a bit of a memory jogger to help you maybe think about the stories that you haven't thought about. You just need to go to storywellcrafted.com. You can get my entire workbook there and anywhere on social media. You can find me, The Coach Jimmy.

[0:29:51.2] WS: Awesome. That's a wrap. Jimmy, thank you so much.

[0:29:54.9] JN: Thank you.

[END OF INTERVIEW]

[0:29:55.9] 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]

[0:30:36.6] 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 adoption. Life Bridge 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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