

**EPISODE 892****ANNOUNCER 00:01**

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.

**Whitney Sewell 00:23**

This is your daily real estate syndication show. I am your host, Whitney Sewell. And I first want to thank you for listening to the show. And just being a loyal listener, we are very grateful. And we could not do it without you, we hope that we are bringing lots of value to you and your business every day. By having the experts on that we do - we work very hard to find them and to interview them well. And we have some big things coming up in the future. We're trying to do it better and better all the time. Our team's improving constantly and our processes are improving constantly. I want to remind you that you can go to the podcast page at [Life Bridge Capital.com](http://LifeBridgeCapital.com). And there's a button there now where you can leave feedback for us. I've mentioned it a few times on the show. But I just want to put that out there again. So, you know that we would love to have your feedback, we value that we're making changes now based on lots of feedback that we've received over the last few weeks. One thing I wanted to discuss with you today is part of my story part of how we got to where we're at today, how we you know one thing that led to closing on over 100 million in real estate last year, it's hard to believe it just when I say that number, but one thing that led us to that is overcommitting. And I want to explain to you what I'm talking about when I say over committing because it could be a bad thing. Right? You do have to be somewhat realistic. Of course, if you're going to think about overcommitting to something, what does that mean? Who all does that affect? Most likely it affects more than just you? I know it didn't me that is for sure. But by doing this, it has affected us, you know our entire family in a good way for a long period of time. I hope, right? It has right now anyway, that's for the foreseeable future. It's changed everything. And one example - one, there's many examples, and I'll explain that maybe in some other shows, you know, one thing we sold our farm, and everything related to that. We overcommitted to make the commercial real estate business happen quite a few years ago. Now when we jumped into this business, and I knew that would be a distraction. But during that time, the main way I want to share with you that we ever committed was starting a daily podcast, and numerous things around that led to many other things. But initially, I was barely even listening to it. I barely knew what a podcast was, when I was exposed to the thought of starting our own show. And I mean being a host of a podcast, I'd never imagined that it would be me speaking into a microphone as much as I have. But now I've been able to speak from many stages in front of 1000s of people numerous times, it's allowed me to make so many connections that I never would have had, if not for taking that leap and really overcommitting and let me explain a little more. So, you know, most people will start a weekly podcast, right? And when I started having these thoughts about a daily podcast, am I going to do it daily, seven days a week, you know, am I going to commit to that? Can I make that happen? I started talking to lots of other podcast hosts, as I'm sure you have, if you have a podcast or if you're thinking about it, you're calling people like myself or other hosts and saying, you know, how do you do that? Or how much work is that? What do I need to know? How do I figure these things out? Right? And that's what I did. I contacted all these people that I was friends with in the industry that had podcasts. And one common thing that they all said was that it's so much work is so much work, I can't hardly keep up with me. I don't know, you know

