



Achieve Your Goals Podcast #144 - How to achieve success and still keep your family #1 (Interview with Matt Aitchison)

Hal: All right, everybody. Welcome to the Achieve Your Goals podcast. This is your host and your friend Hal Elrod. I'm interviewing a buddy of mine today. He's become a friend over the last, actually, we've only met, now, we met like a year, less than two years ago or two years at the most, right?

Matt: Yeah, a little under two years.

Hal: Nice. You actually have the anniversary in your calendar. You're right.

Matt: It popped up in my...

Hal: You've been waiting to send me that. All right, so, no. Two years, and it's interesting. I'm looking at your podcast here. I was like, "We've interviewed a lot of the same people." Which makes sense because we run in the same circles and just

happens to be some pretty cool people in our circles. Some pretty successful, heart centered entrepreneurs. We've got David Osborne was actually your first episode. I was your ... I'm looking right here on your website. I'm your second episode, which I'm honored. Then a little bit offended that I was after Osborne. If there's anybody I'm after, that's pretty good.

Matt: Osborne paid me off, dude, sorry.

Hal: No, that's fair. I just realized, Mark Yegge. I don't have Mark [Yayge 00:01:00]. By the the way, for anybody listening, you can go to millionairemindcast.com. I know I'm not ... I'll give your intro here in a second, but I'm on the phone, on the line, on Skype technically, with Matt Aitchison. He is amongst many things, which we'll talk about today. He is the host of the millionaire mind cast. It is a podcast. I'm looking at people, Tim Road is a mutual guest. Peter [Shaneman 00:01:22] is a mutual guest. Peter Shaneman, that's great. [Honaray 00:01:27] Corter, my business partner you've had on.

Matt: Oh yeah.

Hal: Yeah, I could keep going, man. How many episodes have you done now? I'll scroll down to the bottom.

Matt: We're at 48, so we're three months in. We're doing them Monday, Wednesday, Friday. The Mondays, the millionaire

interviews, which is obviously on mindset money and the journey of getting there. Also, not just accumulating the material possessions, but what that money can do for you and how you can build it with purpose behind it. Mondays, and then Wednesdays is just short little five minute wealth tip, and then Fridays, it's food for thought, something thought provoking that challenges your mind set and hopefully inspires you to level up in a specific area or continue on the path that you're doing.

Hal: That's rad. I love ... that's a serious commitment, and love the diversity in the dynamic of your format if you will. Three days a week, that's a serious commitment, I love it.

Matt: It's a lot, man.

Hal: Knowing how well-

Matt: Now, looking back, I'm like what the hell was I thinking?

Hal: Right. It's always ambitious in your mind.

Matt: Totally.

Hal: You're like, "Oh, I could do this and this. That would be cool." Then, you're like, "Oh, actually it's a lot of work doing all that."

Matt: Wow, I didn't realize everything that went into that, but it's cool, man, seeing the impact that it's having, getting the messages. I know you get it all the time with your community. I'm a part of your community, and all the things that people take away from it, you don't necessarily think about going into it. It's really cool to see the impact that it's having, the momentum that we're gaining, and that's what continues to fuel the fire.

Hal: Yeah, well I'll tell you, the one thing that when you meet somebody, anybody, it takes a while to get to know their heart and know who they are and where their values are, if they're aligned if yours and all that. I quickly ... the more you and I got to chat and to know each other, I quickly realized that, "Oh, Matt Aitchison guy, he's very heart centered. He genuinely cares about doing good and serving and helping other people. It's not an act. It's not part of his brand. It's who he is at the core." I really enjoyed getting to know you better, man.

Matt: I appreciate that, man. That's an amazing compliment, and the best compliment I can ask for, so thank you.

Hal: You got it. Let's do an official intro here. Hold on, pretend I didn't bring you on yet, and just randomly start talking about your podcast. All right, goal achievers, let me give an official introduction for our guest today. Matt Aitchison is a millennial entrepreneur. When you find out how much he's accomplished,

you're like, "You're how old again? What? That's crazy." He's a real estate investor and a wealth building evangelist who has had great success following his turbulent start. After being expelled his senior year of high school, to later facing felony charges in college, when all hope seemed to be lost, Matt decided his past would not equal his future. He committed to leading an intentional life. Since graduating from UC Santa Barbara, has gone on to found and participate in multiple companies with real estate, construction, and personal development industries.

