

EPISODE 925

[INTRODUCTION]

0:00:00.0 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]

0:00:24.4 Whitney Sewell: This is your daily Real Estate Syndication Show. I'm your host to Whitney Sewell. Today, our guest is Jon Dwoskin. Thanks for being on the show, Jon.

0:00:32.7 Jon Dwoskin: Thanks Whitney. Thanks for having me, I appreciate it.

0:00:35.3 WS: Yeah, honored to have you on. It's interesting how we met, and I know you have so many skills that can help our listeners today as they are trying to grow their business, and we find ourself often stuck in different parts of our growth or especially early on, but I know you can help us with that today. But a little about, Jon, he's a business coach, author, speaker and podcaster, he's one of a few people that I know that are as crazy as I am to do a daily show, just so you know.

But he works with successful business people who are stuck and get some unstuck thinking big and growing their business big, very big. And he says, so, Jon welcome. Give us a little more about who you are, your background. But let's jump in to some of the things about how people are stuck that you're helping them with. Maybe you can give us even and some examples, and let's talk through some of those things. I'm sure it's probably some place I've been as well, or maybe currently they're in some ways, and listeners are also...

0:01:26.2 JD: I think the biggest thing I see is the philosophy of what got you here won't get you to where you wanna go. You're right, the same level of consciousness that got you to where you are cannot get you to where you wanna be, and I think some people get stuck in complacency, not necessarily always on purpose. I think during this past year with covid, I think people got lost in a little bit of boredom and a lot, and they got lost a lot in lack of structure.

There are so many people, it's so hard for people to structure themselves, one of the main key notes and the trainings I do is on time management and teaching people how to become a student, master student of their calendar, how to allocate and use their time, and how to structure their days. And I think a lot of people just don't know how... One of the most properly things I hear is, I don't have five minutes, I don't have five minutes.

When I start working with people, when I start coaching people, my clients say, I can't live how much more time I have to do this, I have more time to do this, because we started looking at what they do in ways that, they're just doing it because that's how they did it. But there's more effective ways to do things, and I think right now, if everyone kind of looks in the mirror, they'll say, Yeah, I need more structure and a little bit more discipline, a little bit more routine, and the little more effective routine in the morning, afternoon and night time routine, using your calendar to ignite and accelerate that as well.

0:02:51.7 WS: That's incredible, and I can relate to that so much, I know, early on, and I'm sure you probably experience this, Jon, I was working full-time doing a daily podcast, taking investor calls, doing deals, while trying to be a full-time husband as well, and parent, you know, all those things and if it wasn't for the calendar and just really maximizing my time as much as possible, I just could not have kept that. Barely kept up anyway at that time, anywhere... Let's change now.

But yeah, I could not agree more. Could you give a couple of tips on structuring and your day? Thinking through that, 'cause I've heard that too, I've said it, I don't have five minutes, all that

stuff, but becoming a student of the calendar, what are one or two things that someone can do today to really think through, am I focused on the high-level task today how do I make that five minutes?

0:03:35.5 JD: Absolutely. Well, the first thing which is so critical is that everybody on a daily basis needs to know there are three critical specific leading activities, and they need to be specific and they need to be measurable, and that's harder than it sounds because people will put things down, but they're not specific, they're not detailed, they're not measurable, and so you gotta be able to quantify what it is you're doing and what's a leading activity actually growing and accelerating the business versus a lagging activity.

And so the leading activities are things that are building momentum, building your pipeline, building your relationships, building something that is going to lead to, whether it's a sale, a new relationship, a closing, in your case, in your listeners case, a deeper relationship with someone that they can start investing with or a broker that can... That will start sourcing deals for them, I mean... All of that is really important.

Next is really looking at your calendar, most people are wired to look at their calendar and 30 or 60-minute chunks, when really you should be looking at your calendar and using it in five-minute chunks or 10-minute chunks or 15-minute chunks, and color coding your calendar for money making activities, the three leading activity leading activities that are actually making you money: the B activities, the C activities and the D activities.

And so if you start color coding those and you start thinking about five minute, 10-minute, 15-minute meetings or even appointments with yourself and being very specific in what those meetings are gonna be in your calendar, and you take the thinking away, the story goes that people would ask Albert Einstein his phone number, and he would go to the phonebook and look it up, and they would say Mr. Einstein, you were the smartest people in the world, you don't know your phone number?

And he would say, I don't like to waste my brain power with information that's easily

accessible, so the more you structure your calendar, the less energy and space you take it out of your brain and so you have a place to put it. Those are a few things that I find are really, really critical.

