



# The Six Figure Mentors & Digital Experts Academy



7 Part Video Training Series Transcript



Brought to you by: **GREG FIONA**  
The Laptop Lifestyle Experts

## They'll Never Be Obsolete Again

Only a few years ago, we were two hard-working professionals with good careers and above average income. We worked hard, long hours, year in and year out. Then one phone call changed it all. Sometimes life throws you a curveball and you've got to adapt. That's exactly what we did. Follow our inspiring story, how we reinvented ourselves for the digital economy.

## **The Six Figure Mentors & Digital Experts Academy**

### **7 Part Video Training Series Transcript - Day 6**

Jay Kubassek: Hey, there. This is Jay Kubassek and Stuart Ross and welcome to The Academy.

We have, our good friends and partners, Greg and Fiona Scott, the Laptop Lifestyle Experts, here with their book.

What we want to do today is introduce you to them and have them tell you their story and a little bit about their journey, their transformation, here with us.

From the corporate world, corporate UK, to living this laptop lifestyle and being digital entrepreneurs, having the digital lifestyle, published authors, successful business coaches, traveling around the world, just living the ultimate dream.

We're really, really excited to have them here to share that story with you.

How're you guys doing today?

Greg Scott: We're great.

Jay Kubassek: Thank you for coming. Thank you for being here and sharing your story.

Greg Scott: No problem.

Jay Kubassek: Why don't we go back to, where did this all begin? What were you doing, what kind of jobs? Where did this all start?

Fiona Scott: Actually, it takes us back to 2009 was when our journey started. I was a Chartered Accountant, a Group Financial Controller, managing the purse strings of a 'boutique bank' and dealing with all the red tape of the Financial Services Authority and all sorts of tedious stuff like that, as it was back then.

Greg Scott: I was a Project Manager, so we were both in corporate Britain, both working long hours, going to lots of meetings. Oh my God! I hated the meetings. Someone just needs to mention a meeting to me these days and- (laughter)

Fiona Scott: You come out in a cold sweat.

Greg Scott: I come out in a cold sweat.

Jay Kubassek: Yeah, another conference call? Oh, my goodness.

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Stuart Ross: A meeting about meeting.

Greg Scott: A meeting about meeting and forming a committee?

Stuart Ross: I remember those.

Jay Kubassek: So, this was what year?

Fiona Scott: 2009

Jay Kubassek: Then what happened?

Fiona Scott: We were working our butts off. One of the rewards of my job back then is, after having done seven years solid service, I got awarded a sabbatical. A three-month sabbatical on full pay.

Jay Kubassek: Nice.

Greg Scott: It was nice.

Fiona Scott: It was nice. So, what do we do? We maxed out our credit cards and we flew off around the world, first-class. First-class everywhere. Really nice hotels. There is no better feeling than getting on a plane and turning left, shall we say. We were winging our way around the world. We did some amazing things. We went to Canada, we went skiing. We did dog-sledding up in the Yukon.

Greg Scott: Yep, driving our own dogs around, minus 30 degrees. Then we went to Borneo, as well, so there's life from one extreme to the other. We just went all over the place.

Fiona Scott: That's where the Dead-eye Dick with a blowpipe story comes from. (laughter)

Jay Kubassek: That makes sense now. I remember one story, I don't know if it was a verbal or from the book, where you talk about flying first class, Air Canada, flying in to visit Vancouver, or wherever.

Greg Scott: We went from London, Vancouver, Japan, then down to New Zealand.

Jay Kubassek: That would have sucked, first-class.

Greg Scott: Yeah, it was really hard. (laughter)

Jay Kubassek: You're on the sabbatical

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Fiona Scott: So, we went and visited people at home in New Zealand and on the way back we just had a week to relax on the beach at Ko Samui in Thailand. This is the last day of our holiday. We're flying back to London the following day to start back at work on a Monday.

I had my work mobile with me and I just had a look and it was ringing, on the last day!

It was my boss, calling from London and I looked at the phone and I thought "that's a bit weird, he hasn't been in touch the whole three months I've been away. Why is he ringing now for?"

We'd had such a fun time, so I just took the call, and he goes:

**"We don't want you to come in to work on Monday."**

Greg Scott: He said, **"Meet me in the lawyer's offices on Monday, before work."**

Jay Kubassek: That was probably not to give you another three month sabbatical?

Fiona Scott: No, no.

Greg Scott: No, no, it wasn't.

Ross: There was a knot in the stomach, I expect.