Matt has been ranked in the wall street journal top 1000 for real estate teams nationwide. He has personally flipped over 100 houses in the last five years. He hosts a top ranked podcast. As I mentioned, it's called the millionaire mind cast. He now, passionately, mentors others on their journey to unlocking a rich and fulfilling life. It really is an honor. I have no doubt you guys are going to get a ton of value, because Matt is as brilliant as he is anything else. Matt, you ready to rock this thing?

Matt: Let's dive in, man. I'm looking forward to it.

Hal: I need a cool ... I need a bunch of cool stuff for the podcast, like phrases. You know, like my buddy John Lee Dumas goes, "Are you ready to ignite?"

Matt: Yeah, right?

Hal: I'm like, "Are you ready to say the next words that we're going to say?"

Matt: Yeah, but that's what makes your podcast and just you. Your brand in general is you are authentic. You're not scripted. It's just Hal. I think that's what everybody loves about you, man.

Hal: Authentic is just a nice way of saying random, unprepared, all over the place, but I'll take it. I like it.

Matt: You're good at reading between the lines.

Hal: Yeah, I like it. Good. Touche. Here's the deal, everybody. If you're tuning in, if this is your first podcast episode, I'll fill you in on what we're doing right now. We're doing a little bit of a series we did last year. To be completely transparent, this is a way of telling you about people that attended our best year ever blueprint last year. It's our live event every December. Selfishly, we want to get the word out about the event. This year, we got a bigger room, so last year, we had 330 attendees. This year, we're going for 450. We do want to get the word out, of course, but we want to do it in a way that is authentic and not salesy and not cheesy.

We thought what better way. This is something I tried last year, kind of an experiment. I thought what better way? This is the achieve your goals podcast. We've had some amazing success

stories of people that have attended the best year blueprint event and then gone on to literally have their best year ever in a lot of different ways. I thought what if we interviewed them instead of just calling out to authors and whoever. What if we just reached out to people that have had amazing results. We extracted what were the big goal achievements that they had since attending best year ever and specifically, more importantly, what are the valuable tangible, actionable lessons or strategies that they implemented that allowed them to achieve such great success and achieve their goals that they can share with our listeners.

Here we have it. So far so good. We get amazing feedback on these episodes. I think this is the third one for 2016. We'll probably ... last year we did eight, I don't have an exact formula. We'll see how many we end up with here ,but Matt, so let's back up. We alluded to some of your past, right? Kicked out your senior year of high school. Felony in college, sounds like we could have hung out together, by the way, as teenagers. Sounds like we would have been on the same page for sure, but tell me about that. Tell me where the turbulence, what was happening there, and how you turned that around.

Matt:

Yeah, I was just in this space in my life where I think all of us can relate to when we are teenagers. It's like this world inside of another world. We just don't pay much attention to what we're doing. We don't think about a lot of the repercussions of our actions. I was running in a particular circle, engaging in particular activities that just were not positive. They weren't conducive to the goals and everything I had said and told people I wanted to accomplish in my life, the audio, basically, was not matching my video. The way my life was playing out,

so I got expelled from high school for getting into a physical altercation.

Then, I had to go through this entire checklist of things in order to have this expunged off my record and be able to move on basically with my life. That was kind of my first major turbulent experience with, "Oh, man, this is real. My actions actually have repercussions behind them." I was able to get through all of that and I was very good academic student, and UC Santa Barbara was the only school that didn't get wind of my expulsion. Looking back on that now, was that the best blessing in disguise ever. I ended up getting into UC Santa Barbara, and my first month of college, I literally ended up getting in the exact same situation that got me expelled from high school.

I got arrested for another physical altercation. I was intoxicated. I was just in a very poor state, and I remember waking up in that jail cell and looking at my surroundings thinking about what my future was going to be, how this was ... it was that real, "Oh, shoot moment." I don't know if we can cuss on here or not, but it was that oh shizz moment I call it where I was thinking, "Man, is this what my life is going to look like moving forward?" I had some major reflection time. I remember you call that one person, and for me, it was my dad. I called him, and I was sobbing like a little girl. He said, "Hey, everybody makes mistakes. How you respond to the mistakes is going to tell me what your character's like, what direction you're going. Think of," ... I'm sure a lot of people have heard this analogy of the rear view mirror and the windshield.

