



The Art of Passive Income Podcast With Mark Podolsky, AKA The Land Geek

Mark & Scott talks with Matt Paulson, www.MattPaulson.com

Transcript

Mark: Hey, it's Mark Podolsky, The Land Geek with your favorite niche-y real estate website www.TheLandGeek.com. Today's podcast is really going to move the needle in your marketing, but before we talk about today's guest, I would be remiss, if I didn't properly introduce my co-host. You know him, you love him, Six Sigma, Scott Todd from ScottTodd.net, LandModo.com and most importantly if you're not automating your Craigslist listings, your Facebook listings, I don't know what you're doing. Go to PostingDomination.com/TheLandGeek. Scott Todd, how are you?

Scott: Mark, I am great. How are you?

Mark: I'm a little tired.

Scott: Tired, little tired, I'm a lot of tired man.

Mark: Yeah. But today's guest is going to give us energy.

Scott: I hope so. I need lots of it.

Mark: Do you know why he's going to give us that energy?

Scott: Tell me.

Mark: Because Adam Erhart is a marketing growth consultant that helps business owners and helps to grow double, triple, and 10X their leads in customers. That gets me going. That really does. That gives me energy. What about you Scott?

Scott: 10X of anything is all good to me.

Mark: Yeah. When we can get a podcast guest that can do that for our listeners, that's big. We've done something, Scott.

Scott: I think so. Good on us.

Mark: So Adam has been studying marketing and what makes successful individuals and companies so successful for years, and some of the principles that have enabled him to help himself and his clients build and grow value producing the highly profitable businesses. He believes that marketing is the single most important element in business success and that strategy should always, always form the foundation of any marketing campaign. Adam Erhart, how are you?

Adam: Hi, I'm going awesome. Thank you so much for having me here guys.

Mark: So Adam, how do you wake up one day and be like, "You know what, let's 10X it and I can do it for you?" Like how does that even start?

Adam: How does that even start? You're looking for like the back story of how the process works which...

Mark: Give me the back story.

Adam: Cool. So the back story is essentially my background is as a corporate business jet pilot. So I used to fly like Forbes billionaires, and celebrities, and royalties, and all those type of people all around the world: in Europe, in the Middle East, in North Africa and did that for years. So that was my original sort of introduction into this world of business, but it was always kind of the business side of things that really got me going. I don't know if you ever talked to pilots. They tend to just absolutely love it and I liked it, but it was never my super thing.

I always liked kind of the business aspect of it. So I was just able to soak up a ton of all amazing knowledge and have a ton of really good mentors over the years and decided, "All right, cool. We've got take some of these principles and some of these practices and apply them." So I left flying and started a marketing agency. From there, it's been [00:03:01] [indiscernible]. It's really taken off.

Mark: So you've got three strategies or three principles I should say.

Adam: Yeah.

Mark: Right. Can you kind of walk us through?

Adam: Well, the essentially the core of everything is strategy. That's really it. So what happens is when a lot of people are talking about marketing, they are talking about growing their business and they're looking at all that, they are always looking at these shiny new objects and these tactics they can use, and we talk about social media a lot and everybody sort of goes down these rabbit holes. "Instagram, are you on Instagram? Oh, we've got to do Instagram. Oh, we've got to try Twitter or we should be on YouTube, or we'll see this" ... The problem is they are all tactical based. If they are not rooted in this fundamental strategy that kind of lines everything up about who you're trying to reach, what's your message, how you're going to deliver it? All that is a waste of time, a waste of energy, and a waste of money. So, again, everything comes back to strategy.

Mark: So Scott Todd, when you hear Adam talk about shiny marketing object syndrome, did it burst your bubble a bit?

