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[00:00:00] Hey, everyone, Charlie Epstein, sitting here and welcome to my Yield of Dreams Podcast. This is the show that asks the questions. What does it take to pursue your life's passion? I mean, to really go for what you've always dreamed about, to do what you truly love and why so many people sell out their dreams and aspirations for a job they hate and a paycheck.

[00:00:22] That's less than fulfilling. During the show, I'm going to interview different people about how they've strived to go for their passions in life. And how do they balance that with the need to earn that paycheck. We're going to hold up in the light, your myths about money, not to try to change them, but to illuminate them.

[00:00:42] And have you begin to discern, where did these come from and how did they impact your life in the decisions that you've made and to see if you'd be willing to just let them go. And maybe replace them with a new money strategy that will produce a better result and ease your pain and suffering [00:01:00] about your money.

[00:01:02] So let's dive right into today's show. We are actually racking and rolling in from Austin, Texas. And Dyersville, Iowa. This is Charlie Epstein and welcome to the Yield of Dreams Podcast. The podcast that asks the question, what did you want to be when you grew up? What do you now what happened? Or maybe it did happen and the whole purpose of being on the Yield of Dreams, field of dreams.

[00:01:32] Is for those of you who never saw the movie Field of Dreams, I can't believe nobody ever saw the movie or did not see the movie Field of Dreams. But my favorite part is the opening. When Kevin Costner's in the cornfield and he hears a voice, say he's Hispanic, go with a distance. He keeps listening to the voices.

[00:01:54] And he finally says to his wife, I've never done anything crazy in [00:02:00] my life. And if I don't, I think I'll just die. It's so powerful. And she says, okay, honey, mow down our corn field early, harvest our crop before it's ready. Go ahead and burn the barn down. We're with you to this crazy dream, you're going to build a field.

[00:02:26] So that shoeless Joe, a dead man can come back and play baseball. And off we go, we've got Justin Donald here from The Lifestyle Investor in Austin, Texas is, and I'm really excited about talking with you, Justin, about first of all, you've created an amazing platform for people to learn your wisdom about how to create a lifestyle.

[00:02:55] Most people get up in the morning, they trudge through the day working [00:03:00] for a paycheck and a job. They can't stand hoping and praying someday they'll find their yield of dreams and you've flipped it. So, first question I want to really ask you is who were the risk takers that you learned from growing up?

[00:03:20] Who are the influencers that impacted this mindset that you created, you know, Charlie, that's a great question. And I love, I just want to say that I love the overall backdrop

and premise of your podcast, the name of it, what it means, the really cool connection to what I think is one of the best sports movies ever created.

[00:03:45] It's really, really fun being on your show in response to your question. I feel like my parents were not much of risk takers. Their friends were not much of risk takers. Anyone that I [00:04:00] knew really didn't have what it was that I wanted. I had to seek it out in any way, shape or form I could find. And **when I was younger and didn't have the resourcefulness that I have today, it really happened just through reading and finding.**

[00:04:18] Mentors that had no clue that they were even my mentors. I found people that had done what it was that I wanted to do instead of just reading for the sake of reading, instead of just reading a fiction book, because I wanted to have a good time. I decided to read books by people that had accomplished something in life that I wanted to accomplish.

[00:04:40] And so that really is the first iteration for me, of where I learned to get out of my comfort zone to do some things that have never been done in my family to really just take a step in the direction that I want to go. And even though I don't know, What's next that I'm heading into the [00:05:00] unknown and it's going to be uncomfortable, but I was ready for the challenge.

[00:05:04] You know, I like to say as an entrepreneur, every day, we're unemployed, every day we wake up unemployed. I came into this business through the financial services channel right out of college dialing for dollars, just cold calling. I didn't know any better. Every note just meant I was getting that closer to it.

[00:05:27] Yes. But I still want to just back up a little bit, because when was that time period was a high school, was it college that you started to read outside of what they were teaching and what was the first job you actually had? Now, those are fun questions. As long as, as long as I can remember, I've been a reader.

[00:05:52] A lot of my time though, was spent reading, just fiction stories that I loved. I mean, I remember being part of [00:06:00] this group that was like a reading organization in elementary school. I think it was called. Like it was some sort of book club, not out. You were a bookworm, we called you bookworm. Yeah. And I just, I read a ton as a kid and I loved it.