Fiona Scott: The news was all bad and it was quite upsetting, wasn't it?

Greg Scott: I'd already quit my job to do the three-month's travel, as well, so...

Stuart Ross: More specifically, what were the feelings? What were you feeling? Like scared shitless?

Fiona Scott: **Used, spat out, taken advantage of.**

Everyone says that a job is not for life but you just sort of think people are paying lip service about it. You don't think it could ever happen to you. You don't think you're just going to have the whole rug pulled out from under your feet.

Jay Kubassek: Because you're expected to invest everything. Put your heart into your work, commit, do your best.

Fiona Scott: Yeah.

Jay Kubassek: But at any moment it can be taken from you. The loyalty is a one-way street.

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Greg Scott: Absolutely.

Jay Kubassek: You're expected to be loyal. You said seven years, right?

Greg Scott: Yeah. That was the main thing. That we felt we'd been used, you know? All that work you put in and all that work over the years, **working really hard to get, like a 1% pay increase**, stuff like that and it's just a real blow

Stuart Ross: But going through education system whether that be school, uni, college we are often programmed for the safe, secure job. So, on one side you think that is the safe option. In reality, in my experience, particularly post-recession here in the UK, **a job is really not safe**. It's not a safe option.

Fiona Scott: No.

Greg Scott: I guess the one thing about that is that company's gone broke now, so...

Fiona Scott: The galling thing, when you're an accountant, when you're a financial controller, and you know the finances of the company and then they turn round and say we're making budgetary cuts and you're going. It's just such a bad feeling, because people look at you and think, "Weren't you the financial controller? Shouldn't you have known better?" that type of thing. There was a lot of that mixed-up stuff going on.

Jay Kubassek: You took it personal..

Fiona Scott: Anyway, long story short, because I'm sure probably a lot of people watching this will either know of someone who has been made redundant, someone else who has just been used and spat out like that. But, long story short, it was absolutely the best thing that ever happened to us, wasn't it?

Greg Scott: Yeah, but it was like it was a big decision, because we were thinking we were under so much stress at work. Are we going to go back into that and just start doing the same thing over and over again, or are we going to go and start our own business?

We decided to start our own business but we really didn't know what we were doing.

Fiona Scott: Actually, what it made me realize is exactly how much the stress of work took it's toll. I was twenty kilos heavier than what I am now. I like a drink now, but we were drinking endlessly back then. The office politics, the bickering, just all of that - you put up with it when you're in that environment, because you just think you have to, you think you have to survive it.

I had to get away from all that.

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Jay Kubassek: Had this not happened, where your job was taken from you, would you have on your own, voluntarily started a business at any point? If that job hadn't been taken away, would you still be there today?

Fiona Scott: No, we'd still be treading the boards. We'd still be **that little hamster on the wheel**.

Greg Scott: That's the easy option, that's what we do. It's safe. Well, you think, it's safe.

Stuart Ross: I can imagine the experience of traveling first-class and that must have started a bit of a bug for it.

I remember, my year of travel, funnily enough, it was 2009, a year after I'd started doing really well on the internet.

I was asked yesterday by one of our students, what I'm passionate about. What's my passion in terms of hobbies and things like that. I said, "My biggest passion is travel." More than any sport, more than spectating any sport. My **passion is travel**. I think once you get that bug, if you're that type of person, like the **laptop lifestyle experts**, it's difficult to lose it. You want to do it as much as possible.

Greg Scott: Same for us. That's our big reason, just travel; we just love travel

Jay Kubassek: Living A Laptop Lifestyle. Let's talk about that. What inspired the book?

Greg Scott: The mistakes that we made.

Fiona Scott: The mistakes that we made, yeah. Setting up an online business sounds cliché, but it completely changed our life. But, we had to have our eyes opened, because we didn't even realize there was alternative income model out there – so we wrote our book to make others aware how liberating an online business is.

We'd both been to uni, I had to do accounting qualifications. Greg had to do Microsoft certification exams and that just sort of makes you think that you've got to stay in that job for the rest of your life – it's how society forces you to think. But it's all wrong.

Greg Scott: We literally didn't know there was an alternative.

Jay Kubassek: When were you awoken to there's an alternate path? There's a different way?

Greg Scott: We got some spam in the mail and I went and chucked it in the rubbish and Fiona dug it out because it looked a bit interesting.

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Stuart Ross: Her intuition kicked in. A woman's intuition.