0:05:41.9 WS: That's incredible. More you structure your calendar, the more you take it out of your brain, you're not having to spend time just thinking about it, it's kind of like keeping the notepad next to the bed... Right, you thinking something in the middle of the night, you can write it down, then you can go back to sleep as opposed to just helping you remember it right now the appointments or the same way about a lot of the color coding things and thinking through the leading activities, and I've had to do that in a big way.

And it's like this constant battle. Right, it just continues. It's like it never ends. I'm constantly thinking of ways to get more time back and what's the most important places and my calendar to spend my time... It's difficult, very difficult to do that. But what are go ahead...

0:06:19.3 JD: And then note Whitney, if you color code your calendar, and you realize that for every four minutes, you save the day that's 24 hours a year, and so if you color code your calendar at the end of the week, you study the white space and the colored space and so you study it and you say, Okay, how can I maneuver things around? I work with a lot of companies. I work with solo preneurs to First 100 companies and everything in between.

And one of the things that I'm a big advocate of our shorter meetings, and so I go into a lot of companies where there... It's just talks about complacency, they are just used to having our meetings, 90 minute-meetings, but a lot of those meetings, those hour meetings can be 30 minutes. A lot of the 30-minute meetings can be 20 minutes. A lot of the one-on-one meetings that are an hour can be a half an hour.

You started adding all those up and prepping for meetings more effectively, you across a company can save tens of thousands of hours and then people have more time. And so it's really just looking at your company at every individual and the standards and all of that is changing right now because of covid, because we're in a virtual world. And that isn't changing.

0:07:29.6 WS: Tell me, and I didn't even see this coming, but I think it's a great place to dive in just a little bit, tell me about the structure of that meeting, going from an hour to 30 minutes, I do those, we have team meetings every week and sometimes numerous times a week with... It could vary some are 30 minutes, but then... But most are probably an hour with most team members... At least 45 minutes.

0:07:48.1 JD: Yeah, and so to me, if this is the way you run an effective meeting, there should be an agenda for every meeting, there should be intent and purpose for the meeting, it should be very clear, it should be sent out minimum two days prior to the meeting, there should be an email that says, Hey, if you want anything on the agenda, let me know. You keep the agenda concise, you don't allow people to get into the weeds, where meetings are not to report out.

Meetings are to have your stuff filled in in any type of shared file that you're doing, by the time you get to the meeting, the meeting may be a short minute or two to recap a people should be studying whatever they need to study to prepare for the meeting, so a culture of prepping for the meeting, but if everybody does what they're doing it... For an example, you put your information in a shared Excel spreadsheet, people could look at it in a USA Today glance and kind of understand what's going on.

You then strategize people, bring their leading activities to the meeting, you strategize and how you can help them with future Talking Points with next steps, how you can help them where you can dive in, and then if the people get in the weeds, you set up a separate follow-up, five to 50 minute meeting, and you can time block the meetings, and you can also give the order of which people are speaking anything to take away the shock value of giving people time to prep their mindset for a meeting.

I wanna go into a meeting knowing I'm prepared and I'm gonna be the third person called, and even if I don't tell people what the order is I as the facilitator of that meeting, know the order, I'm calling up on people, so I can set the stage and I can call on the first person and then say, okay, such and such, you'll go next and just mentally prepare people for the meetings.

So with the problem is people come to meetings with no agenda, is no idea what they're really gonna talk about, that you get in the weeds, you're talking about content that is not relevant and they're not effective, and so you waste people's time. And if you're a leader and you're doing that, it's very rare that your people are gonna tell you that because: A they're worried about getting fired or getting branded poorly, and B, you're the boss, they don't wanna get fired.

And C, a lot of the people like it because it's kind of free time for them to not have to really do their work, right? It's kind of like a space for them to say, yeah, okay, good, I can kinda take a breather here, and I'm not suggesting that people are lazy or anything of that nature, but it's kind of like, listen, I've been to plenty of meetings in my corporate world where I went to an eight-hour meeting that could have been done in 30 minutes and you're sitting there while people are reporting out for an hour and your 8th in the line, and you just take that time to open up your notebook and brainstorm and zone out and kinda take a breather, so I get it.

0:10:35.1 WS: I've been a part of those as well. It seems like, Yeah, all day or maybe even a two-day meeting that could have been done an hour or less in corporate or government and places like that,

0:10:44.1 JD: And sometimes those meetings are necessary to bring people together in the culture and the other collaboration.

