



Host: Josh Cantwell

Guest: Ian Garlic

Welcome to Strategic Real Estate Coach Radio, hosted by Josh Cantwell and Kyle Garifo. Strategic Real Estate Coaches, where the nation's leading real estate investors, brokers and agents turn to transform the way the real estate business is being done in neighborhoods across the nation. If you desire to make more money, do more deals, grow your passive income and build the lifestyle you've always wanted, you need Strategic Real Estate Coach.

This powerhouse team is led by Josh Cantwell, a seasoned investor with nearly a decade of experience, over 700 transactions and over \$5.5 million in fundraising generated for himself and his partners. Now, sit back, listen, learn and accelerate your business with Strategic Real Estate Coach Radio.

Josh Cantwell:

Hey everybody, welcome back. This is Josh Cantwell, CEO at StrategicRealEstateCoach.com and Freeland Ventures, Real Estate Private Equity. Welcome back to The Strategic Real Estate Coach podcast, interview series. Look forward to actually, you know just being involved with you today, being present with you, sharing some amazing information with you not only about real estate, but today we're going to talk specifically about marketing, marketing your business, marketing yourself, building your brand, so whether you're an active real estate investor, a passive real estate investor, or just looking to be a higher performer or an elite entrepreneur I brought on one of my great friends who I'm involved in a mastermind group. His name is Ian Garlic and Ian is an expert at marketing. He's an expert at video marketing and we're going to talk a little bit today about how to set yourself apart and how to really build an amazing brand by sharing your story through marketing, specifically through video marketing and social platforms. And so Ian, we've been a plan on having this for a long time, couple of years actually. I think we've been talking back and forth about getting you on the show and we finally got you on the show. So welcome and so give our audience just a little bit of feel about who you are and why are you passionate about video marketing.

Ian Garlic:

Yeah. So, well first, Josh, thanks for being on the show. I mean, really, you're one of the best at this. I worked around a lot of people and I love to be here because I know you're serving your community and actually doing it so you know, if you're listening to this show, you're listening to the right show if you're doing that, so thanks for having me on. I love it because I, so, you know, about 12, 13 years ago or 15 years ago, I was in real estate in Manhattan commercial real estate, selling the big buildings. Prior to that I actually was a hedge fund



trader and I've been through two collapses and I'm like, I can't do another collapse using marketing. You know, it's like, oh, here's a couple million dollars. Oh, that's gone. Here's a couple million dollars. Oh, it's gone. And we talked about, you know, when you were on my show, we talked about, you know, having control. And one thing I liked about is the harder I worked at marketing, the more control ahead. So I got into marketing, went to work for a large corporation, fortune 50 as marketing consultant and that helped start helping medium size small size businesses and realize that all these businesses have stories and they all have stories to tell. They all really want to serve someone slightly different. We all think, well, there's this big market out here, but there really lots of little small markets. At the same time right when I came to this realization, you know, and I remember exactly because I was crossing over the bridge into Manhattan, and like I came in to a realization listening to Seth Godin talk about authenticity and that and how we all need to be authentic but it's, it's kind of a differentiation. Well then Google bought YouTube and I'm like, well, this is going to change how video in getting in front of people and we're going be able to use video to get in front of whomever we want because I already knew SEO, a new search engine optimization.

Ian Garlic:

I knew how to get things ranking and I saw coming down the pipeline that this was going to change everything. When Google buys something like YouTube and YouTube was already doing pretty well, this was going to change everything. So right away, you know, it's been 10 years now, started my own company. Luckily my now wife had a master's in 3-D design animation from NYU was working for Nickelodeon, so we had the technical aspect of it down and the SEO aspect of it down. And so I just really I mean I love it because when you get people like you've talked about, when you people see your videos and the right, you get the right people seeing your videos with great content telling the story. It transformed your business because people walk in, they know, like, and trust you. They feel like you're not only the authority but their friend and there's a whole lot of science I can get into behind it, but when you see someone's face over and over again and they're giving us good information, we feel like there are best friends.

Ian Garlic:

So I mean you've seen it before. People will walk in and their ready to signed on the dotted line before your sales go way down. So that's how I got into it. I'm passionate about it. I love it. It's, I mean, yes, it's gotten more and more competitive. I think we're just, you know, that what I saw coming 10 years ago, I think we're just hitting that right now.

