



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

**Mark and Scott talk with: Aaron Williams –  
BearLandProperty.com, Erik Peterson - LandOpia.com, Mike  
Zaino – LandGuru.com, and Mike Zaino – LandGuru.com on  
the Land Geek Round Table**

### **Transcript**

**Mark:** Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website, [www.TheLandGeek.com](http://www.TheLandGeek.com) and today's Round Table podcast post-Christmas, by the way. So, Merry Christmas to everybody. We've got the unbelievably calm, serene Erik—no nickname—Peterson. Erik, how are you?

**Erik:** I'm good. Merry Christmas. It's good to be back.

**Mark:** Yeah. It's great, it's great. We've got the Bear Land—Aaron joining us again, another treat. Bear Land—Aaron, how are you?

**Aaron:** Doing well. Merry Christmas to everyone.

**Mark:** Merry Christmas. The Zen master—breathe in the mailing, breath out the marketing—Mike Zaino. Mike, what's good man?

**Mike:** Everything. Everything is good.

**Mark:** And then last but not least six Sigma, Scott Todd from [ScottTodd.net](http://ScottTodd.net), [LandModo.com](http://LandModo.com). And most importantly, if you're not automating your Craigslist and your Facebook postings, [PostingDomination.com/TheLandGeek](http://PostingDomination.com/TheLandGeek). Scott Todd, how are you?

**Scott:** Mark, I'm great. How are you?

**Mark:** I'm great. You know why I'm excited for 2018?

**Scott:** Because it's now. Like 2018 is here now.

**Mark:** It's coming but the new tax laws are here. So, if you don't have a company, then you can't advantage. If you're W2 right now, you're not seeing any of these tax benefits. So you've got to get your [00:02:04] [indiscernible] which... and then, Scott, you've got that accounting course coming out?

**Scott:** Yeah and thanks for leading my tip of the day man. January 20th the 2018 edition or 2018 update for the accounting for Land Investors; it's updated for 2018. Some old stuff in 2017, some new stuff for 2018 and you can learn more about that at [ScottTodd.net/Accounting](http://ScottTodd.net/Accounting).

**Mark:** I'm excited about that. So, we're going to talk about this episode as we wrap up 2017 goal setting for 2018. So, Erik, why don't we start with you? How do you set your goals for the year?

**Erik:** I guess you know I try and operate on the 12-week year system. So, every quarter is essentially a year, but looking at 2018 as a whole as well. I kind of look at both of those aspects when I'm considering my goals and kind of ramping up through the year.

**Mark:** Okay, okay. Bear Land—Aaron what about you?

**Aaron:** We also use the 12-week year system. I'm kind of somebody who's not very good at systems like that. My wife, Bear Land—Melissa is much better at it, but each period I try it again and even if we don't get through a program like that, it helps tremendously to have a roadmap because it definitely keeps you on track to an extent. So, I mean I think a lot of times we can get into an issue of trying to do too much, too many goals. So, going into 2018 I've kind of decided that I'm going to make sure that I get this completed and I am just doing one main goal so I don't get myself distracted by other goals and that sort of thing. So, we are like getting one

main goal that we're going to go full force on and make sure it happens for 2018. Well, actually, like Erik said for the first quarter of 2018.

**Mark:** So, really it's four big goals for the year.

**Aaron:** It is four big goals for the year. So...

**Mark:** Broken down into quarters. I like that.

**Aaron:** Broken down into quarters using the 12-week year system.

**Mark:** Right. Mike, what about you?

**Mike:** Well, I think somewhere... I think we all love these 12 week year—the micro goals, we have a macro goal. I think we had some kind of frontloaded. At the end of this year, I think I've told you before 4000 mailings, so we have a ton of properties coming in right now which are setting the stage for this coming year. So, we met with our team of people which I think one thing we did really well in 2017 as we close down and look back is really employed some good people as part of our team and we're really ready to move forward into 2018.

So, to get ready for that we've had some kind of end-of-the-year brief meetings and just talked about the goals, but it's good to have that macro goal for the year, but also those micro processes that are going to make it happen. So, that's extremely important and I think that just really we're excited to kick it off, but you know in terms of the goals, yeah. I think that we're [00:06:00] [indiscernible] upon the key topics. You've got to have a macro goal for what you want to do for the year, but you need to break it down into micro components and then enjoy the process step-by-step. This is something that is going to happen moment to moment. So, you know enjoy the process, so we're doing it. We're getting ready to really enjoy the process of a New Year with a whole bunch of new properties, our inventories are going to be jacked, and it's going to be really fun.