0:10:48.1 WS: As the CEO or as the person that specializing in a specific part of the business who creates that agenda, and what are your thoughts about... who's creating the agenda and who's sending that out, you get... You walk us through that process a little bit, so the person listening can think through people on their team and how that functions?

0:11:05.8 JD: Sure... Well, the leader of the meeting sends out the agenda... Right, and so I'll give you an example. So one of the things I'm doing is, you know the daily podcast, and I just

started three months ago because of covid, I have for so much content on my website, and so people can get so much content and then if they want direct access to me, they work with me and I do one-on-one custom coaching I was sharing for solo preneurs to First 100 companies and everything in between, but then there are people that... That's out of their budget.

So I started a group coaching model every Monday night, it's 50 dollars a month, and it's live coaching, private Facebook group. It's great. Well, it's really taken off. People love the one-to-many group coaching, and so I'm starting three additional launching in mid-April, three additional group coaching groups with partners, and each of them. One is... I have a partner named Simon Thomas, and we're focused on coaching realtors. One is with a guy named Jeff Sloan, we're working with brand new entrepreneurs, and one is with a guy named Reddy Denhat, and we're focused on attorneys, so there's these group coaching...

So what I'm doing is I bring it up 'cause we're the podcast now, the second and fourth Wednesday starting in April, where we're doing a special edition podcast where the four of us are gonna be basically doing a 30-minute show, talking about business, talking about the power of group coaching.

So that's the second and fourth Wednesday of every month. So what I told them is I'll take the lead, and on the Friday before each Wednesday, I will send out a rough agenda of what I think could be, who the leader of the conversation's gonna be, I'll create an order and then we'll share notes. So the agenda can be done by Monday, Tuesday, we'll kinda go back and forth, so by the time we are on Wednesday, we understand the theme of what's going on, and I will finalize it and distribute it and things of that nature.

And creating the system. So when we get there, we understand exactly what the 30 minutes is gonna entail, who's leading the conversation, the theme and the topic, and then we can kind of fall into the discussion, otherwise it would just be a little bit of mayhem, but that's what we're gonna do. And so it's no different than any type of meeting, the leader sends out the agenda, ask for feedback, and that's who's responsible for putting it together...

0:13:30.1 WS: No, that's great advice. And four people talking in only 30 minutes, you would have to have a little bit of structure or else you wouldn't get anything accomplished.

0:13:40.1 JD: Correct.

0:13:41.1 WS: No doubt about it. So what about before we have to move on to a few final questions, what's another way that you see people just getting stuck in there... They can't get unstuck.

0:13:51.0 JD: A way that people get stuck is they don't have the level of awareness that they need to grow, and so you gotta kinda look at where you are and say, Okay, where am I going? Right. And a lot of times that bridge is very unclear, right? So they don't know. And so they don't know how to get... They're just stuck. And again, whether it's me or somebody else, they need to coach right? Most people don't invest in themselves.

They'll say, well, I don't wanna invest in that, or that's an expense, 'cause they don't see the value in somebody accelerating their growth. And so that is one thing I think people get... I've had coaches my whole life, I'm 49, and I'm a business coach, I have a business coach, I've had business coaches my entire life, and so to me, I credit my accelerated growth from not only my own discipline and love of learning and things of that nature, but my coaches helping keeping me kind of moving forward, hey, don't do this, don't get distracted to them to focus on this. Hey, you're really great at this.

And you don't realize it. Oh yeah, am really great that I didn't realize that. Oh, that is... Oh, I can monetize that. You see, it's kind of like looking in the mirror and saying, Okay, what am I gonna do? And if you're not gonna invest in a coach, start doing something, get something online, start investing in learning every day, learning.

0:15:18.3 WS: So important every day learning that consistency, right? Even the calendar stuff, all this is the consistency of the daily things, you even said break it down five-minute increments, but the investing in yourself every day... I could not agree more also about having a

mentor, having a coach, I've had numerous as well, I have more than one right now, and hope I always do. You're always searching for that person that's ahead of you, somebody that sees in...

And like you said, you don't have the awareness, and I think it's so helpful when you have somebody looking into your business that's been in your shoes, and for me, it's been... There's been times where the coaches said one sentence or a few words and it's like a light bulb goes off and it changes the whole trajectory of everything, and it's helped us to do big things...

0:16:00.8 JD: Correct, well, and that's the key. It's like that light bulb moment that goes off... Same thing I know, exactly. Or when I talk to my coach, they'll say one thing I said, That's it, that's it. Right, that unlocked something within me. Because he knows me, and it's absolutely priceless, but also that I get that also in books that I read every day, or a podcast that I listen to every day, I think you really gotta commit to learning... That's the key.