Scott: No, because I firmly believe that. I think that that's the problem. I think that people... There are so many choices that you have when you're starting out that it's overwhelming. Then you try to do what we talk about Mark which is to be omnipresent, be everywhere. Even then, when we say that, I don't think that we really mean like, "Go be everywhere," because you really can't be as he just said. You have to have a strategy behind the platform. So if you're going to say, "Well, I'm going to dominate Twitter, or I'm going to dominate Facebook, and I'm going to dominate" ... You're going to be spread too thin if you will and then you're not going to dominate anything. Where I see the people who are succeeding is they take a channel and they dominate it, like I dominate in Craigslist. David Banales dominates in Facebook. If he were to try to say, "Well, I'm going to be everywhere to everything," and he'd be nothing.

Mark: So Adam, once you have your strategy, then what?

Adam: Well, essentially then it really comes down to how are we going to ... Basically, how we are going to implement this strategy. Believe it or not, that's kind of the ... I don't want to call it the easy part but that's really straightforward. Essentially, if you've set the framework, and the groundwork, and the foundation for what you're going to do, really you just kind of have to keep your eye on the prize. If you've done it, if you've set everything up, and you've sort of done your due diligence, really you just got to put in the work and then try not to get distracted. I know it's a tricky thing to do because when I first started, I did literally everything, like I did every channel, and every tactic and shiny object I chased. Essentially what my work day went is from 8

hours, to 10 hours, to 12, to 14, to 16 and it just kept growing because there was never enough time to do it.

Eventually you reach that burnout phase which everyone's going to hit if you try and do everything. So really you get that strategy then you just put it into practice. Now fortunately, there are a few things. There is no one size fits all, of course, but there are a few things that tend to work ridiculously well for the vast majority of markets, and industries, and businesses. Of course, one of those main talks is Facebook and specifically, Facebook ads.

Mark: I mean, Adam, it's like the hot new thing. So my question is, is that if everyone is going to Facebook and marketing is constantly changing. It makes me think of, what was that commercial Scott? Where's the beef? Like that worked for a long time, but then we all got sick of it. When we all start getting Facebook ad fatigue and then we have to go a new platform. Is that something in the back of your mind because everyone is talking about Facebook, Facebook, Facebook and then everyone goes to Facebook, Facebook, Facebook. Then instead of looking at cat videos, we're checking on these ads and then we're like, "I've been on that webinar. I've seen that webinar," and then you've got webinar fatigue and now webinars don't work. So help me Adam. What do we do?

Adam: Cool. Well, couple of things here. First of all, webinars totally still work and all of that stuff still totally works. It works amazingly well if, there is the caveat, if you do it well and if you do it right. That's the thing; is that Facebook ads are in my opinion just the greatest invention and introduction to marketing that we've maybe ever seen. I mean, it's given us access to literally billions of people and for pennies on the dollar of what traditional marketing and advertising costs. So the thing is though is that we this access there is a really low barrier to entry for it. A lot of business owners, a lot of people interested in sort of promoting whatever service or product they have, they are able to get into the market for a few bucks. So what happens is it floods it with really terrible, terrible, terrible advertising? You get a lot of this yell, and tell, and sell, and like, "Hey, buy my stuff and here is just a whole bunch of stuff that you can do for me. So give me all your money and maybe I might deliver something." So you're getting all these like really spammy, awful marketing.

And fortunately, for those out there who are willing to put in the time and really understand their target market, really clarify their message, focus on providing value first, all those sort of key tenants that I talk about; you're really able to kind of rise above the noise. When you focus on providing that value, and helping your customers and your clients, and sharing your knowledge and your information, there is always going to be somewhere for that to happen, whatever channel you want to use, whether it's your Facebook, whether it's Twitter, whether it's YouTube, whether it's your email list or through a webinar, whatever it is. The key is just you've got to do it right, you

got to do it well, and you got to put in the time, ahead of time to build that foundation. And again, that word, that strategy.

Mark: But how do we know when we've ... How wrong before we know a campaign works or doesn't work? How much money do we need to put in?