[00:06:15] I got into it early. Thank goodness. I think that that really shaped my love for education. But it started out with just fictional stories. It got to a point where I always thought nonfiction was boring and now I'll pick non-fiction all day long over fiction, especially when it reads like a story because it's someone's life and you get all the ups and the downs.

[00:06:37] ,I love reading books of entrepreneurs and their journey. When I got my first job, I remember I had an allowance with my parents. It was a modest allowance and there wasn't a whole lot of room to, to make more with them. Both my parents were very middle to lower income and in terms of what they did, my mom was a secretary for her church of the church.

[00:06:59] We went [00:07:00] to as a family, and then my dad fixed appliances or sold cars in some way, shape or form for most of my youth. Well, I mean, even today, he's still doing the

same thing. So as long as I've known him, when I went to them, I was in, it was at the beginning of seventh grade. I knew I wanted to get more money.

[00:07:17] They said, we're not going to be your bank. So if you want more money, go get a job. And I remember thinking, well, how do you get a job? No, one's going to hire someone as young as I am. They had told me to check the classifieds in the newspaper. So I did, and I started calling places and I found a place that would hire me because they had nothing to lose.

[00:07:36] It was selling newspaper subscriptions, door to door. It was a hundred percent commission. So they didn't lose taking me around. And I was horrible, Charlie. At first I was so bad. Okay. I mean, I didn't have thick skin. I was real, it really put me off when someone said no to me, it hurt my feelings. And I just had a real tough time [00:08:00] until I got past taking it personal and built up some resilience, our tissue, we call that scar tissue.

[00:08:08] That's right. So I became callous to the word, no, at an early age, which I think is pretty helpful to me, but I ended up becoming pretty good at that job. And I ended up becoming the top sales guy. I ended up writing all the scripts that we would give out to everyone as they were. How old, you know, let's say it took me a year to get good.

[00:08:28] In eighth grade, I was pretty good. I did this all through high school as well, and I earned incredible income. I mean, I was earning paychecks that were three to \$600, super part time working just three or four nights a week after school based on income. That was a huge amount compared to what my friends were earning and for a fraction of the time.

[00:08:49] And then I learned from my boss at the time, I just kind of. Paid attention to what he was doing. And I remember saying to him, Hey, how do I do it? You do where you're [00:09:00] just taking all these kids around and dropping them off in neighborhoods, and then they're selling subscriptions and then you make money on our sales.

[00:09:07] How do I do that? I would like to pick people around the pyramid. That's right. That's right. So by my senior year of high school, I had my own crew and I hired and trained them and took them around. And, and, I did pretty well for myself. That was great. Now you went on to college. Yeah. Yeah. I went to the University of Illinois in champagne and studied what I studied finance and I had an emphasis in investments also in real estate.

[00:09:40] So I basically took all the investment in real estate courses that the school had to offer. And, I got accepted into a select program where just a small class of us that were just 20 students out of the business school, which is a pretty large school, but we got to manage a million dollars [00:10:00] of money of one of our alumni.

[00:10:03] And that was my first experience with what it was like to trade. Wow. How'd that work out? We did well, we made the money, our, our term of working with him. We were profitable. And as a class we would vote when we wanted to buy, add shares or buy different stock or sell different stock. And we balanced. Our investor or alumni portfolio and really did a great job.

[00:10:27] It was a tremendous class. I mean, I learned so much there. I took a class on arbitrage strategy. I took a ton of classes on real estate, so there was just so much, I took a

class on insurance. There was so much I learned in the University of Illinois, did a great job because most of the professors that they brought in were adjunct professors and they all had, they, they were business.

[00:10:49] Owners and operators, they had done the thing that they were teaching, as opposed to a teacher teaching just words in a textbook. So when did you [00:11:00] have this thought? I don't want to work for somebody forever. I don't want to be beholden to somebody defining my value and my net worth, and I want to create.

[00:11:16] And I don't want to steal the word, but you came up with a lifestyle investing formula, which you've created and we're going to get into, because I really want our viewers and listeners to, to hear what you've mapped out, because I think it's so phenomenal the way you've done it. Well, thanks Charlie. Well, what ended up happening is I thought that I might be a stockbroker and work on Wall Street.