Read five pages every day, listen to a podcast, five minutes every day, if that's too much to two minutes every single day, read one page every single day, do something, and to me, I define thinking big is doing small things every day that compound to your big... And that's the key

0:16:47.5 JD: There. Why do people not invest in themselves? It seems... And I guess there's a time where maybe I felt the same way as far as hiring the coach is like, Is this really worth it? Is this really... I can think years ago, it was a big mindset shift there, but what helps people take that final leap, you think, or somebody that's thinking right now me and I don't wanna pay somebody to help be a coach, I can go figure this out myself.

0:17:08.3 JD: Well, I think it's their mindset, people think that they can... there's do it yourself-ers. And then they look at the costs and they say, Oh, that's expensive, right? And so, and they just don't see the quantitative value and... Or they're not ready to do the work. Having a coach, you gotta be ready to do the work, it's not like you're gonna... You can read a book and get a great idea, you can have a coach get a great idea, but if you don't execute it, and so most people have a problem with follow-up and with execution.

And sometimes people have, I think, a hard time saying, Well, I know what to do, I just need to start doing it well, that's not always easy because you need accountability, you need consistency, you need somebody in your core, you need somebody on your side who's fully invested in you... Most people don't have that. I work with people who are really smart, really successful, but stuck, and they can surrender and be open to my feedback when I coach people on everything I do is custom.

And so I am diving deeply into somebody's understanding of where they are, and then I can hear and see things that they can't. I can pull it right out and say, here's a plan, here's your action plan, and I do it for them and with them at the same time, and it doesn't take me long to get there with them.

0:18:34.8 WS: That's awesome, I love what you said you have to be ready to do the work when hiring a coach. I think that is so true. I've seen people that have been coached by the same... My coaches as well, and they've been doing it a long time, but make no progress, and it's sad. It's sad at the same time, but then you see the few that really put the time in and go, big places, go a lot further. And so I think you just hit the nail on the head there.

Jon, what are some daily habits that you're disciplined about that have helped you achieve success... I think it's interesting 'cause you up so many other people with this as well, but what's the best use of your time every... Or morning or habits, anything like that. It's like you are so disciplined about?

0:19:16.9 JD: So I woke up this morning, I have a virtual trainer, so I saw my virtual trainer from... So I woke up, meditated, did my virtual trainer from 6:00 to 6:30, then I did these 10 energy moves that I do kind of like Chi Gong-ish, and then I did win half breathing exercises. If you're familiar with him, he's amazing. And then I did about 10-15 minutes of yoga. I did about 15 minutes, my rebounder, and then I have an infrared sauna and I read while I'm kind of in the sauna, and that's kind of my morning routine, some variation of all of that type of thing.

And that's kind of what gets me going, right, and that's why... And then as I'm walking in here, I go and I show her, I get ready and then I'm walking in here. Oh, I forgot. It's garbage day, so I was on... And then I run, I take the garbage and then... And then I read, I'm working by 8, 8:30. And so it is that my morning routine is really, really important for me that I get... And I'm typically listening to... I haven't yet this morning, but I'll listen to Up First, which is an NPR podcast that gives me all the news of the day, five things by USA Today, and so I listen to it in time and a half...

So in 10 minutes, I can kinda get up to date of what's going on in the news while I'm working out, I kinda flip back and forth... CNN to Sportcenter, so I can kind of see what's going on in the world. So I've read, I've meditated, I've worked out. So by 8-8:30, I'm ready to go. And then my night routine is, I'd like to walk outside, kinda clear my head and do a little bit of reading, I like to read at least 10 pages a day, so I'll either finish up that or maybe read a little bit more.

And I just kind of book in my day with, I have a massage chair, so I'll usually do the massage chair at the end of the day, at the end of the night, and then that's kind of my book end routines...

0:21:11.2 WS: No, that's awesome. And I think something I hear there is just structure. You structured that...

0:21:17.3 JD: And I put it all in my calendar, and I write in a journal, not every day, but when I feel like it, I go in spurts in the morning. But that's kind of what I do.

0:21:25.9 WS: Yeah, I would say one thing that helped me so much in the morning too, is putting timelines to exactly what you said when I put it on the calendar or the calendar, it's like, Okay, even if I don't hit that time... Exactly, I know that I'm getting behind, it pushes me to even get out of bed on time and say... 'cause I know I have this much time to do these specific things, if you could say there's one thing that's contributed to your success... What would that be?