Adam: That's such a good question. We know with traditional media like newspapers, like magazines, like television, we know months and months later after we've put in four, five, six figures. We just ... Did it work, did it not? We don't really know. With Facebook ads, we know within 24 to 48 hours after we've put in something as little as 10 to \$20. It really depends on how much you want to sort of break out your targeting. So not sure, how familiar is your audience with Facebook ads? If I start getting super nerdy and techy here, are we going to...?

Mark: Scott, what do you agree? Our audience is pretty geeky.

Scott: I think so, yeah. Let's get down to the numbers.

Adam: Beautiful.

Scott: Let's do it.

Adam: We going to totally geek out then there and just stop me if I get too nerdy because I can rabbit hole this and tangent it pretty quick. But basically, the way that Facebook is set up is you've got your campaigns which are your kind of high level thing. Then you've got your ad sets which is where you would do your targeting and your interests, and breakout your demographic, geographic, psychographic variables. Then you would have your ads which are the actual text and image copy and how you would structure it or video ads if you want to do. So the thing is, is that you can start with a very small budget if your targeting is on point and that's the thing. It's like if you want to put, say, \$5 a day in two different ad sets and test it for 48 hours, you can do it. The key is make sure that one ad set is maybe targeting your warm audience or people who are on your email lists or visited your website, anything like that and then maybe test the cold audience of people who are really kind of niched down.

So, pick an age range that you know your market fits in, pick a certain number of interests that they would have, websites they visited, magazines they might read and really kind of get it down to like a million people or so. Try not to have those 20 million people in your audience. Then really kind of focus down again and pick the placements of where it's going to work because right now Facebook's rolled out a whole bunch of new placements. You've got audience, networks, and messaging, and all this stuff. We like to just stick with the newsfeed. We use the desktop newsfeed and we use the mobile newsfeed, and we test them against each other and see which one is going to convert. All these can be done, \$5-10 a day. Test it for a couple of days, see if you're

getting the conversions, are you getting the leads, are people coming in? If it works, then you scale it up and if not, well, you scrap it and you test something else.

It's really an iterative process where you always want to be testing until you end up with what I call a super ad which happens after a few weeks, a few months, a few years. Where you've just split test the living heck out of it and you end up with this amazing ad which typically as a general rule of thumb, you can turn on and off and it's going to continue to perform well. So an ad set that performs well now. It's likely going to perform well in a month or two. So whenever you need more leads or more business, you just flick it back on.

Mark: Scott Todd, what are your thoughts?

Scott: So it sounds great. I love it, right? But I don't have time to tinker with it. What do I do?

Adam: Two options there again. Really, when it comes to business and life, we normally have one of two different resources. We have more time or we have more money. So we've got to take a look at it and we've got to...First of all, we got to prioritize. So this is incredibly important whether your goal is to get more leads, more brand awareness, whatever it is. You really got to kind of focus there. Then you've got to decide, "How much is this worth? Am I going to A, Learn how to do this myself? There is number of great coaches, and mentors, and trainings. There is some free stuff, some paid stuff, all different levels for all different types of personalities depending on who you click with so you can learn it or you can hire someone.

So you can hire a marketing agency, you can hire a consultant, you can hire from the high end to the low end. There is a lot of different people out there. If you're going to hire someone, make sure to look at their results, what they've been able to do, look at their client list, obviously have a chat with them because again the barriers to entry here, they are pretty low. So anybody can call themselves that "consultant or agency" very quickly. It's a pretty quick way to lose money if you choose the wrong business or the wrong model here.

Mark: Yeah I mean, that's the problem with marketing, is no one knows until you do it, right? If you talk to a marketer they're like, "Oh, I guarantee you I'm going to get you results," like oh, oh really?

Adam: There is...