He said, "Your rear view mirror is there for you to remember what's gone on behind you, but if all you did was focus on that, you would lose sight of the windshield and the vision and everything that's going on in front of you. You'd crash and burn. Remember that. You can use that rear view mirror to guide you sometimes here and there. Don't forget those mistakes and those challenges you've had. At the end of the day, you have to say forward thinking. You have to stay focused on what you're going to do. You have to go out and do it. You can have this vision. You can think big. You can say you're going to do all these things, but if you don't go out and execute on it, you're just living this beautiful life in your head." I didn't want to live a fantasy anymore.

I wanted to actually go out and have the impact that I said I wanted to have. I wanted to play out and feel an experience this real life that scared me a lot of the times, but also excited me. From that day on, I got out.

Hal: How old were you when that altercation in college?

Matt: I was 20 years old.

Hal: Okay, got it.

Matt: Yeah, 20 years old. I got out the next day. I immediately got a job where I ended up working there at an investment firm for

three and a half years full time while going to school. My world changed. A lot of things, I edited my peer group. I got into some different community activities. I really took some different steps to match the video with the audio this time. That's really what led me down this path of entrepreneurship and personal development and just wanting to live out being who I really wanted to be.

Hal: The investment firm you worked at for three and a half years, so what, from 20 to 24ish, or around that?

Matt: Actually, you know what, I was 19 when I got arrested, so 19 to 21 was basically the time that I worked there.

Hal: Okay. Then, you got into real estate after that?

Matt: Yeah, so I graduated, like most people do nowadays, and have all kinds of debt. Then, they have no idea what they hell they just spent their money on and what they're going to do to actually go out and make money. At a young age, my mom had always been taking me to these real estate investing seminars, 12, 13, 14 at the time. I wasn't really engaged with it. I didn't hate it, but I wasn't plugged in.

Hal: Now, was she already a real estate investor?

Matt:

No, my mom never ... there's a lot of people that go to seminars, right? They pay for the stuff, they get all fired up about it, and then they go back to their day job, which is understandable, it's relatable. When she was doing that, I was going into her office, reading all of the things that she had purchased. I wasn't necessarily implementing them at that time, but it had burned this bug in my belly to maybe keep an eye on what real estate and the real estate investing world could provide. When I graduated, I looked at a couple different things. For me, I knew these three things.

I knew that I wanted to be my own boss. I knew I didn't want to have a ceiling of achievement over me. I knew that I wanted to be able to connect with awesome people, have an impact, and be able to grow myself. Real estate checked all those boxes starting out. That's when I started my traditional real estate team. In the process, I started investing in real estate at the same time. Over time, I was seeing how much money I was referring out to contractors. I got involved with a construction company as well.

Hal:

Got it. At a young age, when I met you, and people were talking about we were at a mastermind, and people, "You know Matt Aitchison?" I said, "No, I haven't. Met him briefly, but," they're talking you up. I'm going, "Him? He looks really young. He's done all of that already? Wow. All right. That's pretty impressive." Then, most recently, what's exciting, you got a one and a half year old daughter, who I see you on Facebook and of course posting pictures. You just seem to be a very dedicated dad. I know that's one of the things we're going to talk about and getting married next month in Lake Tahoe, which is exciting, right?

Matt: Oh yeah.

Hal: Congratulations.

Matt: Thank you, man.

Hal: Yeah, so you came to best year last year, and a couple of things. I'd love to just ... you can go from the first ride in to transitioning into your first big goal, but what were your thoughts when you came to best year ever. Then, how did that spark what you're going to share with us today, these three remarkable, or just really worthwhile and meaningful goals that you've accomplished. I know you're going to say how you've done it, but I'd love to hear what was your mindset at best year ever. Then, how did that transition into these goals?

Matt: Yeah, you know, it's funny you ask that, because when I go to conferences, a lot of people choose the conference based on the title and maybe what the content being shared is going to be about. For me, a lot of the times, when I go to seminars or conferences, I actually choose it based on who's hosting it, or the person. Knowing about you and getting to know you through [gobundance 00:15:11] and just getting to spend more time around you and hear your story, see what you were all about, I was more so excited about the idea of, "Yeah, I wanted to have my best year ever," but I wanted to see what Hal was

going, because I knew that when you put your heart and soul into something, you really go all out.

