

Jason Hartman

Announcer: Welcome to the Eventual Millionaire podcast – with your host, Jaime Tardy. Real talk and real advice from real millionaires, with a sharp focus on you – the Eventual Millionaire.

Jaime: Welcome to Eventual Millionaire. I'm Jaime Tardy and I'm really excited to have my friend Jason Hartman on the show. He is a serial entrepreneur, he has a bunch of companies – one of them is called Platinum Properties Investor Network. He did a ton of real estate investing but he also has Hartman Media Company and also a foundation which helps other people. I am so excited to have him on the show. He was in podcasting way before me and we're going to talk about that as well. Thanks so much for coming on the show today, Jason.

Jason: Thanks, Jaime. It's great to be here.

Jaime: It was so awesome to actually meet you in person. We knew that we were going to do this interview and then I got to meet you in person so I have a picture of you and me together.

Jason: In Dallas, yes, that was fun.

Jaime: It was a lot of fun. Why don't you give us the rundown on how you got into real estate and then into what you're doing now?

Jason: Sure. I'll try to make it quick because it can be as long as you want.

Jaime: I'll stop you, don't worry!

Jason: I grew up kind of poor and, by about ninth grade, realized that money was something – it's not everything, but it is something, it is important. I saw a real estate infomercial at the ripe old age of 16, went and got the author's book, read three chapters and put it down – like a typical high school kind I didn't follow through on stuff – and my mom picked it up and started reading it and about two years later, I was 18 years old, about to graduate from high school, and my mom said 'Jason, you got me into this real estate thing – I've been going to these seminars for the last couple of years – and now there's one in Anaheim, California,' – we lived in Long Beach, California at the time – 'it's by Disneyland, why don't you come this weekend and see what it's all about?' So I rounded up nine of my friends from high school – because you can't do anything alone at that age.

Jaime: Where they excited about a real estate seminar?

Jason: I don't know, maybe not! They all went with me on Friday night and by Saturday morning only one was left – everybody else went to the beach – and by Sunday afternoon I was the only one who finished the whole weekend. So I got my real estate license my first year of college and started selling real estate part time while I was going to school. Then I bought my first investment property about six months after I got my real estate license. I actually bought it from a client because he didn't like the property, he wanted to sell it, and instead of selling it for him I decided to buy it from him and that was the start of lots of real estate investing. So that's the story.

Jaime: How hard is it to make that decision to buy something on your own, especially when you're that young? If you're a real estate agent, that's one thing, but when you're buying something for yourself, what if it doesn't work?

Jason: There's always that fear that creeps in and makes us scared, you know, a lot of people say it's false evidence appearing real but the people that make it in life take risks – I'm sure when you do your coaching with clients you tell people 'You gotta take a risk! Get out and do something! Nothing ventured, nothing gained!' You've just got to jump in and do it.

Jaime: Were you young enough to not realize how scary it was or was it scary at the time?

Jason: I wasn't too scared of it. Granted, when you are young you kind of feel like you're bulletproof and you don't have much to lose. What did I have to lose? It wasn't much. When we get older we tend to get a little more conservative. I don't know, I did it and I've purchased many, many properties since then and now I've got a big real estate portfolio. I love income property, it's a fantastic investment, but I also love the business side of real estate and that's actually how I ultimately got into podcasting.

Jaime: That's awesome. Tell me how far you came with investing – because it sounds like you started, you figured out how to do this investing thing and it was cool and then you could teach other people, but what was the end point, where you went 'Okay, this is my investment portfolio, I'm doing it and I think I can teach other people,'?

Jason: I guess it was kind of gradual. I was in the traditional real estate business for many years. I bought a traditional real estate company in Irvine, California – that's in Orange County – and turned it around and sold it to Coldwell Banker eight years later. About a year before that deal closed – it took a long time to negotiate that deal, about a year, actually – I decided that I wanted to get back to my first love, the thing that got me into the real estate business in the first place, and that was working with investors. I knew I'd have a big capital gain and a big check from the sale of the company and I started looking around and thinking about how I was going to invest this money or whether I should just retire. I love working, I absolutely do not think retirement is a good idea for anybody. I think we've always got to be engaged, we've always got to be challenged by something and interested by something. People, regardless of age, tend to not live very long after they retire and I think that's because they don't have a purpose. I decided to start this investment company and I kind of modelled it after Wall Street, the stock market. I call Wall Street the modern version of organized crime. I don't like Wall Street at all but they do have a good business model in terms of how they sell their crappy products – not that I have an opinion about this!