Greg Scott: Yeah. We just went to an event and that's when our eyes were opened. We didn't know this existed.

Jay Kubassek: You were bitten by the lifestyle bug.

Greg Scott: Yeah.

Fiona Scott: 2010 we met Stuart.

Stuart Ross: True. I remember that very well.

Greg Scott: That changed stuff for us, because up to then we'd been playing around basically. Looking at all sorts of different schemes and stuff like that.

Stuart Ross: Push button

Greg Scott: Oh, they're amazing! How to make money...!

Stuart Ross: Magic bullets and quick wins!

Greg Scott: It was like we just needed to be put back on track because we were just all over the place.

Jay Kubassek: You started investing in yourself?

Fiona Scott: Big time.

Jay Kubassek: You acquired all of these skill sets. You made all the mistakes and you wrote the book in 2011?

Fiona Scott: We wrote it in 2011 and it was published in 2012.

Jay Kubassek: Incredible. What would you say is the biggest mistake you've made and the biggest lesson that you've learned? Making that transition for someone who hasn't read the book?

Greg Scott: The biggest lesson is you're your own worst boss. We went from being told what to do in the corporate world and then we had to use our own time and use it wisely. It's so easy to think, "Oh, we don't really need to do that until tomorrow, so let's go out for a walk or do whatever."

It's keeping yourself motivated.

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Fiona Scott: A lot of people say, "How long is it going to take me to be successful online?" I say, "It takes, (measures width of head with fingertips) this long." Because working out your mindset and how to hold yourself accountable was our biggest lesson, wasn't it?

Jay Kubassek: I think we'd agree that's the biggest challenge for most people. To transition from someone telling you what to do and being an employee where you have to do that yourself.

Stuart Ross: I think one of the biggest breakthroughs we've had as a community, and you've walked through really all of this from the start. The biggest takeaway from our community perspective, that we hear all the time, is needing the steps. Step-by-step fashion, in terms of, you need to do this, then you need to do this, then you need to do this. **Because so many people want this lifestyle. So many people want to make money online so they invest in their education.**

They're buying a course over here, they're buying something from there they're reading a book over there, and what they're trying to do is figure it all out and it's like a jigsaw puzzle. Often, too often, there's a lot of pieces missing out of that jigsaw.

Fiona Scott: Or, you actually haven't got the picture on the box that you're trying to make.

Jay Kubassek: Like Legos, right?

Fiona Scott: It's Lego. (laughter)

Jay Kubassek: Lego. We call them Legos in Canada. (laughter) Sorry. You can have the vision for it, and it looks difficult and complicated, but if you follow the steps - four-year olds, five-year olds, they can do it.

Greg Scott: We just really over-complicated stuff, as well. **And the system we've got in Six Figure Mentors is just so much simpler.**

Literally, when we started out, I thought: "We need to build a website." I went and started from scratch. I started doing HTML and that sort of thing and it took me forever.

Fiona Scott: That's why he's got no hair left. (laugh)

Jay Kubassek: At what point did you realize that doing everything yourself from scratch was just not feasible because you would run out of time or money or both before you had that a modular-type business, like our business model? Is the business system is the secret? Is that when you found Stuart?

Greg Scott: Yeah, that's literally when we found Stuart, because then we could see that there's an easier way to do stuff.

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Fiona Scott: I also think we're slow learners.

Greg Scott: We are slow learners.

Fiona Scott: I mean, you can tell we're no spring chickens.

Stuart Ross: You can't be too slow. To change your life that quickly is a pretty good achievement.

Fiona Scott: Yeah.

Jay Kubassek: So, what would you say to someone who aren't in a position where they're forced to do what you had to do? You even admitted it, you'd still be working the job if it wasn't forced on you.

Greg Scott: Yeah, yeah.

Jay Kubassek: And a lot of people wait until something like that happens. Not everyone, but, I'd say a good percentage do.

What would you say to those who do still have a job and they are relatively comfortable and they don't really have to make a change, but they just want more?

Is it worth it just because you want more, that you want better?

Greg Scott: I think the way I look at it is that **it's insurance, because no job is secure these days.**

Starting to do something like this - it's insurance for what happens. You can do it in your spare time and if something does happen, then you've got that back-up.

Stuart Ross: On that point, over the years, I've learned there are individuals that want freedom and there are individuals that demand it. And they're going to do whatever it takes to achieve that.

I think if there's one thing I've noticed across all of our students who really go out there, work hard, get the results and create the lifestyle, their intrinsic drive is freedom, flexibility.