You do it with a way that you're going to provide value to people. I knew going into it that I was going to be open for anything that came. I didn't know what I was getting myself into. I'd been to tons of-

Hal: You didn't know I was going to give the mic to John [Burgath 00:15:45] and let him run it.

Matt: Dude, and then I realized all the brains were on that side of the fence.

Hal: That's right. Fair enough.

Matt: It was one of those things where going into it, I was optimistic. I've been to a lot of different conferences, and I can honestly say this was one conference I was chatting with a buddy of ours who's attended both of yours, Lance Salazar, and Lance and I were talking. I said, "Man, I've been to a lot of conferences. I haven't been to one where emotionally I felt so connected to the room and the people and the speakers and the mission." For me, going from day one to day three, because I was a part of the bonus day, it was one of my favorite experiences that I've ever had at a conference. The take aways that I had were just

awesome and really gave me that motivation to go out and have my best year ever.

That was my intention this year. If we were doing a video, you would see I have this massive calendar. It's a full year calendar. I mean, this will take up a whole wall in your house. It's that big, right? On the top of it, I wrote across in big bold letters, my best year ever.

Hal: Nice.

Matt: Without going to your event, without connecting with all the amazing people in the community, I can honestly say that this has been my launching pad, especially with some of the goals that I laid out that I'll talk about, for getting me into this space and catapulting me onto new, exciting things that have allowed me to be productive and have my best year ever.

Hal: Yeah, because that's one thing that ... by the way, I really appreciate the kind words, and I know you mean it, but what is neat about ... and you said some of this branching out, right, is that you are already very successful. I think that one thing that ... one of my coaching clients right now is writing a book called "Re-succeed". It's kind of for people that are already really successful, like how do you re-succeed? How do you actually go and branch out or go bigger, or achieve fulfillment when maybe you've got success that's measurable, but it's hard to measure fulfillment, right. The point being, I think that's what you really, to me, kind of did this year.

You were already really successful, but you re-succeeded, right? You took it to a whole new level, not even a new level, just different new levels, right? Just new branching out. Let's talk about that, some of the big goals. I know one of the big ones, you have a family now, so let's start there.

Matt:

Yeah, so I'm getting married this year in Tahoe to my beautiful bride to be. I have a healthy daughter. Being an entrepreneur, or being just a human being in general, right, we get sucked up into this vortex of busy, busy, go, go, and I am probably one of the most guilty people of that where I just cannot turn my brain off. I can't stop. A lot of the times, I bring work and business home with me and that whirlwind home with me. There were times where we were having seasons of struggle in that space when this is family time. This is home time. This is sacred time. That was really one of my focuses this year was I need to focus on family first. As much as I can continue to charge that mountain of entrepreneurship and business and all the other goals that I have, I also wanted to make sure that family was the number one priority and life was scheduled around that.

Being intentional about how I approach that and the things that I knew I wanted to do and to actually see them happen and take priority over some of the other things that necessarily took priority over my family before as sad as that may sound. I've really made an intentional decision about that this year, and it's been awesome. We're having the best year ever.

Hal: Yeah, I think that it's very common for all of us, but especially entrepreneurs, right, is that we're so driven to achieve and accomplish things that it is ... I've been there before, where I said family was my first priority, and they were in my heart, but my schedule didn't reflect that. When your scheduled doesn't reflect your priorities, they're not really your priorities, right? Your family, just because you say, "You're number one, but I got to go. I have to get back to work." Yeah, you and I both, I think, that was a big shift this year was making that a big priority.

You said, I mean, the how. Just so I'm clear, the how was simply a shift in how you scheduled things, right?

Matt: Yeah, I mean, one of my things is if it's not in your schedule, it doesn't exist. In my world, if it's not ... I live on my schedule, and if it's not in there, then I forget about it. It's the littlest and most simplest of things or it could be a big appointment, whatever it may be, it has to be tangible and visible in my calendar for me, so my life really runs off of my planner and my schedule. One of our other QOM family members and BYEB attendees, Brandy Salazar, which is a great friend of mine, we created a planner, like two or three years ago, as accountability buddies, and we live in that thing.