Jaime: I like it; keep going.

Jason: How many people do you know who got rich from stocks and bonds who weren't insiders? The insiders get rich but none of the other people do. I set up a financial services company for real estate investors where we can offer people properties nationwide – we were area agnostic, so if they wanted to invest in Georgia, Florida, Texas, any other place, we could help them do that and we would research markets and set up arrangements with providers of properties in those markets who we could refer investors to. So I started that company in 2004 and sold the other one in 2005 – a lot of people say my timing was perfect because that was the end of the great real estate market – and

have been only working with investors ever since. In 2006 I heard Leo Laporte on talk radio – I used to listen to his show every Saturday – I was driving around Newport beach and someone called in and asked a question about something that I had never heard of and that was podcasting.

Jaime: In 2006?

Jason: Yes, and I started my show in 2007. Initially I had a terrestrial radio show on a Los Angeles radio station called KRLA and I thought ‘Podcasting? What is that all about?’ and I thought about that for a while, a few months, and I was really interested. I remember Jason Van Orden wrote a book on podcasting and I actually hired him as a consultant to help me start my podcast in 2007 and my first show, “Creating Wealth”, has had a great run – we just published episode 420 the other day, so that’s been running for seven years. In about 2009 I started a bunch of other shows and now I have 20 different shows that the Hartman Media Company publishes. Podcasting is great and that’s how I got into it, through real estate.

Jaime: That’s insane. It’s such a long time ago. Seven years is not that long for a business in general, but for podcasting...

Jason: I’m like a podcast dinosaur.

Jaime: You totally are! They called me the grandmother. I’m definitely not the grandmother in this.

Jason: You are kind of like a grandmother in some ways. You are too young to be a grandmother, I understand that, but you are the founder of a few things in our industry.

Jaime: Totally – I’m the mom.

Jason: Okay, you’re the mom. You’re the den mom – how’s that?

Jaime: I love that. Back in 2007 when you put it out there the listenership wasn’t what it is today. I started listening to podcasts as much as I could in 2007 but trying to actually get them and subscribe to them was a pain in the butt so how did you get listeners?

Jason: You’re absolutely right about people not even knowing what a podcast was back then. I would do live seminars and I would ask how many of the audience knew what a podcast was and I would get a few hands from the people who were listening to my podcast but the rest of the room didn’t know what it was. I’ll tell you something interesting about how we got people to our live seminars through advertising back then and now podcasting has replaced that. The listenership was smaller, not many people knew what a podcast was back then, however there was much less competition – now everyone has a podcast.

Jaime: Because it’s the hot new thing – ‘I should go do that!’

Jason: There’s always a counterbalance to everything in life. There’s more demand now but there’s also more supply.

Jaime: The people who are listening right now have lots of different types of businesses. How did you know that podcasting was going to be a win for your business? It was a real estate investment business and you started a podcast.

Jason: I didn't really know that but even if it hadn't been the win that it turned out to be – I haven't counted the numbers lately but I've made probably about \$12 million from my podcast and it's been absolutely incredible for us. It's even better than that because we used to spend a quarter of a million dollars per year on radio advertising. Now guess how much we spend? Zero. We spend nothing. We basically do almost no advertising now – it's all from the podcast. So not only did I earn many, many millions of dollars podcasting, attracting many customers to my business, which has been awesome, but we don't spend money on advertising like we used to either, so we've saved a lot of money there. For anyone listening to your show – and, by the way, it's an awesome show – who are thinking about what they need to do to become that eventual millionaire, even if you make no money from podcasting, it still helps you in a lot of ways. If you want to learn something, there's a quote – 'The best way to learn it is to teach it'. by doing a podcast you're going to be forced to refine your ideas, you'll be forced to come up with content and that's going to make you better at things and your listeners, even if they don't give you any business, they're going to ask questions and they're going to force you to be able to answer those questions. I think that's where that famous quote came from, 'The best way to learn it is to teach it', because if you're teaching something it really puts you on the spot and you really have to understand your content. So even if podcasting doesn't make you any money, it's going to make you better as a content creator and an info marketer.

Jaime: I love that. And connections – you and I are connected because of this also. So you have 20 shows – you're not on all of them, are you?

Jason: I hate to break it to you but, yes, I do them all myself. I know, I've got to find a co-host and guest hosts. My record is recording as many as eleven shows in one day.

Jaime: I do four and I'm dead! My brain is melted after four and I'm just asking questions.

Jason: Yours are harder in some ways. Do you do all your shows on video?