**Mark:** I love it, I love it. Scott Todd, how about you?

**Scott:** I reverse engineer everything. So, I start off with the big goal of what I want to do in the year and I start backing back down into it. So, for example, if I wanted to make a certain number of sales in the year, I know I have to buy like that many properties or more. So then I just start doing my math backwards. If I'm going to... let's see in 2017 at last count we sold 225 properties this year. So, if I'm going to do that again in 2018, I know I need to start buying X number of properties per month and in order to do that I

have to mail a certain amount. So, you just start backing into it to achieve the goals that you want—it could be sales; it could be passive income. Maybe you want to have \$10,000 a month in passive income by the end of the year, great! Divide by 52. You know how many sales you need to have and you know how many properties you need to buy. So, start buying them; start mailing.

**Mark:** I love it. How many of you get your spouses involved with your goal setting? Is it a solitary activity or is it a team activity? Erik, is it you or do you get everyone involved?

**Erik:** No. It's pretty much just me. My wife—I don't get her too involved in the business. It's not really her expertise. So, you know I tell her what's going on and how things are progressing, but she doesn't get real involved in the day-to-day or even the goal setting. So, that's kind of how we work.

**Mark:** Yeah. I'm kind of the same way and then my wife asked me questions like, "Why don't we do this together? It could be fun." Bear Land—Aaron, how about you?

**Aaron:** Well, I would say for us it's definitely a combination of both for a couple reasons. One is obviously we're you know two individual people. We have some individual goals and that's a personal thing. We're both co-owners in Bear Land so we have some mutual goals that we talk about and set as far as that go. But also within the business we are segmented. She does a certain part of it; I do another part of it. So, we would have some business goals that are also individual goals for the business because of our respective parts. So, that's kind of how that would work.

**Mark:** Okay. Mike, how about you?

**Mike:** Well, in terms of what we just discussed for the goals for next year that was not involving Laura, but I think I have been pretty vocal. She's built her own business model which I thought was better. So, it's completely all her and so she has her own goal. She's sold several properties already; she's buying a bunch more. So, it's really... she's having a great time with her own goal setting in her own area.

So, as far as what's going on with what I just mentioned earlier up with meeting with that team, that's completely separate. I just found it better to kind of set her on her own because it's such an empowering business to build this model from basically essentially nothing, right? We've built something from nothing and all this value and all these. It's just such a

great process. So, no. She's not involved in my goal setting per se, but she's getting involved in her own and so that's going well.

**Mark:** All right great. Scott, what about you?

**Scott:** No, not really. I kind of just make the goals and go to it and I run the business, so off it is.

**Mark:** When you guys are setting your goals like I know for me like I had to do like several drafts of goals because sometimes I'll think oh I want to... Like I've got Grant Cardone on one shoulder, then I've got like Leo Babauta on the other shoulder who is like you know, keep it very simple. Like do not even set goals, like just live in the moment and then like I've got Grant Cardone kind of like 10X it. So, like I have this internal conflict of the goals aren't high enough or you know just do my best, don't stress out about it. Goals aren't high enough, just do my best, don't stress out because it kind of takes the joy out of it in a way.

So, what makes like for me it's almost like this feeling of okay, once I write it down it doesn't feel too unrealistic, but it's also exciting. Like even if I don't hit it, if I get half there, I'm pretty excited about it in a way. So, it's like will it kind of keep me excited and motivated? It has to be big enough to do that, but it also has to be not to the point where like I'm going to beat myself up if I don't hit it, you know what I mean. I mean, Erik, do you have the same kind of conflict with the actual like okay, what is my goal going to be and how do I write this down and like commit to it?

**Erik:** Yeah. I do. I mean I think for me often times when I'm setting goals, I tend to probably not set them big enough. I guess I kind of... it is not that I feel like I can't accomplish it, but a lot of times it's just like you know you start to think about numbers and different goals along the way and it's easy to look at say 10X or 5X or 3X. You know whatever you want to do it to look at that and say, "Man, that's just so much bigger than I did this last year. Like is it really possible for me to do?" So, I certainly have an aspect of that and I try to find it kind a healthy balance in there that seems like it's going to take some serious work to achieve. However, it doesn't seem so big that it just isn't practical and doesn't feel possible. So, I try to find that balance.