Josh Cantwell:

Yeah, absolutely. You know, I've been telling my audience for years, marketing is sales in print, right? That was more the print age and now it's marketing is sales in either video or audio because if you can be in front of somebody and tell your story, talk to them as if you're right there in the room with them in a video story or an audio story. They can really hear who you are, what you are and share



that. So, do remember back like the first, the first video that you made, like I like to go back to the beginning, right? People are like, wow, this is awesome I'm super passionate for this and then sort of all of a sudden the light bulbs pop off. I remember that for me in real estate. How about for you with marketing and specifically with video marketing, I realize you're trying to run away from the next real estate crash. What was that one big thing that maybe you're like, this is it for me. I love video marketing. I'm going to go all in on this?

Ian Garlic:

Well, I mean a few different things happened. Like you said, the story, but also from my personal standpoint, when I was working as a marketing consultant, I was working in Long Island out in New York City, so New York City and Long Island, they're close, but they have two different mindsets and so I go in Long Island and work with companies. I'm like, you've got to be on the internet, you've got to be ranking, you've got to do in video marketing.

And I'm like, here's all the technicals. I knew way too much about SEO and I'd be like blah blah and vomit all these details all over them. And like their eyes glaze over, they're like the Internet is that thing still around, you know, this is, like people are like didn't believe me that people are looking for their services on the internet. So what I did was I had a few successful clients, I went and made videos of my clients talking about their story and how successful they were and I used those and people then it was just like boom, boom, boom, they'd watch the video. I'm like, here, just watch this video. And it was, you know, using my client's story was just so easy. But then what happened was I started helping getting videos ranking and started getting my clients ranking in YouTube.

Ian Garlic:

And one after another, you know, I took a company, took a couple of companies that were on the verge of collapse in 2008 and transformed them and transformed their businesses and you know, and then I helped one attorney come straight out and become the number one criminal defense attorney in Denver using video. So it's a constant reaffirmation of it and I have my ups and downs like anyone else. But those were the stories were it was just like boom, boom, boom, this stuff really works. And then when my clients are, like, I had a client who was, she was a therapist and it was a friend's wife who was like okay, I'll help you. She's like, I don't want to be on video. And like we'd launched her first video in like two days later, she's like, oh my God, this works. And when you hear that, that's for me, like when people tell me how it's working in transforming their businesses and someone shows me their house they bought because what we did, I'm like, that's the best thing in the world.

Josh Cantwell:

Right. That's killer. Now you produced over 2000 very well professionally done storyboarded videos for clients. Give us, just give my audience a quick idea, what kind of clients you've mentioned, promote the fence. You've mentioned some different things like that. Give me an idea of just the broad range of some



of the different clients that you have so they can understand some of the niches that you've worked in. And then we'll, we'll maybe start to build out a little bit of a plan here. If somebody wanted to build a real estate, or some kind of new video for their business, what will be the first thing they would think of? So just tell us a little about your client base and what kind of videos you've created for them.

Ian Garlic:

So yeah, so I mean, anyone that provides a service. So I've started in legal marketing for large law firms in New York, as you can that was as tough as possible. I mean, one of my first clients I walked in, he was already a client of the company and he threatened to throw me out the window. I'm like, alright. And I've done nothing but so but I realized I love helping service companies, especially medium size, small size service companies because service companies, you can build one up and you really help people's lives. You're not just producing a widget but you're really transforming people's lives and you get something out of it. So yeah, we've worked with attorneys, doctors were doing a lot in the stem cell industry right now. Yeah, there's a lot going on there. I've helped commercial real estate brokers, regular residential real estate brokers, brokerages, timeshare, hotel chains. Anyone that provides a service we've helped with video.

Josh Cantwell:

Got It. Yeah. And that's basically what my audience is doing, right? So our audience is both active and passive real estate investors and also just elite entrepreneurs and high performers really looking to take their life and their business to the next level. So let's jump in Ian you've have created all these videos. You have a marketing course, multiple marketing courses. You're a best selling author, you work for lots of different industries. So I have a bunch of high level coaching students and clients that are looking to, you know, really impress upon, you know, their local market that they're the go to real estate expert. They're the go to, you know, whether it's actively investing flipping properties or five apartments or maybe raising money. So if one of my clients came to you or one of my coaching students and said, look, I'm a, I'm a real estate investor and I'm in XYZ city and I need a strategic advantage and I want to look at video marketing to help me get a leg up so I can impress upon my potential clients, people who want to sell me properties or people that want to invest with me. I want to be a sponsor of a deal, but I got to have this professional image so that when people come to me, they're already kind of predisposed and predispositioned to doing business with me. And I don't want to do the heavy lifting. I want the video to do the heavy lifting, help us understand like, where do we start? How would somebody start working with you? And what are some things they should be considering if they're going to use the video as a weapon?