Jaime: Yes.

Jason: Video is hard, it's a lot tougher. A lot of times I'm in my metaphorical pajamas, I'm wearing my gym clothes and recording the podcast, but I love being able to talk to brilliant thought leaders all day long. I've had tons of celebrity guests on my show – Steve Forbes and Harry Dent have both been on my show many times, Bill Airs, Pat Buchanan, presidential candidates, I've had mayors, governors of different states, a lot of incredible thought leaders on my show. It's what you said, the connections – you would never be able to connect with these people if you weren't a member of the media and as podcasters we are a member of the media and it's a great way to connect with and be able to reach people you would never normally be able to reach.

Jaime: I love this. So you've come a long way since 2007. What is the most recent show that you launched?

Jason: I'm launching three more shows pretty soon.

Jaime: Really? Of course you are!

Jason: I know, because I'm nuts, I agree, but with a lot of these things I just find that I'm interested in the topic and I'll launch a show to learn more about it without even a monetization strategy that I could and should have but, honestly, I do some of these shows just out of general interest. I call them business hobbies.

Jaime: They don't make money but they're business.

Jason: It's a funny kind of hobby but I do it for that.

Jaime: That's awesome.

Jason: So the last one I launched was maybe two years ago, something like that.

Jaime: And you have three more coming up.

Jason: Yes.

Jaime: So give us some tactics and tips – because you were there at the Podcast Movement and you've launched probably more shows than anyone else at the entire conference.

Jason: Possibly but I'd have to say, honestly, some of the – hey, my dog is right here! I love being able to work out of the house. For years I dressed up, I put on a tie and went into the office and did the whole corporate thing and it's great not to have to do that.

Jaime: Definitely.

Jason: I've got to tell you, I have been humbled. I am learning a lot from what I'll call the new generation of podcasters out there who are really doing a great job at gaming the system, if you will, and learning how to really work the system to get on New and Noteworthy and be noticed and do a lot of these things that I really didn't do much of. I just focused on getting big name guests, big name thought leaders, and producing great content and putting a lot of content out there. That was what I've done for all of these years but in the past several months I have been learning a lot from some of the newer generation of podcasters – Podcasting 2.0, maybe, as it's called – and how to do it right.

Jaime: Have you seen a lot of changes in the industry? Four years ago, when I launched, I hit the New and Noteworthy list and got a thousand downloads a day when I only had one episode and I didn't even know what was going on, but you've gone through the whole cycle of where everything is. What have you learned? Don't get me wrong, the 2.0-ers have hacks because they're good at that stuff but you have seen so much – are there any themes? Is content still king and that's all we have to worry about?

Jason: Content is definitely important. Maybe I can talk about some of my pet peeves and do this in reverse – so these are reverse tips. What I don't like seeing out in the world of podcasting is when podcasters don't get to the point. They spend a lot of time with gab, just 'Hey, how you doing?' type stuff. I don't know, maybe I'm just too much of a Type A personality, but as a listener and a consumer of podcasting content – I've probably got 61 podcasts on my iPhone, other people's shows, that I try to listen to – I say get to the point, don't dillydally so much. Exchange the pleasantries with your guests and dive deep and get into the content. The other thing is softball questions – one of the things I pride myself on and my listeners are constantly telling me that they

like when they give me feedback is that I ask some tough questions. I'm always courteous to the guests – mostly, sometimes not, sometimes I know I'm not going to get a repeat guest.

Jaime: If they're on Wall Street, it's not going to be nice.

Jason: Most of the people on Wall Street admits that it's the modern version of organized crime and they agree with me, frankly, but I consider the listener to be my client, not the guest. I'll be tough on a guest – I will not let them get away with a bullshit answer. Can I say that, by the way?

Jaime: Totally.

Jason: I'm not going to let them give me a BS answer. I'm going to drill down, I'm going to ask them tough questions, I'm going to ask for clarification and my listeners tell me that they really like that so I'm tough in that way and I suggest that other podcasters do that too. The other thing is the circuit, if you will – I'm going to call it the circuit – it's where a lot of podcasters are just interviewing each other. There is some value in that for sure because there are a lot of other podcasters out there that I want to interview on my shows – you would be one, for sure – and they have some good advice and some good things to exchange but, at some level, you've got to admit, they're just working the circuit and I think the listener public out there, whatever listenership there is, are starting to notice this circular thing of everybody being on each other's shows and I think we've got to reach outside of the world of other podcasters. You agree with me here, right?