**Mark:** Yeah, I like it. How about you, Bear Land—Aaron?

**Aaron:** Kind of there's this duality of being able to accomplish the goal and having it challenging enough and yet having it big enough to be significant so you do get that energy and that excitement over accomplishing your goals. I think it depends on where you're at in your life and so forth.

Because there's a lot of people that have that syndrome of keeping what they want to accomplish in their head and not writing it down and we know from books and you know a lot of people that when you do that, you often won't accomplish it because I guess it's a dream and not a goal. So, I think the most important thing is writing it down, getting it into a place that you can review it off, whatever that means to you.

But if you're maybe newer to setting goals, you don't need to 10X it. Make it something that you can accomplish with some effort that is more than just a day's worth of doing something. Make it just big enough and kind of get some momentum there. Get some goals going that you can accomplish and start to get that feeling then you can worry about 10X'ing them and that sort of thing or whatever. If you're somebody that is very goal oriented, has been doing this in a long time, then you kind of know where you're at. You know when you write down your goals. You get them out of your head. You know if it's going to be a challenge or if you need to make it bigger—that sort of thing. So, it kind of depends on where you're at in your station in life, I think on what goals and how you need to approach that. But I think the key absolute key to it is getting them written down where you can review them in whatever way that works best for you because otherwise they're not a goal; they're a dream.

**Mark:** I like it. How about you, Mike?

**Mike:** Yeah. I think goal setting is interesting. I mean what's it like a million dollar, a billion dollar? It's a huge industry, right? People talking about this, but it's important to realize a couple of things. One that it's like cause-and-effect. So, it's not so much about making up these lofty you know the way we want things to be. It would be realizing that if you do this, if you mail this, then this will happen, right? These many mailings. This is cause-and-effect process. If you just do something, then something else is going to happen. In fact, by doing nothing, you're still creating something. So, you just have to take the correct actions. I think it can be a little bit almost scary with this business in the sense of how big it can get and how good it can be because and that can kind of...

I know for me it's like all of a sudden things start happening and you realize you're on track to do something like bigger than you thought maybe initially possible and it can be a little overwhelming on the good side I guess to realize how big this business truly can be and how simple it can be as well. Once you employ like the delegation and the automation and the software, it's pretty scary.

The final thing is like what you were saying, Mark, and I do agree with that. It's like this whole idea of setting this goal, but then living in the now. So, it's like, "Oh no. I don't want to do that my mind always." And I liken that to the fact when I go out to eat I walk into a restaurant. I always immediately scan the area. I sit down so I face the door, all these things. I would have talked to someone which I had they're like, "You're paranoid." Well, I'm not because what I do is I do that and then I sit down and I enjoy my meal and I forget about it. Because if something were to happen, I already have it all pre-planned out.

So, I think goal setting is the same way. You make this huge goal set for yourself that you're going to accomplish, but then you live in the now. You know it's there and you readjust it. You know you're going into a new environment; you readjust it. So, I can kind of agree with what you said. You need to be present in the moment to make these all enjoyable and to make it happen, but you need to have that larger vision as well.

**Mark:** Right. How about you, Scott?

**Scott:** You know, Mark, I think that one of the things that people kind of confuse when it comes to goal setting is that you don't have to do it all yourself either, right? Like a CEO of a company, when they plan their 2018, they're not saying that "Well, I'm going to achieve you know..." Jeff Bezos, for example, isn't saying I'm going to achieve this you know me personally. He's building, he's got a team, and he's got that vision going. So, for like an Aaron, for example, where he was saying that "Man, I've got my notes; I've got it written down." You know that's great to have it written down, but essentially I think you have to come out from the perspective of a business owner. You know write down the business plan.

What are the goals for the year? I like to write them down and then who's going to do the work? Because I can tell you, it's probably not going to be me. I want to do what you're saying—just live in the moment. Like did we achieve the goal? Let me check at the end of the year. Did we achieve the goal? Why not? What happened? Of course you can't to do that; you've got to check in more frequently. But man, don't conceptualize this as like, "Okay. I'm going to put it in paper that means I have to do it."

