Episode 302:
Build the Future with Anita Verma-Lallian

"*I skate to where the puck is going to be, not where it has been*."
— Wayne Gretzky

How do you recognize an opportunity before the rest of the world catches on? And when the stakes are high, how do you know whether to take the leap—or walk away?

Today's guest is Anita Verma-Lallian, a powerhouse entrepreneur and investor working at the intersection of real estate, artificial intelligence, film, and global capital.

As the founder and CEO of Arizona Land Consulting, Anita specializes in high-stakes land transactions for AI data centers across Arizona's rapidly expanding West Valley. With a portfolio exceeding $1.5 billion, and features in *Bloomberg*, *The Wall Street Journal*, and *Fortune*, Anita is helping shape the physical infrastructure behind the AI revolution.

Anita is also the founder of film company Camelback Productions, created to champion bold, underrepresented stories.

Beyond business, Anita is deeply committed to philanthropy and community impact, recently helping raise more than $800,000 alongside Jay Shetty for Baby2Baby to support families affected by the Los Angeles wildfires.

In this episode:
• How to spot opportunities before everyone else sees their potential.
• Why the best investment is sometimes the one you don't make.
• What the AI boom means—and how it's reshaping the physical world around us.
• How to create success without losing sight of what matters most.

Before we begin, the right bit of inspiration can completely change the trajectory of someone's life, so if there's a friend or loved one who needs to hear this episode or could use some help to Win the Day, share it with them right now.

Let's WIN THE DAY with Anita Verma-Lallian!

James Whittaker:
Anita, great to see you. Thanks so much for coming on the show.

Anita Verma-Lallian:
Thanks, James. It's great to meet you, and I'm so excited to be here.

Me too. You're doing some really cool stuff, and so much of your work revolves around this idea of identifying opportunity and then leveraging that to change your life. So, I feel like we're going to get into some good stuff today.

Thank you. Excited to talk about it all.

Well, to kick things off, who was the first person to believe in you?

I would say the first person to believe in me was my dad. I started working for the family business right out of grad school. I got my MBA at USC, actually. He was the first one to really believe in me. When I decided to go on my own, he helped give me some capital to get my business started. So, I would say that was my first big investor.

Nice. And you were in the family business at a young age too. What were the values that your parents really wanted to instill in you? And what were the experiences that they gave you to ensure that you would adopt those values?

Watching my parents as I was growing up was such a big inspiration. It's really shaped me as who I am. And both my parents worked very hard but in very different ways. My mom, she was a physician. She's retired now. So, she worked really hard. But she had more of a corporate job where she was working for someone. And then I saw my dad, who was an entrepreneur, and he was able to invest a lot. My mom was doing really well in providing our family with quite a bit of financial comfort. So, he was able to sort of take that and invest in real estate. I saw the entrepreneurial side of what he did. I really loved seeing that. And so, really just my mom's really ... Her hard work ethic stayed with me. And then also my dad and his risk-taking ability and just his ability to see something before everyone else does and position himself there and really capitalize on the growth that comes to an area ... That's just been such a big part of what I've learned growing up.

Good balance.

Very different.

When you became a leader in your own right out in the business world, was there anything that you needed to unlearn?

The one thing I wanted to unlearn was I had a lot of imposter syndrome starting out. I was a female in a very male-dominated industry. Much younger than the average person, the average developer. And minority. I had to really just unlearn this imposter syndrome that I always felt

where I felt like I didn't necessarily belong or know enough or wasn't prepared enough. But I think with time and just doing more and more deals, I just got the confidence to unlearn that and really know my value and worth.

So, was it putting the reps in, just putting one foot in front of the other, or was there a group of mentors or peers that you surrounded yourself in? Or was there a specific environment or daily rituals? You've obviously had this incredible success trajectory, which is very inspiring for me and everyone listening, but what was it in particular that really helped get you there?