what I'm going to do to get the next week's show down or find the next guests or keep up with the show notes or editing the audio and the video. And I mean, time and time again, I heard house talk about her telling me how much work it was. I'll tell you one thing they all had in common. And that was that they were doing a weekly show, a weekly show. So, after some time talking to those different individuals and thinking through that, it made me think well, you know, when all those other hosts continued, telling me how much work it was, it's kind of discouraging, right? It's kind of discouraging, and thinking, well, maybe, maybe I shouldn't do this, you know, and then also at two different conferences. I met with two individuals or one individually to different conferences, who were very big names in our business in our industry. And I would bet that 99% of you listening would know who these people are just by their name. And I was talking to those individuals personally and telling them about the podcasts, obviously saying you know, I'd love for them to be a guest and help promote them that way as well and have them on the show. And both of them said, Whitney, don't do that. Are you crazy? That's too much work. And so normally I was really good at saying, or blocking out the naysayers, right? Except for now, these two individuals were very big names that are trusted and respected. And so it made me start to question. So I had a mentor, which, thankfully, which I highly recommend you have a mentor, I've had numerous now for different things, and see actually the extreme value in that. But at this moment, you know, I went to my mentor, and I was explaining what happened. He said, Whitney, that's exactly why you have to do it, because it's too much work. It's too much work, you must other people are not going to do it. And so I thought, okay, okay, I can do this. And so we committed and it was over committing it was, I had no idea what that was going to entail by committing to doing a daily podcast. But I will say by doing that, it made me grow in so many ways that I never imagined and never saw coming. And one of those we're managing to get all of that done. I told you, you know, the hosts that were doing a daily show, they were struggling right to find guests who were struggling to get the show notes, done, the audio editing, the video editing, all those things, they were doing all that themselves. That's why they were struggling. And I know personally, that if I had tried to do a weekly podcast, that I would have been doing the same thing, I would have been trying to do every part of the show, trying to save every penny that I possibly could. And that would mean me learning to edit the audio me getting that done, learning to edit the video, getting that done, and trying to do it all myself. And I know trying to do all those things, even for one show a week, would have met me getting way behind and not being able to do it to the quality that we've been able to do. And so I knew from the very beginning, that was not an option that I was not going to be able to get all that done. And so by overcommitting it allowed me to scale fast, because it there was no option for me to do it all myself. So immediately, I built a team, I found virtual assistants, I found people who were good at all those things that I needed to get done, I broke that podcast down into all these tasks, all these things in built processes and thought through what has to be done first and second, and third and fourth, and figure out how to organize that. So I had a team of four VA s from all over the world. And then I had another VA that was in the states that helped me to manage those VA s and that process. And I've done other shows on VA, and I'll probably do more, because it's definitely a popular topic, because we're all trying to figure out how to do the more important tasks, right, spend less time on the repetitive things, or that someone else can do. And I highly encourage you to do that. And listen to those other shows about VA, I just did a series on how we just hired my personal assistant just class a talent she's doing amazing with through a long process, but it was worth it every way, every part of that every step of that path was very worth it. So I encourage you to listen to that series. But my over committing that made me push myself to build the team to build the processes. So then we could do so many more shows than I ever thought I possibly could. You

know, by the time you're hearing this, I mean, I will have almost recorded 1000 shows it's so hard to believe that we've done that. But I wanted to ask you to think about the think you're committed to something right now you think or you believe that, okay, you know, maybe I can do a daily podcast. But what if you had to do five a week, what if you had to do 10 a week to build the process, build that system. So you can manage to do 20 a week if you needed to? Okay, and then doing that one, or doing that seven a week is just not nearly as big a deal. But figure that out, build that system, build that process, because when you over commit, when you have that level of commitment, it's going to push you to think differently, as opposed to me figuring out a way that I could edit every piece of video and audio content, and writing all the Sham notes doing that myself, you know, I had to think bigger, I had to think about those systems and processes that would allow me to scale fast, right from the very beginning, right to seven a week instead of one. That's just one example of how I over committed from the very beginning, and how it pushed us and pushed me to grow my network that much faster, to add that much more value to so many more people, even just meeting that many more people through the podcast, it pushed us in so many different ways. But I just encourage you right now to think about what are you committed to what do you think your next goals are your next things that you are looking forward to completing to take your business to the next level? And then think about what would it take to you know, 5x that or 10x that, you know, what kind of systems what would have to happen, you know, thanks do that before you think, Okay, I'm going to do this one time a week, well, what would have to happen if I had to do it seven times a week, or 27 times a week, and I'm just saying apply that to different parts of your business, it doesn't just only have to be podcasting, we've done that in many other areas as well. And I encourage my team to always think that way, too, when we're building processes will, you know, if this is a monthly thing, we'll figure it out, or build the process? So we can do it, you know, every week if we need to? What does that look like? You know, let's be that organized. And let's have that process. So we're always improving it. Every time we think of a way that we can improve something, well, we have the process there. And so that way, we can just put it in there, right there. And we know the next time, that's the way we'll do it. And it's just continually adding and adding and adding to that, but then also teaching your team to think that way as well. I hope this has been encouraging to you. And just thinking through over committing in some ways, you know, how is that helpful? Or is it helpful to you to think bigger, to change your mindset, stretch your mindset, just a little bit in scaling your systems and your processes so you can do more, but hopefully have you know less of your time spent on those repetitive things so you can spend time on other things. So think through that. I hope you've had a blessed day. I'm thankful to have power again now and be able to work some more get some more work done, but reach out if we can help in any way you're always welcome to go to [lifebridgecapital.com](http://lifebridgecapital.com) go to the Contact Us page and you can get connected with me I have a call with me as well. So I look forward to helping you personally if at all possible. Please provide feedback on the podcast page as well. We would appreciate that. We are always trying to improve the show but have a blessed day.

**ANNOUNCER 11:41**

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