That is my living, breathing buddy. It's kind of like my right hand man. I have all of my goals mapped out in there first. We start with the 12 month goals, break it down into the quarterly, break it down into the monthly, break it down into the monthly, and almost into the daily habits and activities and disciplines

that need to be checked off or completed in order to eventually, by 12 months in the future, have those accomplished. That was when I decided, "Hey, before I map out all these other goals, all of these other intentions, let's put down what's most important and then after the family time, the activities, and those things are in there first, then I can map everything else around that."

Kind of shifting that. That was usually one of the second or third things I put in there, because it was either a big financial goal or a big business accomplishment. This year, it was all about the family.

Hal: I want to ask you in a second for some specifics around what are the activities that you're putting in for your family and when are those activities, but I just want to pause for a second for our listeners. This is like the least sexy key to success, but it's arguably the most important. It's the word scheduling. That's it. People are like, "How do you do this? How do you do that?" Right? You either schedule time to do it, or if you don't know how to do it, you schedule time to learn how to do it. Period. That's it.

Matt: Yeah, it's a learned lesson. It's a muscle, right? At the end of the day, it comes back to a habit. Your success or failure in that particular thing is going to be a reflection of your habits, so that was where I was like, "Okay, I really need to get dialed in with what are my habits around this." Then, we started planning and also including them in some of the things of what was it that was going to ... what's a win look like for her, right? Maybe there's things that, for me, make sense and are goals of mine,

but they may not reflect what makes my fiance happy or what makes my daughter happy. Those were the things where not only did I want to get those scheduled, but I also wanted to include them in the process of what those activities and things look like so everybody feels like we're having a win in that space.

Hal: Got it, so including your fiance and including your ... well, your daughter's one and a half ,so I don't know how much-

Matt: Yeah, she didn't have much input, but-

Hal: -input she had. "Sweetie, you like that? You want to go to the zoo? Okay. Good." Got it. All right, so I love it. The first goal was really to focus on family first. You did that through scheduling and making sure A, that you prioritize family is the first thing in your schedule, family activities. Can you share some examples of what some of those were? Is it dinner at a certain time? Is it date night? What does that look like for you?

Matt: Yeah, so Marie was finishing up nursing school, so our life has been chaos this last two years, where we hadn't had a routine.

Hal: I've heard nursing school is pretty intense.

Matt: Yeah, we haven't had a routine. We haven't had a schedule, but there were certain things that were our sacred time. Weekends were one of them. Marie and I religiously, every Saturday and Sunday, we take Ella for a walk. We go get coffee, and we've been doing a book club. That's a way for her and I to do something together, reading this book. Then, we talk about it on the weekends. That's been a great one. Religiously, we schedule date night. That was one of the things that all of my mentors, all of my friends, had said, "If you're going to do anything with your partner, you guys can hate each other, not want to be around each other, do date night every single week. That will help eliminate those concerns and issues." You just have that sacred time and space.

Date night was one big one. Then, just play. We get too caught up in all the craziness of life, and we get too serious sometimes. I don't know about you, but some of my favorite times with Marie or I'm sure with Ursula, are when you guys are just hysterically laughing and having fun, so what do we need to do in order to make sure we put ourselves in a space and environment and an energy that allows us to have fun. That's doing things like outdoor hikes and watching Netflix or certain things like that. It was just getting intentional about what that looked like for her, for me, and then getting it on paper.

Hal: I love it. Great tips, man. What was your second big goal that you achieved this year?

Matt: Well, so you know one of the reasons why, also, I attended byeb was my identity, my passion, a lot of the things I've done

for a really long time ,and how I've grown my wealth and success has been in this real estate industry, and this real estate space. I've also just grown so passionate about mentoring others about sharing content, sharing access to experiences and all the different things that I felt served me at a real high level on my journey. I wanted to do a podcast. That was the first step of me taking a leap of faith into this new space, this unknown coaching, mentoring, public figure style type of world.

I'm still the naïve kid on the block that doesn't know much of what the hell he's doing, but at the end of the day, I knew I wanted to go in this direction. I was burning the boats, and that's where I was going. I automated a lot of stuff going on in the other world or decided to passively disconnect from it and focus a lot of my time and energy on this. I said, "I'm going to start a podcast." I had that launched on May 1st. We've been running the millionaire mind cast for the last almost four months now. It's been quite an amazing experience. It's been extremely challenging. I've started a couple different businesses from the ground up.