It was really understanding my market. Just being very knowledgeable. And being a little bit more prepared than my competition. That's what gave me confidence was preparation. And learning as much as I could, talking to as many people as I could. I had a lot of amazing mentors early on. My dad was one of them. And then also amazing real estate investors were people who I spent a lot of time talking to and just learning and understanding. But, for me, it was really just doing the deals, buying the properties, investing, taking those risks. That gave me more confidence than anything else. Then once I started to see some wins, that's when I felt like I could do anything that I really put my mind to.

And the work that you're doing in real estate and film production, it requires you to get a yes in a lot of the conversations that you're in. So, is there anything in particular that you're focused on to get a yes in these conversations? Obviously, knowing the opportunity that's available and doing your due diligence and understanding what's in it from the other person's interest, but is there anything in particular that you are most focused on to get that yes?

The due diligence obviously is very important. But a lot of people think that when you're making these really big decisions, it happens in those specific moments. But a lot of times, it often happens years in advance. It's years of having preparation. Spend time understanding the market that you're in. And then when the opportunities come along, you just know really quickly because you've been studying things for years. You know when the right thing is there. I can look at a piece of land or a script or whatever it is, and I can tell within seconds if it's something that makes sense for us to pursue.

I'll give you an example. There's a site that we're purchasing for a data center, and the site has power. And it came to me just a few months ago. I was able to very quickly act on it because I know how valuable that is based on all what we've been learning and what we've been looking at. Having the years of preparation I think is so important. Then when that opportunity comes along, you can act very quickly and get that yes that you need.

That pattern recognition, it's such a big one. We had Deepali Vyas on the show, and she was talking about having reviewed more than one-and-a-half million resumes, which sounds a little bit overwhelming probably to me and you. But she has that pattern recognition, just like me for the Win the Day assessment that I do with organizations and

the stuff that you are doing with these deals. For a young person who wants to develop those skills, you just have to do the reps to pick a craft and get good at something, so you can have pattern recognition that enables you to identify opportunities where you can add value to other people, and then you can move higher and higher up the food chain.

I think part of it is pattern recognition. It's also trying to predict what needs are going to be for different things. For example, right now, AI is booming, and it's a big opportunity, but I think it's also asking…

What does AI need for it to grow and survive, essentially? We've been very focused on the infrastructure that goes into AI and data centers because that is, without a data center, you can't really have AI. It's that bottom layer of AI. It's also a matter of recognizing patterns but then also having the conviction to take a risk and be there before everyone else. That's also really important.

Do you want to give us an overview of what a data center is for someone who doesn't know?

Sure.

A data center, at a very, very basic level, it's just a big, giant warehouse. There's servers in these buildings. Basically it's where the internet lives. Every time you Google something, or you put something on Instagram or ChatGPT, there's signals sent to these data centers, and that's how the information's coming from that app to your phone. There's a misconception a lot of people have, that data centers are in clouds in the sky, but in fact, they're in these big warehouses. The infrastructure for AI is very physical, and it lives on these big pieces of land with boxes that are powered. That's really what the backbone of this infrastructure is.

Where we've been focused is, if you look at AI as almost a cake and it having multiple layers, the very bottom-most layer is the land, the power, and the shell. Then you stack on top of that, then you have the different applications, and then you kind of go from there. But we've been focused on that bottom-most layer.

What's been interesting is data centers are becoming very controversial. People are against them. They don't want to see them in neighborhoods. A lot of data centers are getting shut down, or projects are getting stopped. The statistic is about 40% of data centers are getting shut down right now.

Is that right? Wow.

I actually think that number's going up. The governor of New York issued a moratorium on data centers. That supply of land where you have zoning where you can build a data center, and you have the land and the power, that supply is really going very low, and it's dwindling down. For me, I see a massive opportunity if you can position yourself where you have those assets.

There are some governors doing that, yet there's other things that are happening now. It's in Tennessee where xAI, the Elon Musk company, they're actually doing a massive amount of things for the local community. They're paying for all of their power bills and their water, doing all of that stuff.

