



REAL ESTATE INVESTING MASTERY

www.RealEstateInvestingMastery.com

Start Thinking Bigger And Better

Hosted by: Joe McCall

Hey guys, Joe McCall, Real Estate Investing Mastery Podcast. I'm in my car so I call these episodes REI In Your Car.

I wanted to talk about something here that I've been thinking a lot about lately and it has to do with the news and current events. I want to challenge you I want you to just think about turning off the news, stepping away from the news. This is something that you know, I've always had, I remember in high school, actually, this must have been my junior or senior year, the only newspaper I had ever read was the comics, right and maybe the sports. And it's funny, I remember moving to San Diego from Canada when I was seven or eight years old and I was a huge, Wayne Gretzky fan from the Edmonton Oilers and moved to the Los Angeles Kings.

And I remember trying to get hockey scores from the San Diego Tribune, which was next to impossible and the only kind of news you could get were the little box scores and in there you could have the players' names and then stats, like how many shots on goal or how many assists, how many goals or whatever. But anyway, that was how I got my sports stories looking at that, I got really good at reading box scores. Anyway, so that's all only, that's all of the newspapers that I'd ever read I had zero interest in news, current events as most kids don't, right. But when I got to high school, teacher told us, hey, you need to be educated you need, you need to know what's going on in the world you should read the newspaper you should read a little bit every day just to kind of know what's going on and be educated. And there's, in a sense, he's right. I think it's important for people, citizens of our country to be informed, to know what's going on, to know the issues and stuff, but it can also become a huge addiction, okay.

Some of you guys out there can relate to this maybe you know, first thing in the morning, you read the news before you go to bed, you read the news or you watch the news at night, especially the local news in the evening I don't think people watch that as much as they used to. But I mean ever since the 24 hour news has come on to CNN and Fox and all of that, it's so sensational. Like you get breaking news every single day. Used to be breaking news was a big deal like maybe a couple times a year you'd get the alert and the breaking news, but now it's every hour and the networks, they do that to grab you in and to keep your attention well it's frustrating. And then the



REAL ESTATE INVESTING MASTERY

www.RealEstateInvestingMastery.com

local news, it seems like there's anything bad or negative or depressing that they can talk about they will talk about it and they'll spend five minutes on it. It's discouraging, right. Well, you know, you got to, it's like, I don't know what to call it. It's like, you know a soap opera and he got to see what happens, what happened to this person, what's going on here? What does this side saying, what does that side saying? And whenever, and I've done this in the past where I've just turned the news off and there's like, there's nothing I can do to impact the news except yeah, maybe pray, but like there's nothing I can do, it doesn't affect me at all. Maybe one time out of 10 it affects me something somehow, right. But I want to challenge you guys, those of you that are news junkies out there, turn the news off. You just don't need the stress. You don't need to be thinking about that all the time. There's more important things you could be thinking about.

I was reading this book called Essentialism and if you guys have heard of that book, you should really get it. Essentialism, e s s e n t i a l s m and David McKewon or something like that was the author, I don't remember, really good book. It teaches about focusing on the essential things and removing all the nonessential things out of your life and at least for me, maybe it's not for you, but I think most people news is one of those nonessential things that just wastes brain energy matter, atoms like your neurons could be better fired thinking about something else. Not saying you always have to think about business, think about real estate, but like maybe how much more productive could we be if instead of feeding our brains with junk from the news, what if we fed our brains with more uplifting stuff, you know when it comes to family or spiritual issues or I don't know, whatever.

When it comes to business, what if you started thinking about what are some new marketing campaigns that you can do or what is a new way that you could make offers or do some creative follow up with sellers or just what are some, how are these, these sellers that you've been talking to? Is there something that you could maybe send to them in an email or a phone call or a text message to follow up with them? Maybe, you know, instead of listening to NPR or Fox News or whatever your local radio talk shows are, what if you listen to some good podcasts like this one, right about business, about ideas, bigger ideas, bigger things you know. What's that saying go, I'm going to butcher this, but it says, you know, small people talk about other people, big people talk about ideas, something like that. Do you remember?



REAL ESTATE INVESTING MASTERY

www.RealEstateInvestingMastery.com

I'll have to, if somebody can remember that, please let me know email it to me. But it has something to do with three or four different levels of people and kind of what they think about. But the smart ones, they're thinking much bigger picture, they're thinking ideas. They're not reading the newspaper and dwelling on the local news every day. They're not reading the Drudge Report or Fox News or MSNBC. I'm going to go on both sides left and right. They're not worried about what Trump is tweeting about because guess what? It doesn't matter. It really doesn't to you like daily, does it affect your wallet? Maybe, okay taxes a little bit yeah. But like is there anything you can do about it right now today? No. But what can you do about little things in your business? Read a book like Essentialism. Get your hands on that and it'll make you start thinking bigger and better, okay. That's all I got. Guys. Go out there start thinking bigger and better. Bye. Bye.