I can say that this world, this environment, is a whole other beast.

Hal: Yeah. The personal development, if you will, I guess that's how I categorize the industry.

Matt: Yeah.

Hal: Really cool. I mean, I was on the podcast. You're a great interviewer, but I've listened to your podcast and just seeing the feedback and the reviews and comments, and people are loving the millionaire mind cast, man. I remember the conversations we had not a year ago, but right after best year ever. You were asking me questions about launching a podcast and what that looked like and who you needed to ... I think you hired a consultant, right, to help you?

Matt: Yeah. I'm a big believer in coaching and mentorship. One of my favorite sayings is, "Hey I'm a student of life. I'm always looking for my next teacher." If that means-

Hal: Dude, we got that in the book.

Matt: I know, man. That's my first official quote.

Hal: I know, dude. That's in the-

Matt: I'm feeling good about that.

Hal: Yeah, and just real quick. Let me pause for a second. We were at ... where were we when that conversation-

Matt: We were in Chicago.

Hal: In Chicago. We were in Chicago at the Miracle Morning Mastery event. I forgot, what was the context of what everybody was sharing?

Matt: It was Tanya and I were up on stage with John, and we were-

Hal: That's right. You were being interviewed.

Matt: Mm-hmm (affirmative).

Hal: Matt shared that he always wanted to have a quote, right, a quote that was quoted by people or that was in print somewhere. We just had ... the miracle morning art of affirmations coloring book just launched I believe. I was like, "Hey, we're going to make that happen, Matt. Your quote is going in the art of affirmations coloring book." Kids and their parents all around the world would be drawing, not just writing the quote or seeing the quote, they'll be coloring the quote, which is cool.

Matt: So cool. Yeah, I mean, its' one of those things where I just didn't feel like I was official until I had a quote, you know what

I'm saying? It was like I need to come up with something cool, so for me, it was I'm a student of life, and I'm always looking for my next teacher. I've never really considered myself the fastest, the smartest, the strongest, but I'm a really hard worker. I'm diligent and consistent, and I'm good at modeling after other people who are more successful and have already been there and done that. In order for me to shorten up my learning curve and avoid some of the failures ... I'm all about failing forward and just cannon balling in and learning along the way.

At the same time, there's a time and a place for getting a coach, getting a mentor, and ever since I've gotten into business, in every industry, every space, I've had at least one coach, whether that's a business coach, a spiritual coach, a health coach, whatever it may be, I always have coaches. For this particular endeavor, this new venture, I said I need to model after the other great podcasts like yourself and other people who are doing it at a really high level that are in alignment with my vision and my goals and that I can learn from. At the same time, I need someone who can really get me that hands on accountability, because we all know that when it comes down to having the plan is one thing, but to execute in on the plan is another thing.

Often times, when you have so much stuff going on, we can be the best excuse givers in our own life. Having someone call me out on my BS and hold me accountable to doing the things I told myself and them that I wanted to do, that's what allowed me to ... I probably would have taken nine, ten months to get the podcast out. Shoot, it may not even be out right now, so I am really grateful for my coach, my mentor who helped me get that up and running.

Hal: Very cool. I couldn't agree more. I think that it's ... Michael Jordan, there's ... I'll paraphrase the quote. He said, "I am the player I am because of my coaches." Granted, I think that's partially true. There's the he is who he is because of him first and foremost, but the best in the world always have coaches. I'm the same way. I hired my first coach when I was 25 I think. At 27, I'm still hiring coaches. You know what I mean?

Matt: Yeah, your needs change. Your goals change. Obviously, you want to surround yourself with the best people in the world doing what they do best. You look at, shoot, professional athletes, they all have coaches, and the coaches have coaches, or they have at least a board of directors that they lean on. There's always somebody bigger, better, smarter, out there. It's our job to go out and find those people and learn from them.

Hal: Absolutely, man. What's the third and final goal that you achieved this year since best year ever blueprint? This one actually, I know what it is. It's exciting, because this, to me, the whole idea of scaling and automating, nothing gets me more excited in terms of business in the future, but talk about what you did and how you did that.