Do you think a lot of these things at a legislative level is based on special interests? Or do they actually have some legitimate concerns?

I'm not sure, but I think there's probably a little bit of that, of everything, that goes into it.

Like you said, Elon Musk is actually paying for water. We're doing that on our data center projects as well where we're going to pay for water for every resident for basically the rest of their lives. And we're also going to provide rooftop solar, which is going to basically eliminate power bills. So, what our project's proposing is actually going to benefit the neighborhood. And we actually got letters of support signed by our neighbors. It is interesting because you are seeing politicians want data centers in their communities because of the tax revenue that they bring in. The jobs, the infrastructure upgrades that they do. It is very interesting how you have different mentalities on them.

I will say there have been data centers that have not been developed in the best way. You're seeing some of those issues play out. People are generalizing certain things that developers have done to cut corners or haven't done right that have gone wrong. They're sort of generalizing it to the entire industry. But I do think most developers are doing it the right way, and they actually are beneficial to communities.

So, you get tarred with the same brush, unfortunately.

Unfortunately.

What are the demands on the land that a data center would bring?

It's so interesting because, years ago when I was buying land, you would really focus on location. You want to be in as prime of a location as possible, be off a freeway or next to existing development. But when you're looking at land for data centers, power is your number one thing. You could be literally in the middle of nowhere, not have too much development around, but if you have power infrastructure, that's gold. You want to have power lines. You want to have substations. There's some sites that have existing power. There's a trend right now where you're seeing Bitcoin sites convert to data centers. So, a lot of those projects, and those are really in very rural areas. Anywhere where you can find some power, whether it's grid power or even behind the meter, you're seeing a lot of projects being built with natural gas, that's going to be your main thing. Then of course you need water and fiber, but power's really dictating where all these projects are going.

You did a big deal with Chamath Palihapitiya from the All-In Podcast. I'm a big fan of Chamath. He's awesome. How did that deal come about? And how has your experience working with Chamath been?

Chamath and I met, it was earlier last year in May 2025. We met through a mutual friend, and it's a funny story. I had sold a project to a company called Tract. It was my first data center project. The Wall Street Journal had written up on it. Chamath's friend, Ethan Agarwal, he read this article. He reached out. So, he came to Arizona. He saw some of the different things we were doing. We had a project that we were in the process of acquiring called Hassayampa Ranch. It's a 2,000-acre site.

Ethan said, "I have a friend. He would be a great partner. He's looking for data center development." He connected Chamath and I.

I flew to the Bay Area to meet him. He was great. And we very quickly decided to partner together on this project. We have continued our partnership, and we're looking at acquiring multiple sites all over the country. So, it's been a great partnership.

I think he just tweeted, "We went from one gigawatt for our initial project, and we're now at about six gigawatts." So, within a pretty short amount of time, we've amassed a pretty robust portfolio.

And it's a $25-billion campus you're building? Is that correct?

Yeah. The numbers may even have gone up, but at that point, it was $25 billion.

Very cool.

Is there something about Chamath from behind the scenes that people wouldn't know about?

Chamath has been great to work with. He's brilliant. Most people would know that. But he's very quick at looking at something and sort of figuring out the best way to solve a problem or who we should talk to. He's incredibly well-connected in the tech community. For me, it's been great to have him as a partner and just really understand the inner workings of data centers. I've historically just been more focused on the land side. So, to have insight into how the tech companies are thinking and how the end users are thinking has just been amazing. It's been a great partnership, and he's a lot of fun. What you see is very much what you get. He keeps things fun and exciting. It's just been a great experience.

All-In Podcast is something I listen to every week. Chamath's ability to get to the root of what the real problem is and explain it in simple terms, it's really awesome. It's a great skill that he has.

He's incredibly articulate and can articulate very complex things quickly, which is an amazing skill.

Absolutely.

We look at this AI race at the moment. Is it really an energy infrastructure race? Or is it an AI race?