[00:11:41] I actually thought that may be the path for me. The more that I worked and paid for college and the more opportunities I saw, the more I realized that that may not be the path or that might be a back-burner path because I started working with this company called Cutco. And it [00:12:00] allowed me to make money based on my effort.

[00:12:03] It far exceeded because I worked really hard at far exceeded what I would have earned at a normal job. It was the same thing as the last one where I just created a script that worked really well for me. And then I just rinse and repeat and would work really hard. And so I paid for all of my college, which was about \$15,000 a year for tuition and room and board by selling Cutco.

[00:12:25] And, it was just a great experience. And Cutco was, was it knives or what was Cutco? Yeah, you started out with, with friends and family and then you built, referrals from them. And I ended up doing pretty well there and, and was invited to join their management training program. And I actually trained to open up my own office with them.

[00:12:47] So in between my junior and senior year, I ran a branch office in my hometown, in the Chicago land area. And really excelled with it. I did a lot better than I thought I would do. I enjoyed [00:13:00] it. I enjoyed the relationships I built with people, really coaching them to success and to high performance. Once I graduated, I had all these offers.

[00:13:10] It was at that moment where I said, well, I could work for someone else, or I could just work for myself. I could just run an office and start my own business under the umbrella of Cutco and do that until I figure out. What business I want to start next. And that's really what happened. And, you know, I continued that, graduated college, opened up my own office and really excelled there at a high level.

[00:13:35] By age 24, I hit their hall of fame as a manager, which, at the time and may still be today, the youngest that anyone had done it. It was really, again, it was just learning a playbook. It was figuring out a system of, of operations and protocol that I could replicate and plug other people in to run.

[00:13:57] And so that's really where I started. [00:14:00] Learning entrepreneurship, managing and coaching people at a high level. A lot of the skills that I use to eventually start other companies and scale companies and do consulting and advising for people in that space about, you know, half a decade later. **When was that defining moment?**

[00:14:20] When you said, I want to go off on my own, I want to do deals. It's interesting because it sounds like from what I've read is you really had this forward thinking in terms of well first. I want to make enough income. So I don't have to work. Then my wife doesn't have to work. Then all of our fixed expenses are covered.

[00:14:47] So it was like the stepping stones that you had that you could go after successfully. And I think that's one of the key things for people. Is shoot big, but not so big that you're gonna [00:15:00] regret and not use failure to your advantage. I don't know it was the first deal of success. Was it a failure?

[00:15:09] what happened? Well, it's interesting because **as I was scaling the Cutco business, one of the things that I realized first and foremost, I was working a lot of hours. I mean, at that point in time, I was young. I was putting in 18 hour days, and there were two realizations that I had. Number one is. I can't continue this indefinitely.**

[00:15:35] This is a season and I'm okay with that season, but I am going to get out of the season because when I have a family, I don't want to work like this. And if I can make enough, I can start buying assets that will replace the income. So I don't have to work as hard. And then secondly, I'm building assets for other people though.

[00:15:52] I may have a portion of it. The overarching asset is not one that I truly own. I mean, I own [00:16:00] some of the IP, I own, you know, some of what I develop in my organization, but what would it be like if I owned it, all those two thoughts in my mind really resonated. I knew at some point I was going to start something on my own that wasn't under anyone's umbrella.

[00:16:16] And then I also knew that I was going to start buying assets that produce income so that I didn't have to work if I didn't want to. So the goal. Is never to not work. I would go crazy if I didn't work in some capacity, the goal was to work on my schedule when I wanted to, for however long I wanted to, to take off as much extended time as I want, or to get really passionate about a project and grind it out again, because that feels good to flex those work ethic muscles inside of certain seasons.

[00:16:48] And so I just wanted to be able to use the gifts that I've been blessed with. Be able to pursue something I was passionate about, but I also wanted to own my time. I wanted to buy my time back so I could spend [00:17:00] it with those that mattered most. So my family, my friends, people that I want to do life with and I can allocate and dedicate the proper amount of time to really do life at a high level and have, you know, a deep and strong relationship with each of those people.

[00:17:20] Dan Sullivan, right? Strategic Coach talks about freedom from and freedom to, you know, having freedom from what you hate to do and freedom to do what you love to do. I've

been working with Dan for 25 years, but I also had the blessing of working with it individually. The name of Peter Saya, who had a program called Legacy and Legacy.