Jaime: I have a waitlist of 60 and I feel like there's not much more I can say that I haven't already said in all of the other interviews I've done. No offence, but I want to make it worth everyone's time. You think about other media, like radio, and how huge that is and how small we are right now – we'll be bigger later. I loved how you said we're members of the media. As podcasters we're like 'I'm a podcaster' but you could be a broadcaster, a member of the media, you're a journalist in many ways and you don't even realize it because you're calling yourself a podcasting. So, looking forward – you were there at my Future Podcasting talk – so what do you see? You've come a long way and you have a long history in this – what do you see coming up?

Jason: I see that the listenership is going to get a lot larger. Some podcasters - John Lee Dumas is doing a good job of this – are going to have the opportunity to earn significant income from sponsorships. The advertising community out there is starting to see the value of podcasting. Podcasters have probably the most loyal audience of any type of listener. The typical terrestrial radio format is 18-22 minutes per hour of non-content, of bogus stuff, of commercials, of station identification, BS talk, repeated, regurgitated news – I hate the way our news media works in this country or even around the world, it's the same six stories over and over again every time you turn on the news – so with podcasting, if you listen to a one hour podcast, you're getting about one hour or maybe 58 minutes of legit content and the public is recognizing this and podcast listeners, I'm going to venture to say, are a lot smarter than terrestrial radio listeners.

Jaime: Really?

Jason: I'm just going to throw that out there. It's my opinion. Think about it – they're listening to directed content. It's usually not shock jock type of content. I used to love talk radio, I just got sick of all of the commercials. I like podcasts better because they are more focused. We've all heard about the long tail, which Chris Anderson talks about, we've all heard that expression, so you can get really

focused, narrow content, which is awesome, you don't have all the wasted time in the commercials and it's asynchronous so we can record at our convenience and the listener can listen at their convenience and that's an awesome thing. So I think podcasting really is the future of talk and video content and I think we have an awesome future and the big thing that's going to happen, and it hasn't really happened yet in any real way but we all know it's coming, and you talked about it in your keynote address at Podcast Movement, I believe, is that podcasting is going to be very easily accessible in the dashboard of the car. We're not really there yet – it's on the smartphone, of course, and most cars have Bluetooth or we can plug it in with a good old fashioned cord and people can listen to that content, but when it's really integrated into the car with Apple's Car Play and Stitcher radio and the other systems out there, when it's really in the dashboard I would not want to own stock in a terrestrial radio company.

Jaime: We're going to take over – that's awesome!

Jason: I think we have a very good chance of taking over.

Jaime: I love this. So it's growing, it's getting better?

Jason: It's definitely growing.

Jaime: That's awesome that it's growing and you already made \$12 million from your podcasts beforehand so I want to dive into that – how did you do that? What was your business model and how did you end up doing that?

Jason: The business model is extremely simple and it amounts to one thing – getting clients who want to invest in real estate. There are two sides to that – one is the real estate business, because one of my companies is a real estate broker and we help people buy those properties and we get paid referral fees when they buy those properties, but, secondly, we do sell some educational products. That's the smaller side of my business. It could be bigger if I promoted it more but it basically amounts to forming a relationship, developing long term consumer trust and education and earning that respect and trust and those people become clients.

Jaime: So how do you pitch it? Is there a call to action at the end of every episode? What do you actually do?

Jason: I could certainly do it better, I'm sure.

Jaime: It's working pretty well for you right now!

Jason: I don't know, I'm sure some people could do it better. A lot of what I call 'internet marketing types' out there might have a better call to action or a better structure but my idea is just a very soft sell, editorial content, give, give, give, believe in the law of tenfold returns, although occasionally I do get disappointed – I have people come up to me when I'm doing a speaking engagement or a trade show or something like that and they'll say 'Jason, I've been listening to your podcast for years,' and I remember one guy, at a speaking engagement in Orlando, Florida early this year or late last year, who walked up to me and said 'I've got to shake your hand. You were the guy who helped me buy 12,000 units,' and I thought 'Wow, you own more units than I do! The guru, supposedly! And you didn't buy any of those from me!' He said he loved listening to it and he got all of his education

from my podcast. So it's not all going to come to you and I think you've just got to realize that but if we just put good content out there, get good guests and ask them tough questions and we do it consistently I think, overall, we're going to win a lot of trust. The guy who bought 12,000 units – hey, maybe he didn't buy any of them from my company but I'm sure he put some good word out about my podcast and probably referred some listeners who did.

Jaime: They changed their life – you didn't get any money from it but you'll get money from other people.