Mark: But what I like about your method is like let's start with strategy first. Let's get our messaging right first, starting and stepping back, and looking at exactly whom your targeting, right? So, for our land investing niche, we might step back, "Okay, we're going to go after preppers, right. We are not just going to go after preppers, we're

going to go after preppers that shop at Nordstrom. And we are not going to just look at preppers that shop at Nordstrom; we are going to look at preppers that shop at Nordstrom that are men ages 40 to 65." So you narrow it down and then all of a sudden you come up with that perfect ad that speaks to them and their fears of A, I know you're hoping for the best, but let's prepare for the worst. This is forty acre parcel is exactly what you need to bug out to.

Adam: That's it, exactly the key there ... I think you hit really two awesome points there is that, first of all, you know your market. So you know who you're going to. Again, then it comes back to that strategy, it's going to be the new S word, but you come back to you know who your market is. So you really have to use that empathy. You've got to put yourself in their shoes: what are they thinking, how can I approach this from them? Because the person that wins here is not who gets their customer to understand them best, but who understands their customer best and who makes their customer feel understood. That's where you win. The second thing is, once you've got that, split test it out. We've got clients where if we're running a brand new campaign, never tested it before, we'll break it out just like crazy. We'll have 100 of different ad sets.

We'll test different decades, we'll test different interests and genders, languages or magazines they might read and we will find that one key thing. Like we've got one client right now where it's been a few months and we've now got the super ad. We've got something that's perfectly targeted for men between the ages of 45 and 65, who live in the States, who speak English, who have a couple of different interests and this audience just dominates. It literally 10X's everything else even combined. Whatever it is about the product or the service that it is, it is literally 10 times as effective as everything else which has allowed them to, again, 10X that revenue in a very short period of time. So, again, all about testing, all about knowing your audience.

Mark: I love it. I love it. Now why do you say design matters?

Adam: Design matters? Design matters because we are judged on our appearance. We always have been, we probably always will be. It's too quick, it's too subconscious, and too primal for us to kind of look at someone and size them real quick and say, "All right. Are they credible? Are they important?" Also competition is at all time high. So we need to focus on design. We need to make sure that we're coming across.

I think the most important thing, again ... I'm really going to just abuse the strategy word here on this chat here. But again, you want to make sure that you're strategic about what message you're trying to put out there. A lot of people will just kind of throw some stuff up and they are not really cognoscente or they are not really aware of how they are being received and how they are being received.

So there is a reason that the majority of time I've got a collar on because I tend to look a little younger than I am. That's a little bit of credibility to it or there is a reason that I tend to wear a lot of blue or a lot of black. Is it as a level of kind of sophistication to an otherwise relatively creative a field. So I'm in a creative field of marketing but also the level of strategy and sort of sophistication that I like to apply to it, that kind of separates my brand. So I'm very aware and strategic with how I've sort of laid that out. I think that's really important for everyone to do even if you're not going to invest in this super expensive websites or new photographers or new videos just to be aware. What image am I trying to convey and then make sure to incorporate that across all aspects of your brand.

Mark: The market never lies. Can you explain that Adam?

Adam: The market never lies, yeah. We like to think that we were coming across on a certain way. We like to think that we've got a message that is being ... A new service or a new product that it's a no fail system. This is the best thing that has ever come out. Well, the market is going to decide that. So we can do everything that we can, but it's that sort of the Keynesian economics there, or Adam's Smith, the invisible hand of the market. It's the one thing I took away from economics back in University, but basically you put it out there and the market is going to decide if it's worthy or if it's not. They are going to help you decide on whether there is demand of it. They are going to help you decide on the price. They are going to help you decide on how to position it and that is where the important of split testing and testing different messages and different offers really comes in. Because you're going to be able to go out there and really interact with your audience and with your market and customers. They are going to help you craft the perfect offer and the perfect message, and the perfect design for them. So you're going to be able to serve them best.

Mark: Scott Todd, what do you think?