They **don't want a boss.**

They **don't a commute to work.**

They **don't want to be at the beck and call of someone else.**

Yes, money comes into it often. A lot of people do say they have more month than money. The money is an amazing aspect. One thing I've noticed is that I've had students over the years that have been like "I

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want to make loads of money," they sometimes even like their jobs and the money isn't really enough to get them to follow through, to turn up to the webinars, to turn up to the events.

Those people who are like: "You know what? I'm doing this because I want freedom," these are the people that-

Fiona Scott: It's not just freedom for themselves, either.

Stuart Ross: Absolutely.

Fiona Scott: When we had three months in Australia last year, we flew our parents out to have a holiday. A lot of the people that we're coaching are doing it for their kids, too, so that their kids can have a decent education and also to teach their kids to be entrepreneurial, which I think is the biggest motivator for many people.

Jay Kubassek: On that point, it's also fair to say that by investing in yourself and learning these skills and, you used the word insurance, you're insulating yourself from what could go wrong.

**That's empowering.** That was really empowering to me to know, you can't take this away from me. What I'm investing in myself is for the future.

I tell this story all the time about being at an employee party at Midas, where I used to work in Kansas. The business was over 40 years old. The founder, Gary Gilbert, he started it, with an eighth grade education. He started it from scratch.

One of his first employees, his name was Sam, we were celebrating his fortieth year working, at this company barbecue at this big ranch. There was all this hullabaloo, the kids, the wives and we were having just this great Sunday afternoon thing right there to recognise Sam and give him this commemorative coin for his 40 years of service.

I remember thinking to myself, "**that's me in 40 years.**"

And Gary, he said to me: "you need to decide how many of these shops do you want to own one day?" and then I saw that. I mean, poor Sam. His knees were shot, he had knees replaced, his hips were shot, he pretty much limped, he was actually a liability to the company. He didn't even know that. He wasn't covering his own cost of employment. *He had nothing to show for it and he got a coin.* It was sobering to me.

I just had this moment where I thought, "That's me in 40 years, if I don't start taking action today, to make sure that I don't end up there."

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Stuart Ross: One of the things that I do want to address is that the thing that excites me so much about the digital economy now is that where technology was much more of a hurdle, we're moving into this phase now where technology has become so simple.

Push button, in terms of creating a website, anyone can do it click a few buttons, adding content, uploading photos. **It's something that anybody can do.**

Business systems like Jay and I have been creating really do give people the opportunity to create what we like to call the digital lifestyle without being technical.

So, if you were to give somebody some advice or guidance or feedback that was thinking, "Do you know what? This all sounds great, I'd love to make money from my laptop. I'd love to be able to travel the world. I'd love to sack my boss, not commute." But, they don't get their start because they think that they haven't got the skills or they haven't got the capability to learn some of this technical stuff. What would you say to them? What advice would you give?

Greg Scott: We didn't have any of those skills when we started.

Fiona Scott: No.

Greg Scott: Honestly, we didn't.

Fiona Scott: I used to think I was a technophobe, didn't I?

Greg Scott: Yeah, you did.

Fiona Scott: I was a nightmare, a nightmare to Greg. Touch any piece of software and I'll find the flaws, lickety-split, but the reality is, if you can copy and paste, if you can send an e-mail, and if you can search for information on Google...

Greg Scott: That's pretty much it.

Fiona Scott: I know that's it, in a nutshell, that's pretty much it.

Greg Scott: There's nothing much you need to do these days. It's so simple.

Jay Kubassek: It's beautiful with digital business - it's all plug-ins, it's apps, it's modular. It's like building Lego. Putting the pieces together and making it all work. And as a testament to that, you're also coaches in the community, as well, for our Gold Members who get free coaching. Talk a little bit about that experience and how does that feel, to go in just a few years from being a student to now giving back,

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being published authors, traveling around the world, living and embodying this lifestyle and then also being able to do one-to-one coaching with our other Gold Members, as well?

Greg Scott: I think what we love about coaching is we get just as much out of it as what we put in, as well.

Fiona Scott: **It's really rewarding.**

Greg Scott: We're speaking to people all over the world and we learn just as much from them as they do from us and, again, if you want to say something cliché - helping other people is really satisfying. It's a really good feeling when you've just come off a call and someone says "that was just amazing!" And you think, "I only just told them some really simple things."