In my opinion, it's an energy infrastructure race. You can have the best models out there, but if you don't have the data centers that are going to power this technology, you can't do much with it. It's really all about the infrastructure and the energy and finding the spots where you can build these. We are competing with China, and there is this race against China. Their regulations are not as stringent as ours. They can put up power plants very quickly. We just can't. Our grids are very constrained. To add new capacity takes years and can even take decades. It's just trying to figure out the fastest way to deploy these projects. That's the main goal right now for everyone.

How real do you think that national security threat is of the US falling massively behind in terms of energy and infrastructure?

I think it's a massive threat. People even have hesitation with using OpenAI or Anthropic models because they're not sure if it's secure who's seeing their information. But if you imagine that the Chinese government or whoever is seeing your information, that puts Americans at risk, and that's something that we should be worried about.

I have a weird analogy, but it's almost like we invest so much in defense just because we don't want to be left behind. Letting other countries win the AI race, we would be vulnerable because we just wouldn't be able to compete with them in that way. It's a very real concern.

When people are trying to shut down data centers, I just wish people would think about that as well and think about that risk of what could happen if we lose the AI race.

It needs to be a winnable game you're playing, too.

Obviously, it starts at the top with the President. But you need to have people at all levels of government being aligned on this. Is this something that the US can win with how partisan the atmosphere is?

I do think the US can win. There have to be a few things that developers have to do. There's guidelines everyone needs to follow. For one, if you're a good developer, you don't really want to build a data center in a residential neighborhood. You don't want to be in people's backyards, necessarily. I don't think people want them in their backyards, and I don't blame them for that. You want to be a little bit further away. And there are enough sites that are further away from residential development. So, we've been very thoughtful. Every project we've ever done has been away from residential development because we don't want to have to disturb neighbors. That's one.

Making sure developers are paying for water, making sure utility costs aren't going up for residents or communities, and then even power costs. Trump has said that data center

developers have to pay for their own power. He just said that last week. Really emphasizing that message that nothing is going to affect people in the community. As long as developers are mindful of that and developing things the right way, and communities can get behind it and have them be in locations that are a little bit further out from city centers, there's an opportunity for everyone to win if it's done right.

So, I do think there's a chance, but we just need to be a little bit better uniting both sides and getting everyone aligned with what we're trying to do.

Elon Musk said recently that this idea that the world is running out of water is a myth with things like desalination. Yet it's a big persistent rumor going around the world. Where I'm from, Brisbane, Australia, was actually at one point was tipped to be the first city in the world to run out of water. Then of course we had our big summer rains, and we had our dams at 200% and everything else.

For you, specifically in Arizona, I imagine that's a very dry state. How real is the access to water? And if the data centers are consuming a lot of that, is there an easy way to be able to put a lot of water back in for the communities?

For one, the new technologies that are being used right now, if you're using liquid cooling and air cooling technologies, you're not using a lot of water. Actually, some of the data centers are using no water. There's a facility that I toured in Arizona, a data center facility. They're using no water at all. When I go talk to cities, they want data centers because they're going to use much less water than a residential community or a golf course or hotels, apartments, whatever it is. So, data centers actually use very little water, which is one of the reasons why people want to see them in communities.

Then Arizona, there's definitely a lot of concern that there's water challenges. The one thing I'll say about the water situation in Arizona is about 70% of all the water that we consume, it goes towards farming. It's going towards agricultural use right now. A lot of those farms are retiring just because the farmers are getting older. The next generation doesn't want to continue farming. They want to just sell the land because it's appreciated so much. A lot of those farms are retiring. That water is going back into the system. So, I am not as concerned about water being an issue in Arizona.

I tend to agree with Elon Musk on the fact that with desalination and other technologies, I don't think we are at a risk of running out of water.

There's a lot of talk about data centers going up into outer space where it is or on the moon for cooling. Is that the type of thing that you personally would want access to those investment opportunities?