Matt: Yeah. Automating my real estate investing business and expanding it, growing it, and adding some new branches to that tree and I have, as we've grown and expanded, I'm having my best investing year ever. At the same time, I wanted to add a few new things to it. One of those in alignment with my podcast

and coaching and mentoring and offering other people value and opportunity was I'm a real estate flipper, and I buy rental properties. A lot of people think that real estate investing is this mythical unicorn flying up there and only a few people can do it. It's really simple. It's not necessarily easy, but it's simple.

I've automated my business in a way that allows me to spend more time on this mentoring and coaching program that helps people become a real estate flipper and mastermind community that goes along with that. We're launching that here in October. I'm pretty excited about that. That's kind of my next baby that I'm launching with the podcast and my investing business. There was a lot of missing pieces. When you add all of these new thing onto your plate, it's either you take them or you find a way to chop those up and delegate. I was missing certain key players on the bus. I had a lot of empty seats in this bus of, "Hey, we're going to real estate investment town over here." I was looking behind me, and there was no one on the bus.

I needed to identify who those people were, what those roles and job descriptions looked like. Then, I needed to go out and attract that necessary talent in order to go help me build this vision and be able to offer that value and achieve those goals that I had. That was a big piece for me of getting some amazing talent on the team. The ability to cover the ground we've covered in such a short amount of time, I'm so grateful for the team. I would not be able to do half of what I do without them.

Hal: Let's ... oh, go ahead.

Matt: I was going to say you succeed through the people around you. It's awesome to be able to have those people in my world.

Hal: For you, because you've got this passion of diving into this personal development world and the training and coaching and mentoring world, so you've had a successful real estate investing business and to do that, you needed to have leverage and scale up and build a team. I'd love to dive in a little bit for people listening on what that looks like. Getting clear on what team you need or how many people you need or about that for most people is like running a business is one thing, but how do you replace yourself, so to speak. I'm curious as to how you figured out which roles you needed, which roles on the bus, and what those seats looked like and how you filled them.

Matt: Yeah, you know, we were recently at a mastermind at David Osborne's house in Steamboat, and he was gracious enough to connect us with a guy named John Haden, who sold his insurance company, a family owned, third generation insurance company, for over a billion dollars. He netted some ridiculous amount of money, over half a billion in the deal.

Hal: Wow.

Matt: We went up to his house, and he just was open mic, sharing a lot of the things that he had learned over his journey, and one of the things that he just continuously harped on was the fact that

he had an amazing team around him and how he was able to grow that team. You know, one of the things he said that really resonated with me and hit me hard was he just basically said a single individual can only get you so far. You can't skill yourself, right? That forces you to have to become a better leader to have better communication skills, have better vision, better clarity, so those were a lot of the things I realized I was going to need to be better at and commit to being better. You don't just put a chip in your brain and be like, "Okay, all the sudden, I'm Tony Robinson, I can inspire this person and turn their life around. All the sudden, I'm a Warren Buffett, and I know how to run a multi-million dollar business. I'm a John Maxwell, and I'm this amazing leader."

That takes time and commitment, but knowing what was missing would at least allow me to be able to find ways of being more intentional of filling those gaps. Mind mapping, first and foremost, of what does this organization chart look like in this particular business and opportunity. What roles are needed in order for me to at least get to this milestone? Obviously, I have these massive two, five, 10 year visions, but let's break it down into tangible, bite sized nuggets so we're not too overwhelmed. Then, by doing that, we can start identifying, based on those roles, what projects and activities can we delegate and keep in that lane. Then, based on those roles, activities, and things that need to be accomplished what personality styles fit those roles best?

Somebody who has an amazing personality, loves connecting with people, and is always looking for that next experience isn't going to fit well in our research data entry position. You want to make sure that you're not throwing a square peg into a round

hole. I wanted to be able to clearly identify personality, activity, and position and responsibility. Then, let's go out and attract those people. Let's find those people. In order to do that, we had to be clear on vision, the mission, and the opportunity.

Hal: Got it, man. I love it, dude. I love how succinct you're able to articulate what it is that you did. What does your team look like now? How many people are on the team at the present moment? Is the bus full, or are there still positions you need to fill?

Matt: No, man. We've got plenty of room on the bus. I'm a big believer in leading with revenue, so we like to run as lean as we possibly can.

Hal: Sure, smart.

Matt: I look at it like a cup, right? You put a cup underneath a water faucet. Until that cup is overflowing, then you put another cup underneath it to catch what's going over the edges.

Hal: Got it.