Ian Garlic:

So the, I mean, the number one thing I tell people with video marketing and marketing, especially digital marketing in general, is it's just an extension of what you would do in real life. So it's, you know, it's, it's, treat the video like and



the people on the other side of the video, like a real person like know I see people go right in for the kill and they just want sell, sell, sell, sell. But like you've talked about and you're great at being authentic, telling your story, but treating them like you want them to really succeed. So I think that is the crucial mindset that you need to get into. Don't worry about selling, worry about helping. And the way we do that is, so you've probably, everyone's heard of the customer journey, and I'm sure you've talked about it before, but what a lot of people talk about when they talk about the customer journey client journey is, yeah, they maybe pick out a special person in Avatar maybe they don't. That's the number one thing. You've got to know who exactly you're talking to. Like, Hey, you know, Josh lives in Cleveland he's a seven, eight figure entrepreneur. Does this, this, this coaches basketball, know everything about that person, but then know their journey because this is stuff you know, don't start with video, know their journey know where they are, and when I say that I don't mean okay, they opt in, then they go to an email five email series, then they watched this email platform, then I'm going to put them on YouTube. That's your journey. That's what you as a business owner. That's your journey. Their journey is they don't know they have a problem. Maybe there, if you're looking for a real estate, if you're looking for investors are looking for property and maybe that they don't know that they want to sell their property, then they think they're going to sell the property.

Ian Garlic:

Then they now that they're going to buy a property, now they're looking to buy a property. Now they're looking to do things on their own. Now they're looking on the Internet and each point along the way, once you understand that whole journey through the time they become a client, how you onboard them through, they start talking about you at each point in the journey now what you do is once you've mapped that out, you go, okay, what are the stories I need to tell them? What if I was sitting next to Josh on, you know, he's driving in his car, he's thinking about investing in real estate, doesn't know where to go. You know he wants his money to go someplace else. He's not really so happy with the markets. They're really agitated right now. What would you tell him? You wouldn't say, Hey Josh, you know, invest in my real estate course or Josh, give me all your money. You would give them advice and that's when you start thinking like that among each scene. When you start thinking that way and you start having those stories like, Oh, let me tell you the story of this person that was in your same situation. You start thinking that way. Now you list out all those stories and now you make videos of them and to do is go, okay, how what does this person want right now? What do they want to get away from? What's their problem and what do they want to go towards? What do you know, Josh is upset about the markets. He wants a stable income. He wants to know his money is in a stable place. He needs to find a real estate investor who understands the markets and not try and do it himself. So that's the structure of it. Now you just go boom, boom, boom.



- Ian Garlic: And you start creating those videos and now we decide, well where are these guys? Well Josh is in his car so you know, maybe he's on a podcast, maybe he puts YouTube up and listens to it. A lot of people are doing that? The last part of the platform. So many people go straight to the platform, their like I'm going to do LinkedIn video. What am I going to talk about? That's the last part. And so that's how we work. It's actually our story, our Storyboard Strategy Blueprint, which I'm going to give you access to the videos for it and the blueprints, it's a three page blueprint for your audience too.
- Josh Cantwell: Nice. Great. Great. So we start with what do they want their audience to learn about them? What do we want the audience, what problem they might have?
- Ian Garlic: What problem does the audience habit each step along the way? And the more you can help them like you, I mean you're, you're, Nine Ways To Stop Procrastination. That's not, that's you helping your audience and it's, it's, you're genuinely helping your audience. It's nor is it about real estate, nor is anything about that, but it gets your audience engaged and thinking that way. How can you help them? How can you serve them? And then what will happen too, is when you start putting these videos out, guess what, if you're looking for an investor, if you're looking to sell a property, if you're looking to buy a property, someone sees your name, what's the first thing they do? They Google it, right? And when they start seeing all these videos and they start seeing who you are and start watching it, guess what they're going to feel like they know, like, and trust you by the time they walk through their door. So that building up that content is super important.
- Josh Cantwell: What I, what I'm teaching my coaching students about real estate, I always tell them, look, if you're working with a motivated seller who wants to sell a property and they say, yes, I want to sell it and I want to sell it to you. Really what they're saying is, is maybe I want to sell it to you, let me go do some research on you first. So when you walk out of the house, let's say you have a contract signed to buy the property or they're thinking about selling it to you, you walk out the door, you're walking to your car, the client or the potential client is turning to their computer and they're looking for your information. And if you have an amazing video that Storyboarded branded that tells who you are, what you do, that's going to close the sale. Same thing when it comes to raising money. I told my audience, you know, funding equals freedom. People that get free from real estate have funding to buy and own cash flowing assets, rental properties, rehabs, apartment buildings. Same thing with a private lender, a private lender comes in and you meet with them, make them a presentation or thinking about investing passively. You walk out the door, you leave the restaurant. What's the first thing they're doing?