[00:17:41] Wasn't about what are you going to leave when you're gone? It's what's the legacy you're creating as you're alive. Peter took Dan Sullivan's freedom from and freedom to and said to me one day, Charlie, what about freedom for [00:18:00] the impact of that one word? Freedom for, shifted who I am at my core, in my DNA, it was like this complete release of.

[00:18:12] If it ain't fascinating and motivating, I don't want to deal with it. I think what's fascinating is how you've put together your intellectual capital and wisdom. And I really want to get into your 10 commandments today because I really want people to get a real deep dive understanding of what you're doing and how you're doing it.

[00:18:32] Because so many people can learn so much from you. And it's, it's fascinating to me because you know, I'm a financial advisor. I've been doing this for 41 years and we do a lot of great things for people, but there's the deals that you're doing that are not in our Billy Wicker lexicon, so to speak because they'd be considered on the edge, not from a risk [00:19:00] point of view.

[00:19:01] But out of the box, and that's what I love so much about the simpatico with this. Tell me about how you came up with the notion of The Lifestyle Investor and your 10 commandments, which I really want to touch on. Yeah. Great question, Charlie. And when I think about the way that it all came up, you know, some of it is conscious and some of it is subconscious, so it's.

[00:19:24] Yeah. After investing in so many deals over time, I noticed a pattern that existed. And so it's interesting because as I was building my business, I recognized really quickly that. Even though I didn't have quote unquote, you know, a job. ,I kind of built myself into a job with my business and I started being handcuffed to the success of the business, or I was the bottleneck.

[00:19:53] Everything had to go through me. I was on a. A treadmill that maybe was better than if I were [00:20:00] technically employed, but it was just a bigger, faster, more advanced treadmill. So you really have to be careful because if you don't put boundaries in place, and for me, I had to do this because I could work so hard to make extra money that I could become an even bigger slave to my business or the lifestyle that I had is a Work day for an entrepreneur.

[00:20:22] Dan likes to say, and that's. For those of you who aren't familiar with free days, focus days and buffer days. It's just a great way to break up the fact that the more time you take off as an entrepreneur, actually, the more successful you'll be because you're rejuvenating. You're allowing your mind the time to relax and discover.

[00:20:44] New places to go and think so critical. Yeah. And that's so true. I mean, I actually believe so. I have something in my time that I scheduled just called Pink Time. I learned this a long time ago from Keith Cunningham at a Tony Robbins event via just said, [00:21:00] Hey, schedule time. That's technology free, where you can just.

[00:21:03] I think, and it's hard at first, but once you discipline it, then it becomes some of the most productive time you ever have. And that's really where I've had most of my great ideas. And by the way, most of the great ideas I have are not my own. I just borrow from other people that have had great results.

[00:21:18] And then I copy them. And then once I feel like I'm an expert, But then I tweak it, but I don't tweak it ahead of time. I don't do the trial and error and innovation until I feel like I'm an expert in something, as I'm building my business, I started buying assets that produced income. And what that did, is it freed up my feeling like I had to work, you know, I first bought my one asset, a mobile home park that replaced my wife's income, so she didn't have to work., so that's a step back.

[00:21:48] And so that was the first deal you did, right? The mobile home park. Yeah, well, technically the first deal I did is I bought a home, a condo in Chicago, technically in Lincoln park. Nice [00:22:00] area. Yeah. I didn't buy it as a rental. I bought it for, because I was going to live there, but I had an opportunity to expand my business and I moved, well, it turned into a rental that I bought at the peak of the housing market back in 05-06.

[00:22:17] And then kind of got stuck because I was under water on it. The rent wasn't even covering my mortgage. ,that one was a rough one. I mean, I hung onto that for years and years finally unloaded it. **My first deal was very unsuccessful. I lost money, but I also knew that people that did what I did, you know, what I wanted to do in real estate.**

[00:22:40] They had made mistakes too. And I just need to learn from those. And I just need to be smart that if I'm going to buy a rental, I should buy it. As a rental in the first place and not try and convert it And so there were just a lot of lessons that I learned. It's so important not to step over this because most people, I think you'll agree, 80 to [00:23:00] 90% of the population when they fail, they go, that's it.