0:21:46.0 JD: I would say one thing that's contributed to my success is self-discipline, and there's still things that I don't feel like I'm discipline in nothing, and discipline of follow-up has always been number one for me, so one of my things for my clients, what I guarantee... So I don't do any contracts with my clients because am I consider myself a month-to-month investment, and my goal is to bring value, so I don't do a contract.

I work with successful people who are stuck, and I never want them stuck in a contract, but my guarantee is that I return every call, every text, every email, every day, by the end of the day, my clients know that if they need me, they called me if he, by a specific time, I can tell them, I don't answer our calls when I'm on meetings, but in between meetings, I've always returning calls, text emails, and my clients always know day or night, weekends, they can always reach out to me, review an email, they need to fire somebody, hire somebody, have a tough conversation, those two to three, four, five minute calls are quintessential.

They are quintessential to my relationship with my clients to always be there. And I'm not an attorney. It's part of the program. It's part of working with me. You don't get that in the groups. My group coaching is you can communicate with me through the Facebook group, not that I don't... If somebody calls me, I of course talk to them, but the standard is in the Facebook groups, we could communicate in the groups. If you have a question, I say bring it to bring into the group and we'll do some live coaching on Monday nights at 4:30.

But my clients have worked at me one-on-one, I return every call, takes email same day, so that insurance policy for them is key, and because I have no contracts are never locked in, but I always follow through. My follow-through is impeccable...

0:23:32.8 WS: That's incredible, I love the self-discipline even that's your answer. I love talking about self-discipline and just working on it personally, all the time, Can you give... We're running a long time, but anything that's helped you to just get in the high level of self-discipline...

0:23:47.2 JD: When I was 18, my dad signed me up for a Franklin planner weekend time management course, so I'm gonna be 49 this year. And what I learned in that course over 30 years ago, shaped my whole perception of time management, and from that time I started setting time management and realizing that I could get three, four, five years worth of stuff done in one year by just managing my time effectively.

So I'm always kind of looking at my time, even for when I started up my podcast, I was doing certain things, I thought, wait, this is taking me only five minutes a day, but that's taking me 35 minutes a week, and then I... Time... I said wait, I gotta free that up, so I hire a virtual assistant to do it, right? And so I'm always looking at my time, what it's worth, and what I wanna do with my time, so I much rather spend time with my family and have Instacart go grocery shopping.

So my wife and I can be with the kids. I much rather, I'm always looking at things as a time standpoint, right? Can I take three hours and go grocery shopping and then bring it home and doing this and that, or can I just Instacart it and pay a little bit extra, so I really understand what my time is worth. I value my time, I value my time with my family, my friends, and my alone time. And that's really, really important to me.

0:25:10.2 WS: No, that's awesome, that's awesome. Mastering that time to being disciplined to do it, how do you like to give back?

0:25:15.3 JD: So giving back has always been a big piece for me. I'm gonna be 49, I've been on board of directors since I was 20 to 23 years old. I've always been on boards, I currently sit on the board of Hebrew free loans, where we give loans to people who are just in situations where they're stuck and they're interest free, and it's an amazing board. I'm very involved in the organization, Mermon Angels, a one-on-one cancer support group, I share things, I could name a ton of things I've boards and things I've been involved in.

But it's really important to me for me to give back if organizations call me non-profits and what to work with me, I'll usually give them a discounted price to work with me because I wanna help as many people as I can, and then I just give back in multiple ways that I can... That are

just personal to me.

0:26:02.8 WS: Awesome, Jon, it's been a pleasure to get to know you better, to have you on the show. And just thinking through some major things that I think are instrumental to anyone in business, just on a daily basis, or may be specific immeasurable things and a calendar and agendas for meetings and shortening those things and really diving into how you have done that and how you're helping others do it as well. Tell the listeners how they can get in touch with you and learn more about you...

0:26:24.5 JD: Yeah, of course, I appreciate... Well, first, I appreciate everyone on the show, I appreciate everybody listening. Thank you for taking time. I know it's valuable. My cell phone is 248-535-7796. Anybody can call me or text me... Happy to talk about what I do. My website is Jon Dwoskin and Jon, D as in David W-O-S-K-I-N. From there, you can get to all my social platforms, all my content and all my blogs, all my forms, on my podcast, all my... Every five daily tips, and my email is jon@jondwoskincom, and if you wanna connect or go to my website, you can see my code, what I do for coaching, I grew up my solo and give me a buzz.

[END OF INTERVIEW]

[OUTRO]

0:27:03.4 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 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.

[END]