Josh Cantwell: They're going to their phone or opening up YouTube or Google or look at you up to see if you're trustworthy and the only way to tell story and protect your brand and image is to have content out there. And video audio content is what Ian and I are both passionate for. And so I think it's, once you create the video, right, you have the video. A lot of people are thinking, okay, now I've got the video, done, it's an asset. It tells my story of who I am and how I can help people. I know I'm targeting it towards a certain Avatar or a certain person, but what do I do with the video? Like what do I do with this podcast where do I put it, how do I find out where my audience is or what are some different basics to start with? So I just throw it up in YouTube and link it to my Facebook so when you have somebody kind of getting going and maybe they think I want to get my brand out there, I want to get my company out there, but and I know I want to do video, but then what do I do with the video? I don't want to just sit him, sit on my hard drive. Where do they go next?

Ian Garlic: So yeah, now we're looking. We're looking at those scenes in the, in the store we're looking at, and I'm using your name Josh, but we're looking at Josh's Storyboard or like what is his journey? So at this, at each point in a journey your thinking, where is Josh? What is he doing right now? Is he after the meeting is he Googling your name? Right? So if he's Googling your name, well then you need to optimize that first search. You need to make sure that it's showing up with SEO your main thread is showing up for your name and what videos you want to show up. Not only your story, but the stories of the people that you've helped. If you're trying to sell a property, you know you're making sure that there's people that you've bought have bought properties from you. If you're trying to buy someone's property, vice versa, so you're thinking, what are these things that they're searching for? Now, if it's earlier on in the journey and you need to get in front of them, if you need to interrupt them, now you're thinking, where are they learning about things? Where are they getting these things? So I always think there's two things, intention or attention. Intention is SEO, so if they have an intention of their already looking for something, put these videos on, Google, put them on YouTube. Make sure that you're optimizing for what you think they're searching for. What are the questions that they're asking? And the more of those questions you can get because someone's not going Googling real estate investments, their are Googling best real estate investments, what we call long tail search, tons of different questions that you can answer it for them both on YouTube and Google.

Ian Garlic: Now, if you're looking to get someone's attention, like, you need to disturb them, you need to agitate them. If they're like, you know that Josh has a property for sale, they might think about selling. Whereas Josh hanging out, you know, is he on LinkedIn as you know, is, is it, you know, is an attorney that owns a bunch of properties that you want them to sell the property to? Well, start getting on LinkedIn, start being in front of him there, getting attention there. Is



it on Facebook? You know, are they on Facebook? The great part about Facebook ads, by the way, is from an attention standpoint, it, Facebook is not the only place that video ads sit. So if you run a video Ad, yes, it goes on, Facebook also can go on Instagram. Another great place to be if your demographics there, but Facebook also has an audience network so they have an advertising network. So we've seen our video ads on Wall Street Journal, New York Times, Investors Business Daily in apps. So if it's earlier on and you're trying to get their attention, realized that your video, your story could be on Wall Street Journal, in a video format, once someone's reading something and you're getting their attention, but understanding that customer journey, what you want to accomplish, first of all, in that customer training, are you trying to get their attention or intention that will guide them. Sorry, long answer.