Jason: I'm happy for him.

Jaime: It's funny, I get people, after speeches, who say 'I didn't know you were a business coach.' I have to tell people more often, because I'm a soft seller too. I would rather have people be happy and get lots of value. There are a lot of scammy internet marketers out there.

Jason: There are.

Jaime: You want to separate yourself and I think that that's one thing that podcasters or content generators in general are doing – they want to help and give value first and they'll worry about pulling sales in later. Did you learn from internet marketers as you were going?

Jason: No, I probably should have, I've probably done a lot of things wrong, I freely admit that, but I did not learn from internet marketers. There are a lot of best practices at Podcast Movement – Tim Page, who we both know, gave a great talk and he talked about things you can do to optimize, that every podcast should have its own lead page and its own direct response landing page. I want to do all of that stuff and I'm going to get around to it. So there are a lot of best practices but, again, I just kept it really simple – great content, big name guests. Part of the reason for the guests is not just networking from those guests but when it comes to SEO, that's not just about Google, it's also about iTunes and Stitcher radio, Soundcloud and all of these other podcasting platforms. When you get those big name guests people search for their names and when they search for their name they find your show and your name comes up too. So every time someone goes onto iTunes and searches for Steve Forbes, Harry Dent, all of these big names, my name comes up too.

Jaime: That's awesome. I transcribe every single one of my interviews.

Jason: Me too.

Jaime: That's a lot of transcriptions!

Jason: It's a lot of money.

Jaime: I bet. Thankfully you're doing okay so it works out well. So one of the millionaires I interviewed was on Secret Millionaire and, all of a sudden, I had 10,000 views in less than an hour because everyone was looking up his name and I was first ranked for his name. It's so silly the way this works because it's more than just podcasting – the online world is a big space – and I have a feeling that eventually we're going to be able to parse through audio content. Right now we can't; it's a bucket that we're holding and you can't see in the bucket – the same for video – unless you pay a lot of money for transcripts and upload those. People are making it more like talk shows, just

chatting, but eventually we'll be able to go to a specific part of a podcast, the part that we want, and just pull that out.

Jason: That's very exciting. You're absolutely right. You'll be able to look up a keyword and go right to that spot in a bunch of different audios and say 'Let's hear what Jaime said about that, let's hear what Jason said about that, let's hear all of these different podcasts,' and I can hear just that little clip, and we will get there, I'm sure Google is working on it, I've heard rumors that they are. One of the best practices that we've been doing is something called enhanced transcripts and I got this idea from non-other than the infamous Tucker Max.

Jaime: Tucker's a good friend of mine.

Jason: Tucker has started a podcast and he's done a really good job of these enhanced transcripts, or show notes, I should say, and I've done that too and I've noticed a few other podcasters are doing it, where it's not just the title, it's not just the show notes, but it's also key takeaways with time codes so that listeners can forward right to that spot, Tweetables, which are good for making your podcast viral, getting other people to Tweet about it and quotes from it, and then the entire transcript and key resources and web links for apps that are mentioned on the show, websites, whatever. I think that's a good idea, that's something that people can do – enhanced transcripts. So we're paying all of our transcriptionists a little bit more to do those enhanced transcripts but I think it's worth it.

Jaime: I was chatting with Michael Stelzner about this and he was talking about how many hours it takes, because they have crazy show notes, and it takes hours and hours and hours for their people to do that and it's always a hard thing to do – time and money and all of that stuff – but you said it doesn't take them very much longer to do the enchanted transcripts.

Jason: It doesn't. We've got transcription down to about 70 cents per audio minute. if you look up a transcription firm online you're probably going to find that they're about \$1 per minute but you can get them down to about 70 cents per minute for quality transcription if you give them a decent volume of work. For the enhanced transcripts, maybe you pay 80-85 cents per audio minute, or \$1 to \$1.15 maybe. If they're transcribing they can do that at the same time.

Jaime: I pay 50 cents.

Jason: Wow, you're getting a good deal.

Jaime: I used to pay 25 cents. She was in the US and utterly amazing. She worked for a law firm but she liked my content so much.

Jason: Please give her my name!

Jaime: She ended up getting carpal tunnel, it was horrible!

Jason: No wonder – she was inundated with work.

Jaime: She only did mine, but the people I have are all either US or UK based. I didn't even think about asking them to do it – I was thinking about getting my assistant to do the enhanced transcripts but the people who are transcribing know what you said for the entire interview. That's a great idea, I'm writing that down.