[00:23:06] I'm never there. Their lesson is well, I'll never do that again. I mean, just last week, we're working on this show. And I'm developing an app for the show. So I'm going to have my own Yield of Dreams app, and we've been working with this company and it all started out great. And then it just went to, so I'm probably, you know, so many thousands of dollars in, and I turned to Greg who runs our social media, and I said, either fix this or find another solution.

[00:23:41] He came back. With a solution. They also tried to work with the app company and said, look, we could work with them and we could make this work because you've made this investment. And I participated in either. Cause the end of the day you got as an entrepreneur, just write off your losses [00:24:00] and learn from them, which is what your 10 commandments are.

[00:24:04] This is. This is Jason's. I mean, wisdom from all those mistakes. So now you've got these commandments to guide you about why am I doing what I'm doing first, but I don't want to lose this point about the lessons are in the mistakes. Yeah. There's no doubt.. I mean, most of what I learn, I learn it because I either made the mistake or I modeled someone else.

[00:24:34] Because I didn't want to make a mistake or I didn't want to make as many mistakes. I just realized early on. If someone else can do something, I can do that. Same thing. If I have the program that they have. So how did you go from buying A condo that didn't work out too? I think I'm going to look for property that generates income.

[00:24:55] I actually do business with a lot of people. And the mobile home world, [00:25:00] Hometown America, you may have heard of them. Yeah. They're a client of ours. Great. You know, they're one of the biggest in this whole arena, but most people, when they hear mobile home, they have this, you know, they have this picture, but it's not that this is desirable property, but how did you go from okay.

[00:25:21] Condo to, Ooh, I think I'll buy a mobile park or whatever. Tell me a little bit about that. Charlie I'm in that situation. I just realized that I was buying for, I was trying to create real estate and rentals for the wrong reason, with the wrong intention, because I bought it as a primary residence, not as a rental and I would just do it all over again.

[00:25:43] If I was going to rent it, knowing what I learned in the housing market, you know, with the bubble. Peaks and valleys. There's just so much to be aware of and different ways to buy. I just left that instead of feeling discouraged, feeling [00:26:00] like I had answers for the next time. I also wanted to, I'm a big fan of mentors and peer group.

[00:26:07] And I like put myself around people that are playing the game of life at a higher level than me that are willing to teach me some things. And so **I just decided to find some mentors in the mobile home park space. That really helped me learn that business quickly. When I bought that first property, this was, this was my attempt to help my wife buy her time back so that she could stay home with our daughter who she had just had.**

[00:26:33] She was a teacher, and I knew that shortly thereafter I'd buy another park that would cover our basic expenses, bare minimum expenses just to live and survive. And then I would buy another one that would eventually cover my income. Once that happened. I had time. I bought my time back. I could think about what I wanted to do.

[00:26:54] And I had time to research more investments that I wanted to do. And even top down [00:27:00] philosophies on investing instead of doing what everyone else does, which is just put. 90 or a hundred percent of their capital in the stock market. I said, well, why don't I just buy assets that produce income? And then once I have my, once I have all that covered, then maybe I can do a lot more of the stock market stuff.

[00:27:18] So I'm not anti stock market. I'm just. Pro assets that produce income to create at least the ability to think and be able to have a space to live life as you want to live it. Yeah. But you also identified your personal hot buttons, which I think is so important rather than being a victim of the job that you're in.

[00:27:43] You said, okay, this is the outcome that I want first. I want my wife's freedom. So she can be home with my daughter. Well, wow. What a gift? What a great husband working for that outcome. And then you went well, that's kind of cool. I think I need that now. [00:28:00] And then you took all the stress away from you. I mean, I could see it in your face.

[00:28:04] You just suddenly went. Okay. Well, we can covered that 50 or a hundred, \$150,000 of overhead that you wanted to cover. And I think that's so important that you didn't say, Oh, I want to be worth \$10 million in 10 years. No, you said, no, I need to replace my wife's 40 or 50,000 teaching income, whatever it was now, I got to replace my a hundred thousand dollars lifestyle income.

[00:28:26] Boom. Right. Yeah. It's just, it is a different mindset because everyone else in my world was focused on accumulation and nest egg. Not that there's anything wrong with that. If you enjoy what you do, or if that's a path you want, we're doing what 90% of my brethren financial advisors are telling them to do.