Josh Cantwell:

Well, you know, I think a lot of my audience and a lot of the different folks that we talk to there either again entrepreneurs, building businesses or real estate investors, active or passive and they're not, you know, video experts so they can kind of do this on their own. And Ian's going to give us access to his marketing course, and share that with us and it'll be in the show notes and that'll be right inside of the podcast. You can go grab that. But also if somebody wanted you to do this for them, you have an agency, right? So, tell us a little bit more about the agency. Do you guys fly into someone's market and actually storyboard this out for them and shoot the video, cut it, edit it, produce all that stuff, and market it for them. Is it full service or do they do some of it? You guys do some of it. How does it work?

Ian Garlic:

So once we do that strategy session with you and we charge for it, but it's 100 percent money back guarantee. If you do the strategy session with us, that money goes towards your video. We create your strategy and we go, these are the videos that we'll create. We'll create your top level videos. Your 12 to 20 to 50 videos that are professional, awesome looking we'll also help you capture your, your client and customer stories where you can fly to you, you can fly to us. We also have a videographer network that we are trained in our systems. So we have those around. But also in that strategy, I'm going to suggest to you making some videos on yourself on a regular basis. Because you got to get this is you got to get somewhat decent at video. If you're going to be a marketer, you've got to be, you know, you've got to be able to, you know, and also sometimes you know, these the cameras in these phones are amazing, you can do a ton with them, but we will create that strategy and we work with you with making the videos, optimizing them. We do some basic ads, but we work with great ad agencies, Facebook ad agencies, we work with great email marketers, we work with other people that if that's what we need right now, we will help you with that, but we will create the content, edit it down and give it to you and then guide you where it should be going.



Josh Cantwell:

Nice. Nice. So Ian moving forward, help me understand for you personally. Right? So I always like to get a take from everybody that I interview not only about their passion, you know, building their business and how they can help my audience, but I also like to hear from them specifically about their own journey as an entrepreneur. Your entrepreneurial journey started, you know, New York City doing commercial real estate, got a passion for marketing and specifically video marketing. But you have an agency, you have a team, you have staff, you're an entrepreneur, you've got your own fixed and variable expenses. You're building your own business. You have a lot of the same challenges that I have and that my clients and students have of just building a company. So what kind of advice could you give us just about things that have worked well for you, whether they're life hacks or business hacks, just to be a successful entrepreneur. Are there certain ways that you run your calendar or certain ways or different things you do with your team to, to build a raving amazing culture? What are some different hacks that you have to be an elite entrepreneur in the business that you're running?

Ian Garlic:

So from a team building standpoint, I mean really hiring for culture. We talk about a mastermind hiring for culture, and then you know, and finding people with some of the skill set, but if you're going to put in there, train them, always be training, always be enforcing the learning. And one thing I do always when I'm hiring someone is I figured out the exact thing I did with the customer journey blueprint I do with the person I'm hiring and I write a letter to them. I'm like, this is the person I want and this is what they're thinking. And I've read it, it's not just like, here's the skill sets and whatever I write a letter to the person that I want to hire. So that's definitely helped. From, you know, the big thing I've learned is staying focused. You know, we talked about before in marketing and staying focused. Not trying to learn everything yourself, but finding the right partners, the right people and surround yourself with the right people. You know, I'm blessed enough to know someone like yourself, the people that we have at Total CO, find those right people because if at that group that you're around doesn't feel right, then you need to get out of there, but you do need to surround yourself with people because being an entrepreneur is lonely. So you know, if, if they're in your groups, you know, that's great.

Ian Garlic:

Find people within the groups too. Be a mentor, find a mentor, but you know, your community is huge so people should be, if they're listening to this, they should be taking advantage of it and giving as much advice and finding those people to surround themselves with. I think that those are some of the big ones, you know, like I said, staying focused and knowing that there's going to be a downturn and there's going to be an upturn. There's going to be it's, there's going to. If you're at the top, don't think that you're going to stay at the top forever because it's going to crash at some point. It just got to prepare for it and you got to, okay, that's going to happen. I'm looking around the corner I know



that's going to happen. I'm going to be prepared for it mentally as much as I can, but also when you're at that low know that if you keep pushing, you're going to get quote unquote lucky.