Scott: I think that that last piece, the market never lies is so important that a lot of people, like they get railroaded with that. Like you said, we see things the way that we wrote it, we see things the way that we see it, and it's really hard for you to step outside of your own body and understand that there are other creatures, that there is other people out there that will either agree with you or they'll disagree with you. When they disagree with you, it's pretty relevant. You can see it, like it's crickets. There is nobody responding to your offer and it doesn't mean that you necessarily have a bad idea. It just means that the way that you positioned it is bad and you need to keep tinkering with it. A lot of times it's not massive changes either. It's just little adjustments, maybe in the way you said something or the information that you led with. So you should go back and tweak it, change it, try something different.

Mark: Adam, would you agree like marketing is sort of a mindset. You're mind set is this we're just making experiments. Let's just try this experiment and see how it goes. We'll put \$5 towards it and if the market says no we'll change our experiment.

Adam: Yeah. I think that's a really important point, is that even with the best laid strategy and the best laid research and how well you know your customer, at the end of the day, if you're putting something brand new out to the world, there is an element of sort of experimentation and curiosity that I think you want to approach it because it's really interesting. If you love your business, and you love what you do, and you love your customers and serving them, it's a lot of fun. You get to go out there and say, "All right. How can I serve them best? What messaging can I use? What kind of offer can I put out there that's really going to help them get the results that they are looking for?" Yeah, you definitely got to expect that it may not click on take one, or take two, or take three. Obviously, the more sort of effort and prep you put ahead of time, the better your results.

But Scott, you brought up a really interesting point there that I really want to hammer on which is that we are not our customers. So even if we start the business with the intention because we're solving our own problem or our own need, we're not our customers just in the fact that we are the business or the service provider. So we've got something that we just call the curse of knowledge where we know way too much about our business and about the inside of it that it's almost impossible for us to totally separate from that. So we can try and be emphatic. We can try and put ourselves in our customer's shoes and all that, but we know way too much. We know like a level 10 out of 10 where a customer might be at like a two out of 10.

So we tend to bring it down a little bit, but probably not enough. The odds that everyone could simplify their business a little bit more are really darn good. So we definitely have to try and sort of be empathetic like that and remember that, the better that we know our customers from their point view and being able to use their words and their problems, the better we are going to do.

Mark: One of my favorite marketing books is the !22 Immutable Rules of Marketing and I'm revisiting it now only because Scott Todd mentioned it on another podcast. I'm like, "Son of a gun. I haven't read that in a while." Now that I'm reading it again it's like oh my gosh it's so brilliant. Even though the examples are so old, it's so bad. Scott, when was the last time you read that book?

Scott: Listen in fact, last week. Last week I went through it again. I tried to go like 2X on the audible while I was reading at the same time, which does make a difference. I know you said 3X and I tried it, I'm like I can't deal with the 3X. 2X is max for me, but I'll tell you, the examples are terrible because they are so old. It'd be great if they could update it, more modern stuff. But it really does make you kind of question like, "Wow,

what the heck? Have marketing managers at some of these companies like never read this book?" Because you see like they gave up their position. What are they doing?

Adam: That's such a good point. It's a shame that we see in the industry all the time, whether it's through marketing managers, or CMOs, or Business Owners, or even marketing agencies, or marketing consultants. Again, it's that focus on the tactics again so you go see them and you're looking for, say, a YouTube advertiser, a YouTube specialist or Twitter specialist, whatever it is. All this stuff goes on to the front end. How are we going to make a flashy video? How are we going to target it and all that and then all the lack of that foundational stuff or the positioning? What message are we really trying to get across? What's our branding conveying? What's our goal of the campaign? All of that just gets tossed to the waste side and it's a shame because what ends up happening is you got to spend twice as much, five times as much, 10 times as much to get the same results what you could have with just a little bit of effort. So totally valuable book.

Mark: You know what's interesting about that is typically in business if you ask a bunch of entrepreneurs, "What's tougher: strategy or execution?" 9 out of 10 will say execution but when it comes to marketing, it reverses. The strategy is really where the thinking comes in and the execution is just a bunch of experiments, but you have to go back to your strategy. But the real work, 80% of it is just getting to know your customers so well: what keeps them up at night at three in the morning and asking them like what is it, how can I solve this problem for you? Then getting that messaging so powerfully transmitted that it actually breaks through that noise. That take an Adam Erhart type of professional.