Yeah, it makes a lot of sense. Some of the thesises make sense. Do I think it's going to happen anytime soon? I don't see that happening anytime soon. That's something that'll happen in the

future. It's a good thing to invest in because I think the future is sort of headed in that direction. I do still think there's plenty of opportunities to develop data centers on Earth. It'll be a while before we go in that direction. But ultimately, it's interesting, and I think it could be a lot cheaper, make more sense. You have the sun, so you resolve that power need. So, I do think down the road it's something that could happen.

Is the US the best location for what you're doing? Are there other markets around the world that you've looked at to sort of expand your portfolio there?

I think the US is interesting just because there is existing data center development. We do have infrastructure in place. Canada's becoming an interesting market. South America is something that a lot of people are looking at and then Asia. I think Anthropic ... We were just talking about this. They're doing something in Australia. So, I do think people are starting to look globally now.

We're still focused on the US. I do think in the coming years we'll expand outside of the US. But I think, right now, there are still some sites in the US that we can work on.

Is sovereign risk the big thing that you ... Not that you really need to worry about it in Arizona, but is that the biggest risk to what you're doing with these data centers?

Say if you were to go and look at a different market like Australia or just how, we call it the Nanny State where everything is just so regulated. I imagine that's the same as a lot of different countries around the world. If you go in there with this great idea, yet you've got to jump through all of this red tape to be able to get there.

Each region will have its own challenges. Some might be easier than others. It's really also going to be that region's willingness to, do they want data centers? Do they want AI? Because a lot of these data centers can serve their communities as well and not necessarily be used for the US. It'll just depend on the region. You'll see some places that'll have a lot of development and others you probably won't want to do too much in. That's how I see it shaking out.

Do you feel like people need to be scared about AI? There's a lot of talk about people losing their jobs and all these different things going on.

AI is definitely a new technology. With any new technology, there's unknowns and risks. There's uncertainty, which makes people nervous because we don't know exactly what's going to happen.

Personally, I think there's so many benefits of AI, and there's so many things that are still to come. One thing I'm really hopeful for is cures to diseases. I know they're talking about using AI to cure things like cancer, which we have not been able to do, for decades. If we're able to have some of those breakthroughs, I really see so many benefits of AI.

As far as the risks, like will AI replace all jobs, I don't think it will. There may be some jobs that are displaced, which just happens when new technologies come into place, but I don't think it's going to be at the level that a lot of people think that it will be.

One thing that I really feel optimistic about with AI is it's going to make things level for everybody. I'll give you a personal example. My son has ADHD, and so he struggles focusing in school. But with AI, there's different prompts you can give it where it's like, "Help me break this task down for my son." I feel like it's actually helped him so much in school. Not necessarily to use it to cheat or anything, but just, how do we tackle this task? Nothing like that has existed where it can be a leveler for everybody, where even somebody that doesn't have access to resources that one person may have, if you have AI, you can do things that you would otherwise not be able to.

I really see much more good than bad with AI. But I know there are concerns out there. Just looking at my own kids, when they're using AI, I'm not as concerned about it as when they're using social media or other things because I think those platforms are a little bit more dangerous for kids.

So, AI, to me, is something that I really just see a lot of positives with.

I agree with you. It can be fun for them, too, right?

Yeah.

My daughter's seven years old. We get spelling words for her every week with the homework, and she's got to learn 10 words a week. Every week, I throw it into AI. I say, "Write me a story of 80 words incorporating all of these different words." And I make sure that it always includes her brother, Henry, in the story somewhere. It's the best. It takes three seconds, and I have this great story. She loves reading it. We read it as a family. Then, by the time it comes for her to practice the words, she already knows how to spell them because they're written and highlighted in bold. It's a fun thing to do as a family.

And it makes her feel confident, and it's easier for her. It's not something that she has to struggle with. You're doing it in a fun way. So, I mean, I just only see benefits with that.

You're rubbing shoulders with a lot of really interesting and influential people around the world. Are there any specific attributes or characteristics that you've noted about the most successful people?