Josh Cantwell:

Yeah. Yeah. The lows are never as low as you'd think. The highs are never as good as you think. One of the key attributes of being a successful entrepreneur is being steady. One of the things that I've found that elite entrepreneurs and high performers are is they're steady, they're steady leaders. They don't freak out when things are going kind of sideways and they also don't get too excited when things are going great. It just kind of stay on the path. So Ian for you, when you think about your, your, your video agency and your training program that you have for video marketing, what do you see on the horizon with video in the next five to 10 years? And how big is video going to get? I mean, obviously people love to watch television, they are streaming all kinds of stuff on their mobile devices, from television to YouTube to Facebook and Hulu and Roku. All these amazing things are happening with digital media and specifically video. What are you positioning yourself for? What are your goals and what do you see on the horizon over the longterm, over the next five to 10 years with video?

Ian Garlic:

Well, I mean, I definitely think that everyone needs to have an association with someone that can help capture video, high quality video for them and find the stories, but also do the stories themselves. So I'm looking to train more people in our systems outside of here. Because the one thing about local videographers, you sometimes need someone, I mean there's only so many places I can travel. So that's one of the places we're going as we're helping coach, more of video agencies on our systems. And because the big thing I think for people to remember is that people's attention span is going to get smaller. So you can't just put stuff out there. You've got to start thinking really about that person, and then as long as you've got your stories and your content down, be paying attention to it, you know, I feel like, you know, Netflix and Amazon video are going to go much more in the way of small bits of entertainment, edutainment type stuff and I think that we're going to see more and more and more of that and that's every businesses opportunity because they're going to be low barriers to entry.

Ian Garlic:

You can get on Amazon video pretty easily. I feel like people are going to start being able to get on Netflix pretty easily. Obviously YouTube super easy, but it's video's not going away. And the big thing to remember is the authenticity part because there's going to be authenticity and consistency because people are going to want to connect with someone. We're getting more social media's getting us more disconnected, so videos your opportunity to really connect, but you have to be trying to connect, not just trying to sell people. And I know it's going to get bigger. It's going to. It's going to change. We're going to be using our devices more and more and more and more and more, especially, you know, when cars start driving themselves, your going to be able sit and watch



videos all the time, that's going to happen. It's going to happen. It's going to happen and you know we're going to have to think about it, build our audiences and serve them.

Ian Garlic:

I think the one thing, the big thing to remember is you don't, Josh, you've got a huge audience, but you don't need a huge audience to influence a lot of people. You know I was just listening to Make Your Bed. I don't know if you've read that book. It's really good. It's a short book. It's an audio book it's an audio book and written book, but it's the, it's a former navy seal. He's the former admiral, a phenomenal book. But in his, in his talk, he says, you know, if, if we just change 10 people, influence 10 people's lives over the course of our life and they influence 10 people, within five generations, your influence will have influenced the entire world. So just 10 people. If you can just be, stop thinking so big because we see these influencers and we see these numbers get away from the numbers, go towards the influence and you will. If you just try and influence a few people, you'll get more and more and more so.

Josh Cantwell:

Nice. I'm curious as we kind of round third here and head for home and wrap up, I'm curious, what's the what's the craziest, if you, if you can tell me what's the craziest video project or craziest type of client that you've ever worked on? What project do you remember thinking like, Oh my God, that was awesome the way it turned out, or oh my gosh, I can't believe I worked with that person on this project it was nuts. I always hear everyone. Every entrepreneur's got a crazy story. I'm sure you got one. What do you think?

Ian Garlic:

I mean, I've worked on a lot of cool stuff. A lot of small businesses. Working in the legal field it's, it's both it's intensely happy and intensely sad because of this. It's usually. I mean, if someone's with an attorney it's a horrible situation. So those are pretty crazy. And then stem cells, we recently have got into it. I'm just seeing it transform people's lives and we're telling the stories of these people, people that you know, had were dying from asthma and you know, or you know, I just finished a video with this guy, Zach, who the video should be coming out, but basically he's 27, his heart is, he has four kids. His heart is seizing up and he saved up money for stem cells and then his wife and his newborn or his unborn child were killed three months ago. And it's just like you're sitting there and the guys just completely like, oh, this is matter of fact, you know, has no money and we're getting in there. You got stem cell treatment donated to him and just seeing these people's lives start to transform is phenomenal. And then, yeah, we're finishing up a video for, pretty sure, you know, you know, you being from the West, you know Fran Tarkenton. So we're finishing up some videos for him. And I've done a lot of videos where people talk about their culture and Tarkenton Financial, what I got to do is work through and work with all their financial advisors and people that they've helped and, and interview everyone, including Fran. And it, it just, it's like that to me was one of the most amazing ones because he's built 20 companies be he