[00:28:47] That's right. That was right into that on your podcast, because that's not the same thing, but **I want to dive into your, your 10 commandments.** I want people to now, that [00:29:00] first of all, you need to go. Usually you do this at the end. So I want people to know upfront. You need to go to the <https://justindonald.com/>

[00:29:07] The site is so elegantly done. I know who you work with, but, but it's so elegantly done. The book is a masterpiece, but let's touch on these commandments. First of all, where did they come from? How did you synthesize all this knowledge that you've acquired? And I've listened to probably 80% of your podcasts now.

[00:29:31] So. And I love the people that you're having on the collaboration and investing the, having mentors, being in a group that inspires you. Where did these commandments come from and how did let's go through how, how you've laid them out? Yeah. Thank you, Charlie. I appreciate your support and I love that you're finding value in what we're doing at, The Lifestyle Investors.

[00:29:57] **The commandments really [00:30:00] started out as more of a subconscious thing. I, when I went to lay out my first 100 deals, I went back and analyzed, what are the commonalities in these?** What is it that I keep repeating each time? Now? Some of it was conscious. I mean, I knew that I wanted cash flow and I knew I wanted it immediately, but some of it was maybe less conscious, like.

[00:30:23] I really look for deals where I try to get the principal out quickly. And I can retain some sort of equity and then reinvest it into another deal to multiply those same dollars, right. To kind of take a strategy that a bank does with fractional reserve lending, but do it on my terms. There are certain aspects like that where I really had to think about.

[00:30:47] What was it? That was so appealing. So when I went through all these deals, it became very evident that these were the 10 commandments or criteria that my success had [00:31:00] stemmed from. It's not that all of them were winners. You know, one of the first stories that I tell in my book is a time where I was, where I lost a lot of money.

[00:31:10] I want to be very clear that as an investor, you're going to lose at some point in time. But the goal is that you win more than you lose, but you don't want to have unrealistic expectations because you're gonna lose you're gonna lose money. Folks. It really was eyeopening when. I tried putting it down into words.

[00:31:30] And our dear friend, Mike Koenigs was a great resource for me in helping to synthesize all that was in my mind in all these things that I know, but to actually get it down in a story format or in written format. And it was fun. You know, I went through a process of, instead of writing a book and I did eventually write it, but.

[00:31:56] The foundation of my book started with me just talking and [00:32:00] recording because I didn't know what I was doing. I didn't know the best way to do it. And I figured I like talking to anyway. I might as well just have people ask me a bunch of questions and then I'll just respond to them. And then anytime I have free time, I'll just share philosophies and strategies.

[00:32:15] And that eventually morphed into the book that it is today. The Lifestyle Investor, the 10 commandments of cashflow investing for passive income and financial freedom. So let's talk about, so commandment one is lifestyle. First. We've already talked about having a goal that was about all right. I want to buy my freedom back.

[00:32:36] Meaning I want money to be flowing in freely to cover all of our living expenses. So we don't have to worry about that. That's the first couple of deals, right? Correct. The second is reduced. The risk. Well, people would think, well, that's. Examine deal structures to minimize risk and maximize returns. Most people would say well, Oh yeah, [00:33:00] that makes sense.

[00:33:01] But the how of doing that is what's so critical, deals come in different shapes and sizes. They have lawyers, they have accountants, they have proformas, they have revenue, projections. It's all based on execution. Doesn't always happen. So how do you reduce the risk? That's a fun question and it's obviously catered to each different investment.

[00:33:34] Specifically. Each deal is a little bit different, but I really subscribe to Warren Buffett's. Number one rule of don't lose money when you don't lose money. It's a lot easier to make money. Just had a realization early on that. If I just don't lose money. And I maybe don't even make the return that I'm hoping or thinking or projected to make.

[00:33:59] I'm still [00:34:00] infinitely better off than if I lose money, but have some other deals that maybe produce a high internal rate of return. That was the first thing is how do I ensure that when I invest either a I'm not going to lose anything or B if I do lose, it's minimal, I'm not going to lose everything.

[00:34:20] It's not like I'm putting all my money into a stock and that stock can go to zero and I can lose everything. That is possible. If I can, de-risk a deal. What's one example. What's one example of how you've been able to de-risk a deal. Can we get into that? Yeah. One way would be to collateralize the investment meaning to have some sort of value of some other asset that is at least twice as much or greater.