I would say the most successful people are actually probably the most humble. And they're also very curious and wanting to learn. I haven't ever felt that they feel like they know everything and they're above others. That's been very interesting is, they're always curious, and they're always trying to understand how someone does something, what a different viewpoint is in how to think of something. That's been a very interesting experience.

It's been great for me because people have been so fascinated by what I do in terms of the real estate aspect of what happens with data centers. It's a unique thing that would've never happened if I wasn't involved in AI and data centers. Because usually building buildings is quite straightforward and not as exciting, so I think it's been a really interesting experience.

How do you protect yourself from the snake-oil salespeople who might talk a big game, but there's no substance behind it? As a naive Australian moving to the US in 2012, I've been caught in some bad situations which I've, a lot of lessons along the way, as I'm sure you have, too. But is there anything that you do to protect yourself from people who might appear like they have the same values or interests that you do, but deep down they don't?

They don't. That's a great question.

The big thing is, how am I coming to know this person? If somebody recommends that I meet somebody, or if someone's like, "This is a good person for you to know," those relationships are important to me because it's coming from someone I trust. I really try to focus on my circle and people that are sort of within my circle and have connections to this person. I really rarely do big business deals with someone that I don't know too well or don't have somebody that can vouch for them. So, that's one thing is just looking at how I met this person.

Also, you can usually suss someone out pretty quickly. If they're talking big but aren't delivering or aren't following up with anything they say, it becomes obvious fairly quickly. Usually when things are moving fast, you can tell who's real and who isn't.

One of my big lessons is trust your intuition when it comes to people.

For sure.

I think deep down we know, but sometimes-

We know if something's off.

Even if we want to believe, "Hey, this is this amazing opportunity. I really want to connect with this person and see what happens," but deep down, trusting that intuition is an important one.

And what about when it comes to helping people identify opportunities in their own lives?

There's so many different types of opportunities. Maybe it's a potential partner that you might marry one day. Maybe it's a business opportunity, a career opportunity.

Is there anything that you think about or certain principles or rules that you have when it comes to helping identify and evaluate what might be the best opportunity for you or to help put yourself in the way of being able to attract an opportunity?

That's a great question. Like you said, intuition's very big. Also, really understanding what your goal is and what you're trying to accomplish. Then trying to find the best people that can help you with that opportunity, has usually been my strategy. In the instance of AI and developing AI infrastructure, for me, it's been great to partner with someone like Chamath who has so much experience, so much knowledge, has amazing relationships. Whatever industry you're trying to be in or whatever your goal is, trying to find the best people that you can align yourself with. That's been really important.

Then just trusting your intuition, seeing what feels right, and seeing how that person treats you. Those are really important things to look at.

Do you keep your emotions out of investing?

I try to, yes.

It can be hard sometimes.

It can be hard, for sure. You definitely can get caught up in things and get excited about things. But, for me, one thing I do when I'm looking at an investment opportunity is I try to almost break the deal, too, and to think about all the things that could go wrong. So, it's like, what if power doesn't get there? Or what if there's a delay? What if the costs go up? What if my original thesis is wrong? What if the market changes? If all those things happen, is there still value in this opportunity? If the answer is yes, I think there's something there. Or if you feel like there could be, I think it's something worth pursuing.

But I also always take some space before I actually execute on a decision and just make sure that any excitement or optimistic emotions are kind of out of it and just separate the facts from the emotions. Really make sure you're doing your due diligence, talking to as many people as you can, whether it's lawyers, engineers, brokers, making sure they're asking tough questions, too, that you can answer. Due diligence can be an exciting process where you're really looking at things very thoughtfully and logically. Emotions are there, but I think you can also separate them, too, as well. But I think ultimately you do have to be excited about something. So, I wouldn't say you completely want to take emotions out of anything. It does have to feel right and exciting. I's a mix.

What about where due diligence inhibits action? I've worked with a lot of people who are incredibly strong academically, but they're so good at evaluating risk, it stops them from taking the right kind of action they need to grow their career and their lives. So, is that where you fall back on intuition?