still, like he answers the phone for everyone and everyone in there and tells the story of how he's transformed their lives and you know, he's 80 something. I'm at his house shooting video of him at a dinner party and the guy doesn't stop moving. He's serving everyone food, serving them drinks. He has staff there he doesn't have to. So it was, yeah, it's just like, you see that emotion when I get those inspiring stories and that's to me is just like, oh, this, I'm still doing something good.

Josh Cantwell:

That's fantastic. Well guys, listen a couple of resources for our audience. First of all, Ian's company is called Authentic Web Media. You can look them up on the web. Of course they have an amazing Facebook presence and YouTube presence being a video digital marketing company and agency. So look them up. Also, Ian has hosted over 250 of his own interviews and podcasts. You can check out the Garlic Marketing Show on iTunes and other video platforms, so make sure you check them out and if you're looking to have a splash video that really set you apart in your own marketing, whether it's for raising capital, whether it's just for building your own entrepreneurial business, taking your business to the next level, you know, make sure you check out the show notes and the links we'll have in the show notes for Ian this company reach out to them and look to engage them for your video marketing needs. Ian last thing is I wasn't going to ask our guests, if you look back at your entrepreneurial journey over the last, you know, five years, 10 years, this process right? It is a process. We talk about the highs and the lows. You look back, what is the number one piece of advice that you would give your maybe younger, former self about your journey, about your entrepreneurial process?

Ian Garlic:

You know, staying focused, staying focused, and I would have personally been generating more video content the entire way myself that helps people, because it's the one thing I've realized too is that it's, there's a threshold and the more you create, the faster you get through the thresholds. So I wish I'd done more of that.

Josh Cantwell:

Fantastic. Awesome stuff Ian. So any, any final words, parting shots or any other resources that we forgot to give our audience before we wrap up here?

Ian Garlic:

Yeah, I mean you can always go to IanGarlic.com, but seriously if you, I mean anyone that works with Josh is a friend of mine. If you go to my Facebook page and message me on Facebook, I will answer whatever questions he wants. Feel free just hit me up on Facebook. That's one place. If you email me it's going to go into a black hole. The email ether. So, but yeah, feel free to hit me up on Facebook I'm here to help you guys. I want you to succeed and know that if you're listening to this podcast and you take Josh's advice, you're going to succeed.



Josh Cantwell: Fantastic. Well guys, listen, that was another episode of the Strategic Real Estate Coach podcast, an interview series. I hope you enjoyed learning more and more about video marketing, Ian Garlic and his company, Authentic Web Media. If you enjoyed the podcast and enjoyed this, leave us a rating. Leave us a review. Let us know how we did. Again, we want to hear the good, the bad, and the ugly. That's the only way for us to learn from each other and engage and work together to build your business and take you to the next level. So I appreciate you being here Ian. Thanks so much for joining me today. I really had a lot of fun,

Ian Garlic: Josh. Thank you so much.

Josh Cantwell: Alright, you guys take care. We'll see you soon. Go out, buy some properties, invest, be Daring and we'll talk to you soon. Take care

You were just listening to strategic real estate coach radio hosted by Josh Cantwell and Kyle Garifo. Leave a comment on our iTunes channel and let us know what you want to learn next, who you would like us to interview, or if you just want to share some of your success stories in real estate and maybe we'll talk about it on our next show while you're there. Give us a five-star rating and make sure you subscribe so you can be the first to hear new episodes every Wednesday.

Follow Josh Cantwell and Strategic Real Estate Coach on Facebook and Twitter. Check out all our awesome free training videos at [YouTube.com/srecvideo](https://www.youtube.com/srecvideo). If you want to find out 55 simple and powerful ways to find killer real estate investments, go to [55 simple ways.com/podcast](https://www.55simpleways.com/podcast) right now to download our free report and get a ton of free resources on finding properties and funding properties and stay up to date on what's happening right now in the real estate industry. That's [55simpleways.com/podcast](https://www.55simpleways.com/podcast). Thanks for listening.