[00:34:53] Then the amount of the loan or investment that you're looking to make. So in that case, if [00:35:00] something goes wrong, there's plenty of money to be paid back, at least what you invested. Right. So you're talking about subordinating, your risk capital would be some asset that the company you're investing in has to back up the liability that you might be.

[00:35:17] That's right. And if you can be in a senior debt position or a first lien holder, depending on what type of investment you're doing, just the first position to get repaid, that's the best position. And there's the least amount of risk there. Then if you are subordinated to another debt holder, that's above you.

[00:35:36] I mean, this is kind of an example, but, on a different scale in the early 1980s, I bought TWA bonds. TWA people don't even know who I'm talking about. Trans World Airlines. It's an airline that doesn't exist, but those bonds were paying 16 and a half percent interest. Now this was 1981 82 when interest rates were [00:36:00] at 18%.

[00:36:02] Wow. So there I was going, wow. I can get 16 and a half percent interest. I'm usually not a loaner of money. I don't believe in bonds. I'm usually looking for growth, but 16 and a half was pretty damn appealing, but here's what you're talking about. TWA went under three years later and everybody's like, well, how'd that work out?

[00:36:26] And so we'll actually, it worked out fine because those bonds were subordinated by the airplanes. That was the collateral. So we stood in line first. When they went into bankruptcy and the other airlines bought those airplanes. Some TWA that money came in and it paid, we were the first lien holders. So I got my 16 and a half percent for three years and I got my investment back.

[00:36:54] I think that's what you're talking about. Totally. And most people don't even realize that if you are a [00:37:00] debt holder, you will get paid back first year in priority over an equity holder, depending upon the seniority of the order that you're in, which people need to understand as well. Okay. **That commandment three, I think I love the best find invisible deals.**

[00:37:18] You call them emerging markets, unconventional investments and opportunities. I think this is just the best. And I was listening to your interview with Cody Sanchez. Yes. The two of you were talking about, and she was talking about because she's a minority, the woman, and, I believe, Hispanic. I have a very, very dear friend of mine.

[00:37:43] Who's, African-American, we've been best friends for 40 years. Every deal. He's structured has magnified the minority. What I call the minority factor. I said, Oh, Evey Jewish used to be a minority. Doesn't matter. [00:38:00] Now that doesn't count. You know, there's all these things, different world. You guys were talking in that interview about the cannabis world, but these emerging markets, folks are not something happening in Guam and Singapore.

[00:38:14] There are emerging markets right here in your backyard. I think one of the best investors, I don't know if you read a One Up on Wall Street by Fidelity's he ran fidelity Magellan fund. And one of the things he talked about was his wife would come home from shopping somewhere. Talbot's, Pier One. These were all, when these stores were first coming out and she kept shopping and shopping there and he's.

[00:38:42] He took notice of these emerging markets and started investing where people didn't invest. **So what are some of the emerging areas that, you know, you're. You would consider emerging markets.** There are a lot of them, Charlie, and it's interesting because

[00:39:00] most people look to what is known or maybe blue chip stocks, just things that have been around.

[00:39:07] But it's interesting if you pay attention to it, the S and P 500, the 500. Best performing companies, largest companies. They shift over time and the original S and P 500 are not the S and P 500. They are today. And so when you think about that, it's really important to recognize that there are.

[00:39:28] Industries, there are sectors. **There are opportunities that didn't exist a decade ago that are in existence today, or they don't even exist yet, but there are about to. And I just like to stay on that cutting edge. So one of them would be what you mentioned, cannabis, hemp CBD. You know, this is a lot more well-known today, but it's still not federally legal.**

[00:39:53] So there are opportunities galore in that space. You know, another one would be retail [00:40:00] that is solely e-commerce. So taking a brick and mortar and instead of just having an economic, ,an e-commerce aspect to it, just closing all brick and mortar and scaling all these stores, these retail brands online.

[00:40:15] So that's another unique one you've got. Music. And you've got original content that is now an asset intellectual property that can be invested in and can be monetized and is on an upward trend. Like we've never seen before. You've got cryptocurrencies. That are taking the world by storm right now. And we are in a bull market for those, but, and there will be a bear market again, and there will be another bull market again and so on and so forth.

[00:40:47] But there are so many places where there are shifts. And if you follow the e-commerce boom, think about the real estate that has to support that like warehouses and distribution centers. [00:41:00] All of these are just examples. I mean, I could rattle off a ton more. I mean, this is just one selection of things that I look at where I know that there's demand.