I think so, yeah. Like I was saying earlier, it's years of studying patterns and looking at trends. You have to sort of fall back on some of that as well. It's, what have you observed over the past few years? Where do you think the world's going? And a lot of it is, where do you think things will be 5 years or 10 years from now? Of course no one's going to predict the future accurately, but being an entrepreneur is also having the conviction to take that risk and have it be a calculated risk. That's really what I've built my career upon. You do have to take some level of risk to move forward.

And what about for you as a parent?

You and I are both parents. Juggling many different things in your life. What's your process of how you approach a day that looks like it's going to get pretty stressful pretty quickly?

For me, the mornings are the most important thing. How I start my day. I wake up pretty early, which is so important to me because I have a few hours to myself. I go for a walk first thing in the morning. I usually will also meditate, set intentions. One thing I try to do is think of my top three priorities for the day, whether it's work related or even family related. And I really try to focus on how I can accomplish those three tasks or come close to accomplishing those three tasks. That's something that I do.

There are going to be busy seasons where, if I have a project I'm working on that's closing or something where I'm just really busy, then I will delegate as much as I can to different people on my team. I'll pull my husband in to support. It's just a matter of seeing what you have going on and figuring out how best to tackle that day.

You're very aligned with the Win the Day strategy.

It all starts in the morning, right?

Absolutely. Win the morning, win the day.

For sure.

And what about all the different things that you've got on? In terms of being able to focus on and understand what is the most important action that I need to take on a given day, how do you understand what's urgent and important? Or is it just your process in the morning of identifying what those three things are to win today?

Whatever's urgent is probably anything that is timely. Where, if a decision has to get made, if you have a project that you're working on that you need something, some answers on. So, it's usually the biggest problem that I have that I have to solve. That's usually what I focus on. And it's, what is moving the business forward? What's moving me forward personally? It's usually that's what I try to focus on the most.

And the relationship with self-talk, has that been something for you that you've gone through moments of negative self-talk and doubt? And if so, how have you handled those feelings?

Self-talk is so important. One thing that I've really focused on over the last few years is mind control and separating myself from my thoughts as much as I can. I'm not perfect at it, but I try. It's just really trying to understand, what are my thoughts? Where's my mind taking me? Is this accurate? Or is my mind or anxiety creating a situation that doesn't exist? Really just trying to be objective.

Then when things don't go right, it is that self-talk where you just have to have persistence and resilience and work through it. Being an entrepreneur, it's a rollercoaster. You're up and down every day. Even within a day, you can have such big highs and lows. When you go through it and know this is part of the process, I just have to be resilient and persistent and keep working to my goal, that's what helps me get through things.

It can change by the minute, right?

Yeah.

I learned the hard way many, many years ago, waking up in the morning, if you check your email, or right before bed. There can be one email that can completely derail your mindset for days. Ignorance is bliss in those times.

Last question now before the Rocket Round, on your best day, what's an affirmation that you would write on a flashcard that you could show yourself on your worst day?

This is very cliche, but I would say everything is going to be okay because I think when you're in those really tough days, you just don't know what's going to happen. You're not sure if your deal's going to fall apart or what's going to happen. Just knowing that historically everything has worked out and been okay, I think that's what I would put on a flashcard.

Love it.

Well, let's now move into the Win the Day Rocket Round. 10 questions for some quick answers. You up for this one, Anita?

Yeah, let's do it.

Number one…

What quote inspires you the most?

There's a quote from the Bhagavad Gita, which is the religious scripture for Hinduism. It basically says, you're entitled to your actions, but you're not entitled to the fruit of your actions. I

love that quote because it's saying, to me, it means work as hard as you can, but don't focus on the outcome. Don't focus on the results. But just give everything that you do your absolute best, and it'll all sort of fall into place. It's important to not do things thinking about, what am I going to get out of this, or how much money am I going to make? You do things just in a pure way, which I love.

Amazing. I haven't heard that one before. That's great. Thank you for sharing.