Adam: It takes a certain level of curiosity and OCD I think. When we take on a new client, there is a lot of sitting, and writing, and really hashing out images, and ideas. Like when I write a Facebook ad, say, it's just whatever it is, however long we decide it's going to be, that ad has been written dozens and dozens after interviews with client customers, interviews with the client themselves, extensive questionnaires. It's just been crafted so many times that by the time it's actually going out there to the world, we've already written this thing like a ton of times. Even then, we're still going to test it because as great as we think it is, we never know which image is really going to resonate, which image is going to get that click, get them to the next stage. So that's why we test everything because as good as we think we are sometimes, we still we never know which one is going to click. It's a fun but very work intensive process.

Mark: All right fantastic. Well Adam, we're at that point now in the podcast where we are going to put on the spot and ask you for your tip of the week, a website, a resource, a book, something actionable where The Art of Passive Income listeners can go right now improve their business, improve their lives. What have you got?

Adam: Okay awesome. Well, seeing as we've been talking so much about Facebook ads, one of the most important part of the Facebook ad and essentially when it comes to marketing in general is that image. The image is crucial. A lot of people are always wondering, "Where am I going to get cool new pictures, cool new images?" There is a number of paid royalty free image sites out there, but there is a free one that's kind of my go to. It's kind of becoming a little more well-known but it's still pretty underground and it is called Unsplash.com, U-N-S-P-L-A-S-H. It is a treasure trove of amazing images that tell stories, they invoke feelings, and it's valuable. So you spend a bit of time in there, dig through, find the right image for what you're looking for, and you can use it on your website, or on your Facebook ads, or any other sort of media source, amazing resource.

Mark: I love it. I love it. This looks amazing.

Adam: It's really good. I guess the only other resource is I've got a free Facebook ad image guide to help you choose the right image which you're able to get just on my website there. So if someone wants to go sign up and get access to my free PDF on how to pick the absolute, most perfect image for your Facebook ad which will increase your conversion, they can download it there.

Mark: Fantastic. Scott Todd, what's your tip of the week?

Scott: Mark, this one is selfish. It's just for me only. So if it's a value to you great, if not, look I give too many other good ones. So I'm going to enjoy this one. Check this out Mark. You know I love my drone and we were just talking about the goggles. Look what came out? It's the DJ Eye Goggles. So DJ.com/djeye-goggles.

Mark: Wait, DJ Goggles.

Scott: DJ Eye Goggles. Let me tell you. You can control your drone just by moving your head.

Mark: Whoa.

Adam: That is crazy.

Scott: Crazy, right?

Mark: That's crazy.

Scott: It shows you the flight path, where it's going.

Mark: That's really-

Scott: I'm going to need to sell some land.

Mark: That's really cool. I'm going to have to get this thing.

Scott: It's like you're flying man.

Mark: I'm sold. My wife is going to be so mad, but it's worth it.

Scott: You know, surprise her.

Mark: You know what, it's always better to ask forgiveness than permission. Honey, how come I haven't seen you all weekend and you've been wearing goggles?

Scott: I've been right here. What are you talking about?

Mark: What about the kids though? Are the kids going to want to do this? Do I have to get like a whole bunch of them?

Adam: Well that's a scary thought, especially if it allows you to control the drone with your head. So you might want to have a bit of a briefing, a pre-flight briefing before strapping those on anybody else.

Scott: Yeah. I don't know Mark. My son is not allowed to touch mine. So it's mine man. You want one? You get it yourself.

Mark: All right exactly. Teach them responsibility. Get a job.

Scott: Hey, self-control too.

Mark: Yeah, absolutely. Well, my tip of the week is learn more about Adam Erhart at AdamErhart.com. I have a link to his site. He also has a podcast. What's your podcast Adam?