Jason: You've got to get decent quality transcription because that goes to SEO. If they don't spell the name of the company or the guest's name right, the SEO doesn't work.

Jaime: Definitely. We've had some issues with that at the very beginning. You learn your lessons very quickly as you're going through it. We tried the Philippines and that didn't work out so well. You live and you learn, especially after 1,600 episodes I'm sure you have. I don't usually have a chance to talk about podcasting with people but you understand exactly what I do. I hope people got some really good information. Do you think that people with a business right now should start a podcast or is it only in certain situations?

Jason: Mostly my answer is going to be 'Yes' to that question but it depends on the business. Many years ago, in the late '90s, the internet was not local at all and Google made a big push to create a local internet. The reason I bring that up is because if someone listening has a local business, podcasting may or may not really work for them that well. They certainly could get some local listeners but remember what I said at the beginning – even if they don't make money from the podcast directly, they should, say they're a chiropractor or a dentist, consider being a thought leader in that industry rather than just practicing their trade. Being a doctor in an emergency room or in a family practice versus being Doctor Oz is a very different thing. Being a thought leader is really cool, so that's one issue. But even if they don't want to be a thought leader, it can help them refine their pitch, their ideas, help them find their unique selling proposition, so it can be useful to a local person as well. The nice thing about it is that they don't have to do a podcast that's daily or three times a week, they can do one once a month. If they really want to get listenership it's probably got to be weekly but maybe it's not about listenership, per se, maybe it's just about creating content.

Jaime: I've told my mentor from Maine over and over again, 'Just start a podcast. I don't care if anyone listens to your show,' but he wants to get into high level entrepreneurs and it's hard to get past their assistants. But if you say 'Can I come in and interview you?' you don't pitch to them, you just go in and meet them. It's the best way to meet people, so I tell him to just start a podcast and you'll start meeting all of these amazing people and get past all of the gatekeepers in seconds.

Jason: The network is key.

Jaime: And you'll be connected with amazing people. We have to start wrapping up so I'm going to ask you my final question – what is one action listeners can take this week to help move them forward towards their goal of \$1 million?

Jason: Well, we talked about podcasting so maybe let's make it not about podcasting; let's make it more general.

Jaime: Perfect.

Jason: A couple of quotes come to mind. One is an old Zen saying that I really like – 'To know and not to do is to not yet know and all wisdom comes in action.' There's a great book – I bet you've read it or at least know about it – it's by Michael Masterson, at least that's his pen name, and it's called "Ready, Fire, Aim." So my advice to your people is we've all probably taken the time management courses, we've learned lots of how-to stuff, but one piece would be to get really clear and invested in not just the how-tos but the why-tos and the philosophy of success. Very early in my life, at age 17, I really became very, very interested, or addicted to, I should say, Jim Rohn, Denis Waitley, Zig

Ziglar and Earl Nightingale – all of the greats from the old days of motivational speaking and success counselling and they are great, they are the true business philosophers. We've all got a lot of how-to information but really focus on philosophy and the 'why' of success and I would say the thing you can do this week, right after listening to this podcast, is, whatever you're thinking about doing in your business or your life, cultivate rational recklessness – that's the Michael Masterson book, the "Ready, Aim, Fire" philosophy. There's a certain philosophy in just doing things, even if you do things wrong. It reminds me of that Jim Carrey movie, "Yes Man", where he would just stupidly say 'Yes' to everything but, oddly, it tended to work out, so just say 'yes' to more things, just do more stuff, be a little reckless, take some risk and just go for it.

Jaime: I love that you're a shining example of that. You have 20 shows and you're like 'I could do this better, I could do this better,' but you're starting another show – you're just going out there and doing it and you'll tweak as you'll go. You're just taking action, kicking butt and taking names and figuring it out as you go, which I think is awesome.

Jason: Successful people do things. Life is an iterative approach – you'll figure it out as you're doing it. It's on the job training. So just do stuff and figure it out as you go.

Jaime: People need to hear this. Thank you so much for saying that – I really appreciate it. Where can we find out more about you and your course?

Jason: The website for my podcast network is HartmanMedia.com and for my real estate investment business it's JasonHartman.com. So those two sites.

Jaime: I will link everything up so that everyone can check you out and listen to your podcast – usually podcasters listen to other podcast, so if you're interested in investing, go and listen to Jason, he's the man. Thank you so much for coming on the show today, Jason, I really appreciate it.

Jason: Thank you, Jaime.

Announcer: Thanks for listening. You can find out more great information like this on EventualMillionaire.com.