Number two, morning coffee or evening wine?

Morning coffee. Like I said, I'm a morning person. I like to go to bed by 9:00, 9:30 at the latest. The morning, I think, is a time where the day is full of possibilities. It's a time where you can really focus on what you want to accomplish that day.

Fresh start.

For sure.

Number three, what's one bit of advice you'd give your 18-year-old self?

I would tell my 18-year-old self that to not have imposter syndrome and to really know that I'm more prepared than I think, and not everything has to be perfect for me to take action. And to just do things and take action and steps towards whatever goals I have and not wait for those perfect moments.

So good. The amount of people that get overtaken by someone taking imperfect action. It's crazy, right?

You claim you want the result, but waiting for everything to be perfect to take the first step is not good.

Number four, what book do you gift the most or that contributed most to the mindset you have today?

There's a few. I love The Psychology of Money. That's a great book. It's so interesting to think about how different people, what their relationship with money is, and how different experiences shape people and their experiences.

I also love Think Like a Monk by Jay Shetty. That's just such a good book, kind of showing ancient wisdom in a modern world, which I love.

Number five…

Was there a vulnerability you once hid within that became your superpower?

Growing up, I had a lot of anxiety about different things. I would always think about what was going to happen in the future and stress out about it, and just have a lot of catastrophic forecasting. At some point, I channeled that to work and things that were more productive. That always thinking ahead has been really helpful in my business. I've turned some of that anxious thinking into something positive.

Redirected that energy.

Exactly.

Number six, what's one thing you've learned about failure?

Failure is just a data point. It's something that you do, you learn from. You learn to not make certain mistakes again. You learn what you could have done better, what you could have controlled, what was out of your control, but I don't think it's anything that should stop you from doing anything. It's just something that you do and you learn from.

There was a video that Chamath put out where he was talking about, if you were on an island by yourself, and you were just trying to survive, if you failed, you wouldn't really think about it. You would just try something. If it didn't work, you'd try something different. But because you have people that are watching you, that's why you really think about failure. To me, that has been an interesting mind shift too. Just pretend like no one's really watching. Because, in reality, no one really does care if you fail or not. They're really thinking about themselves.

So good.

Number seven, if you could sit on a park bench and have a conversation with someone, alive or dead, who would it be?

There's so many people. The person that I think I would want to sit with is Walt Disney because for a few reasons. One, I think it's just so fascinating how he built Disneyland, and it was sort of like, "Build it, and they will come." I think that mentality is so beautiful, and I think it's something that I follow. And then also just, how do you create so much content that brings the world so much enjoyment and has shaped the way the world views certain things? I think he just had such a profound impact on the world. That would be really interesting.

And putting the magic in every moment too.

Number eight, what tool or resource best helps you run your life or your business?

So, I want to say AI. AI is definitely great.

I think relationships are so important. Your network and who you surround yourself with is so important because I think, if you need something, if you have the right resources that can help you and help you move forward and also help you, it's really important to surround yourself with

people that are like-minded, that are wanting to accomplish big things, because that motivates you and pushes you in the right direction. Your network and relationships are ... That's probably the tool that I use the most.

100%. Number nine, share one thing on your bucket list.

I love to travel. My family and I, we love to travel. There's quite a few countries that are left on our bucket list. Love to go on an African safari one of these days.

That'd be good fun. And last question, number 10, what's one thing you do to win the day?

It's the way I start my mornings. It's the rule that I have with the three things that I do every morning or the three goals I have for the day. The way you set your morning really sets you up for the whole day.

Sets a tone for the momentum for everything that follows.

For sure.

Awesome. Well, there are a bunch of ways to connect with Anita, and we'll link to all of these in the show notes. You can follow her on Instagram and LinkedIn at Anita Verma-Lallian and visit her website, arizonalandconsulting.com. Again, all that and more will be linked in the show notes.

Anita, what a pleasure. Thanks so much for coming on the show.

Thank you. Thanks, James. This was great.