Adam: Podcast is the Modern Marketing Podcast.

Mark: The Modern Marketing podcast. After this podcast, we are going to be like, "Get us on the podcast Adam."

Adam: There you go.

Mark: Very, very cool. So AdamErhart.com. Adam, I was going to ask about AdEspresso. What are your thoughts about AdEspresso?

Adam: AdEspresso I don't use it. There is a couple of different ones available, all sorts of like different like ad sort of supplementary help things to help you craft out your campaigns. The way that I run my strategy and the way that I design it, it's not as helpful to me just because I like to have full control over every aspect of it. I think if you're just getting started, it can be helpful, but again, it's one more thing that you're going to have to learn. So anytime that we introduce new software, you not only now have to understand Facebook, and the mentality behind it, and how to craft the ads, but now you've also got to learn Ad Espresso. I think also is that it's a good piece software. I've got colleagues that use it, some clients that have tried it in the past. I have used it before and gave it up basically just because it didn't match.

So might be worth a shot. I think if you're just getting started, I'd probably hold off on it until you learn the strategy behind it so that you know, "All right. Let's split test the image next, let's split the headline next, let's put together all these different combinations and structure our campaigns the way that we want them." Rather than just going out there and blasting like a 100 different ads and 100 different images and not really knowing why it worked, or which one it was that was the best, or not knowing again that strategy behind it. So short term, great tool. If you want to play the long term again, really getting your business, I'd probably just stick with the main Facebook ad platform.

Mark: Okay fair enough and you're like the 50th person to tell me that by the way.

Adam: Cool. There you go.

Mark: That's truly interesting. Scott Todd, are we good?

Scott: Mark, we're great.

Mark: Adam, are we good?

Adam: We are good.

Mark: I want to thank our listeners. I want to remind everybody that today's podcast is sponsored by GeekPay.io. You can always make more money, but you can't get more time. This is the only financial, automated financial CRM on the market, a set it and forget it system to automate getting paid. Whether you're an orthodontics or you're a land investor. This is one time set and forget system, collect ECH, ECH fails it collects your credit card, credit card fails it collects the ACH. You will get paid regardless. Check out GeekPay.io. I also remind the listeners, look, the only way we are going to get clouded guests like Adam Erhart is if you do us three little favors. You've got to simply subscribe, rate, and review the podcast. Send us a screenshot of the review to support@TheLandGeek.com. We're going to send you for free the \$97 Passive Income Launch Kit.

So Scott, are you ready?

Scott: Mark, we achieved perfection like live at boot camp.

Mark: Live was great. It's really tough on the Zoom here.

Scott: Adam, I'm sorry, but okay Mark, read.

All: One, two, three, "Let freedom reign."

Scott: Terrible.

Mark: It's terrible but not that bad. I think it's getting better.

Adam: I'm not sure what that was there guys. You might have to resync it.

Mark: Yeah. Adam, we're going to do that.

Adam: We did it live.

Scott: It was perfect.

Mark: It was great. The energy in the room was great.

Scott: But I think it's the delay between us, like recording it. That's what I think it is because live, we're perfect.

Mark: But it's fun to try to Scott.

Scott: Every time.

Mark: Every time. It's fun to watch the guests be like, "Oh God."

Adam: What is happening?

Scott: We are going to sizzle reel all the guests.

Mark: Yeah. That would be so fun just to see their faces like they're shaking their head, "Oh no."

Scott: Maybe, that's a great video to put together Mark and then breaks at boot camp. We just play that like, all the guests.

Mark: That would be good.

Adam: [00:33:31] [indiscernible] face palm.

Scott: Can you imagine like everybody to be like, "I don't know if it's bloopers," or if it makes them like leave the room for a break. I don't know which one it is, but we'll see.

Mark: It's not bad. All right thanks listeners and we'll see you ready next time. Thanks Adam.

Adam: Thank you.

[End of Transcript]