[00:41:11] It's going to get bigger. It's going to get stronger. There are going to be a bunch of new innovations. I mean, think about technology today. Everything's changing. Whatever is the status quo. Yesterday is not the status quo tomorrow. There are so many opportunities to invest in the tech space where you can have just incredible returns.

[00:41:30] What you're really talking about is there's so much abundance out there in markets that people aren't aware of. And this is where working with somebody like Justin is so critical and you've got two ways people can work with you. So you've got your online course, right? They can go to https://justindonald.com/the_lifestyleinvestor.com.

[00:41:51] And I believe that's four 49 or something for the online course. Yeah. I think it's four 97, four [00:42:00] 97. Sorry. And then you've got your one-on-one coaching where people can actually work with you. And work on deals, right? Yeah. So I have a one-on-one coaching component that technically is full right now. I have a waitlist for that because I'm not looking to scale my coaching, but I have a mastermind that people will kind of flow into while they're on that wait list to see if anything opens up.

[00:42:27] And the mastermind is really a lot of fun gives access to very similar deals and just ongoing education. Well, I think the key everybody is you want to download Justin's book. You can see it right behind them, The Lifestyle Investor it's on his website. The one thing I would leave everybody with that, you speak a lot about that's so important is everything is negotiable in life.

[00:42:56] And I think that's the one area that people just don't [00:43:00] realize everything is negotiable. Everything your bank offers is negotiable. The lawyers are negotiable. The accountants are negotiable. The people selling you, the deal is negotiable. You've just got to be persistent and willing to keep digging and digging and digging and digging and digging and any deal you have to have your non-negotiables, which you talk about.

[00:43:28] And that's how you increase that ROI on any deal. Sometimes Charlie, the best investment is the one that you never made because you stuck to your non-negotiables and you knew them ahead of time and they were spelled out. So that way you weren't swayed by emotion in the moment. Yeah. And I'll leave with this expression, which I think you're familiar with too, is, you know, in any deal you're, you're either the buyer or the seller.

[00:43:57] You always want to be the buyer, [00:44:00] even when you're selling, you want to be the buyer. So that you're always the one that can walk away and, you know, I'm better off walking away than I am going down. This slip. Pretty slope. Yeah. Most certainly. Can I share one more thing, Charlie? Oh, yeah, please. So I'd love to let your listeners and audience know anyone.

[00:44:20] Who's watching the show that if for your audience, I'm happy to give everyone the opportunity to, to buy the book for well, to get it for free and just pay for shipping. If you go to <https://justindonald.com/> but I also want to let everyone know that. All the proceeds of the book are going to charity.

[00:44:41] So all of them go to support an organization called **Love Justice International**. That really works in just amazing capacities in 17 different countries around the world in stopping human trafficking, Tim Ballard, part of that organization. I'm not sure [00:45:00] he is not my direct contact there, but he may, he may in fact be.

[00:45:05] Yeah. He made the show with Nick Nanton and operation Tucson about the human trafficking out of Haiti, working with Tony Robbins and yeah, fantastic. Yeah, it's just a great organization and I just want to bring more awareness to them and to that wonderful group of people. It's fantastic. Justin. Thanks so much for being on the Yield of Dreams Podcast today, everybody, again, go to <https://justindonald.com/>

[00:45:32] Really fantastic. There's just, there's just not many people doing what you're doing, being able to offer for the average investor, how to become a lifestyle investor. I can see why the demand, you've got a waiting room because it's so fantastic what you're doing and what you're providing. Thanks so much.

[00:45:52] Well, thank you. I appreciate being on the show and it's always a pleasure to talk with you, Charlie. Same here. Thanks again. This is [00:46:00] Charlie Epstein at Yield of

Dreams. If you enjoyed the show, make sure that you go to iTunes. Give us a five star rating for Justin and myself. Make sure you subscribe, hit the subscribe button.

[00:46:11] So every one of the shows you don't miss. And again, go to <https://justindonald.com/> Get the book. Sign up for the online course. I'll tell you, you walk away with one great idea. That's a 10 times multiplier on your investment with Justin and lifestyle investors. So thanks so much. Peace out everybody. We'll see on the other side. I want to thank you for listening to my podcast, Yield of Dreams and learning how you can create paychecks for life.

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