Matt: Lean with revenues is a big model that I always follow. Right now, we're running pretty lean. I mean, we have, I'd say, a total of six people running on the team with course creation content to online marketing strategies to full time gals in-house with the

marketing creation and administrative staff and stuff like that. Then, we have the few interns and people that are just really excited about what we're doing and want to help and see that there's room for opportunity and growth and that they can learn in that process. We've got a lot of people, but we also have some people that are just helping out of the goodness of their heart and see opportunity as this vision, as this brand gets bigger. There's definitely room for more seats on the bus.

As a leader, I want to provide as much opportunity and as much growth for these people. It's my obligation and my duty take care of them and allow them to be intrepreneurs within my entrepreneurial vision. We can all succeed and accomplish this together way better than I would ever be able to do it by myself. Trying to continue to grow and expand that for them is a really big driving factor for me on a daily basis.

Hal: Yeah, and I think that you, like for me, starting with an intern is a great way for someone that's scared or a little nervous or a little bit apprehensive in terms of the financial aspect of starting to build a team. I started with an intern, and she's now my chief of staff and helps me run everything. It started out as she started out as an intern, which gave me a chance to learn how to work with staff and also to do it while I wasn't spending money on something that I wasn't efficient at. Then, at one point, I brought her on as an employee and then gave her a raise and brought her on full time.

Matt: It's exciting.

Hal: Yeah, it is, and that's the thing. If you're going to maximize your impact, right, I don't know any company that's changing the world with a [solopreneur 00:40:33] behind the wheel.

Matt: It's so true.

Hal: Right.

Matt: The hardest challenge, I think, for growing a team is you become responsible for people's actions and productivity and mindset outside of your own. That requires you to really elevate your game. You really have to be the one showing up at a high level every day and leading by example. The hardest thing, more so than leading other people, is leading yourself and doing that at a consistent intentional day in and day out level. That's been a constant challenge for me, and it's something that keeps me kind of up at night sometimes. I'm always wondering, how can I grow myself? How can I raise my game? How can I bring that back into my organization and pass that on to other people so they have the impact that I think I'm having myself?

Hal: Yeah, no fantastic point. Leading others is the best way to put yourself in a position where you have to lead yourself, right?

Matt: Literally.

Hal: You can't let them down. Cool, let's wrap this up, man. Really great wisdom shared today. I'm so proud of you, Matt, for all you're accomplishing, and not just what you're accomplishing, but more importantly, the way you're doing it, that you really are doing it to make an impact, you know? I know your heart, and I know that that's true for you. Thank you.

Matt: Thanks, man. I really appreciate it.

Hal: What is the best way for people to follow you, get a hold of you, learn from you, take the new real estate investing course, etc? How can they get in touch with you?

Matt: Yeah, anybody can reach me. I'm very active on Facebook, so Matt Aitchison on Facebook. You can find me on Instagram at mattyaitchison, and you can always-

Hal: Spell Aitchison, because it's not-

Matt: Yeah, right?

Hal: It's not the way it sounds.

Matt: It's A-I-t-c-h-I-s-o-n. They can check me out on millionairemindcast.com, and I just want to commend you on what you're doing, how you have paved the way for a lot of people to see in themselves sometimes what gets clouded by a lot of the craziness of the world and distraction in the world. Keep doing what you're doing, brother, because you're changing a lot of lives, man. I'm just grateful to be rolling in the wake.

Hal: We'll just keep paying it forward, round and round we go. You got it, man. I will see you at ... will we see each other before best year ever blueprint? I'm trying to think of what we have next.

Matt: I don't know, man. We got so much going on, but I'll see you on for sure.

Hal: At the very least, yeah. Well, cool, man. I appreciate you, Matt, and achieve your goals podcast listeners. If you want to join us for best year ever blueprint, of course, go to bestyeareverlive.com. Check out the video, right underneath the first fold of the screen. It's a three minute video, and I always joke, of course, that you'll know within three minutes, either you definitely want to be there to prepare, in December, to make 2017 your best year ever or you'll know you want nothing to do with us or that out of control energy, positivity, etc, but if you're a listener of the podcast, I think that you'll be right at home. Goal achievers, I love you, I appreciate you. Thank you for taking the time to tune in. I hope you enjoyed the

conversation with Matt as much as I did. We'll talk to you next week. Take care.