Fiona Scott: It's amazing. Their reaction. We were speaking to a lady today and she said "I've got my first lead!" The excitement in her voice was palpable.

Stuart Ross: I think one of the greatest things we can do is provide that hope for people, as well. Because, the end result is great. We all want that.

**I remember when I quit my job. The feeling was phenomenal.**

What I love about this whole experience and watching our students going through the experience is for so many of them, just having something new, something that they can get passionate about, even before the result of freedom and flexibility, just having something they can come home from, something they can believe in.

That starts right from the very first conversation with these people. It's like "Wow!" Just believing they can do it. Hearing case studies like yours, knowing it can be done, it's not just the guys who got in at their twenties and have been able to do well. It's very awesome.

Fiona Scott: That lady I was talking about, she's actually out in the Himalaya. We get to speak to people from all walks of life, all the way around the world. Different backgrounds, different skill levels, it couldn't be a bigger melting pot if we even tried and everybody is making a go of it.

Stuart Ross: You'll get to meet her soon. I think she's flying into the academy in May.

Fiona Scott: Yeah.

Jay Kubassek: You started off with this and you were even welling up your eyes with tears when you talked about being made redundant. It started with that. You also said that you still wake in cold sweats just thinking about that life. It's fair to say that you didn't love your life at that point. You were surviving.

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Let me ask you this. **Do you love your life today?**

Greg Scott: Absolutely. Double hands up!

Jay Kubassek: Would you say that you are living a digital life?

Greg Scott: Yes. Absolutely. We mentioned before that we went to Australia for three months last year. We also went to the south of France for two months. We're going to Beverly Hills for, probably, three months this year. Literally, we can work from our laptop. We just take our laptop and that's it.

Jay Kubassek: Oh! That's not just a clever thing that you wrote a book about.

Greg Scott: It's not, no. (laughter).

Literally, you can work from your laptop. We can speak to people anywhere in the world from our laptop.

**We can do anything on our laptop and it's just incredible.**

**We've got freedom**, because we can stay somewhere for three months and just work when we want to.

Fiona Scott: Our skiing has gotten really, really good, as well, because we can have extended holidays on the ski slopes.

Jay Kubassek: So, what would you say are your top three priorities in life now and how are they different than they were back then? What's important to you today in life?

Greg Scott: The most important thing to us is to live it. Not to be stuck on a treadmill, to live your life, live every day.

Stuart Ross: In the moment, in the now.

Greg Scott: In the moment, absolutely.

Stuart Ross: I know, I'm kind of interrupting, before you go into two and three, but I think you made an important point there. One of the things I remember struggling with so much is this concept of "When I'm here, I'll be happy. When I'm there, I'll have made it. When I'm there, I'll have purpose or I'll have peace of mind." But, you're never living in the now, because you're always waiting for that next thing.

Jay Kubassek: You're living to retire. I've got to finish 40 years so I can retire and start living my life.

Stuart Ross: What you're effectively saying is the most important thing is living each day for that day.

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I completely relate to that.

Greg Scott: Being happy, as well. **Having that freedom that makes you happy.** You don't have to be a multi-billionaire to do it. It's just being happy and living it. **Living every day as if it's your last.**

Fiona Scott: We do quite often pinch ourselves, don't we?

Greg Scott: Oh, yeah, we do.

Fiona Scott: **We still have to pinch ourselves because of the lifestyle we've created for ourselves.**

Stuart Ross: I still do, I still do. You're saying priority one is living in the now, really enjoying life. What else would you say?

Jay Kubassek: He said **happiness and freedom.**

Greg Scott: I guess the other thing is don't over-complicate stuff. In our book, we say how much we over-complicated stuff. It's really simple, what we do.

Don't overcomplicate it, because you don't need to.

I guess humans like to do that, because it can't be that easy. Do the simplest things you can, they're usually the most effective.

Jay Kubassek: **Keep it simple and have fun.**

Fiona Scott: **Follow your passion and live life your way, on your terms.**

Stuart Ross: Thank you very much, guys.

Jay Kubassek: Thank you for sharing that story.

Hopefully, if you're watching, you're inspired to take action and know you can change your life and create a digital lifestyle.

**You can certainly do that by joining our community and being part of this movement** and meeting phenomenal people like Greg and Fiona Scott.

Thanks again, very much, for spending a few minutes with us. We appreciate it.

Greg Scott: Our pleasure.

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Fiona Scott: Our pleasure.

Stuart Ross: Cheers.

Jay Kubassek: Cheers.

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