**Mark:** I like that and I really like my compass worksheet sort of methodology where I have it right next to me and I've got my word goal for the year and then I put it on the week. Then I've got my most important goals and it's usually like five or six and these are like the big, big goals for that quarter, but then I've got the weekly most important tasks and usually that's like five or six things for the week and just that's what is going to

move the needle and then I've got the 10X goals that kind of really get me excited. So, I kind of have it all right there. I can look at it and you know it kind of gets the heart pumping a little bit. You're excited; it's concrete and then it also allows me to kind of just not ever waste a moment with decision fatigue. Because if I'm looking at my calendar and I've got a break and I think to myself, "What should I do right now?" I can just go to my compass worksheet and it just like, "Oh, that's what I need to get done." And it's just right there. So, it really helps that for me as well.

Well, guys, that was a fast podcast. Let's just get to the tips. Shall we? What a way to end 2017! And of course the 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 businesses, improve their lives. I would be remiss if I didn't mention that today's podcast is sponsored by what will be next year the most successful SAS in the universe [GeekPay.io](https://geekpay.io). Because let's face it, it's creating so much value. The only set it and forget it system of getting paid on an automated basis. It does the amortization; it does all the notifications; it automates everything. You can always make more money but can you get more time? Absolutely not. Sign up today [GeekPay.io](https://geekpay.io). Get your first note for free. All right, Bear Land—Aaron, we're going to start with you. Your final tip of the week for 2017. What have you got?

**Aaron:** I'm going to hit you with another bear themed tip. This one is called [bear-writer.com](https://bear-writer.com) and what it is is it's a notes type application. It's for iPhone, iPad and Mac and it kind of expands quite a bit on what Apple's done as far as you know the little notes program and I know we have plenty notes programs that we use in the business like Evernote is great. This isn't something to replace that, but it's kind of that you know top of mind I want to jot something real quick in my phone so I don't forget it with links and some good searchability and that sort of thing. Not that it's a product that is necessarily so different than everything else, but it is pretty elegant and it's free. They do have a Pro version that's actually pretty darn cheap too but it was pretty nice. I'm testing it out right now. I'm going to share it. It's called [bear-writer.com](https://bear-writer.com).

**Mark:** Are you sure it's not just Bear you record notes and prose?

**Aaron:** Yeah, that's it. Bear.

**Mark:** Bear. It looks nice. You know who would like this? It's Erik Peterson.

**Aaron:** Yeah, because it's got an advanced markup editor with programming language. Not that he's a programmer, but...



**Erik:** I see that.

**Mark:** No. Because he likes design and this is like well-designed. Cool. All right. That's a great tip. Erik Peterson, your final tip for 2017, which means it's the last time we get to try to throw you off your game.

**Erik:** Oh man.

**Mark:** At least for the year. I mean we've got 2018 to look forward to.

**Erik:** That's a lot more tips I've got to think about, but today's tip is going to be a Mac app called DaisyDisk. I will put the URL in the chat here. There's a free trial. It's \$10 to buy. I think you can get it in the App Store, but basically, it's just a tool that analyzes your hard disk, looks at all your files, and shows you where you're using a lot of space. This is particularly useful if you're running out of hard drive space. You can run this app and it will show you your largest files. You can drag some to the trash to throw them away and it offers all that functionality there for cleaning up your drive. It's got a nice visual interface and that's it.

**Mark:** Now, do you like this better than Clean My Mac?

**Erik:** I don't know Clean My Mac? But I don't know... I know Hazel, for example, you know you can automate some stuff with that and that's good for certain things as well. This is more like you know you're in a crunch, you're running out of space on your hard disk and you just need to clean some stuff off. This is a quick way to find maybe what's taking the largest amount of space on your drive and start to delete some of that.

**Mark:** Okay. So, check out Clean My Mac, Erik, because that's what I'm using and see if you like it as much. I don't even know how much I paid for Clean My Mac. This might be less money. Oh, Clean My... where is it?

**Erik:** I'm looking at it here. It's [CleanMyMac.com](http://CleanMyMac.com).

**Mark:** Yeah, but good tip. I mean pretty safe, pretty basic, but you know, it's okay.

**Erik:** What can you say?

**Mike:** He just said it.

**Mark:** It's like Scott Todd recommending Panera bread for lunch. You know it will feed you.

**Aaron:** Erik, don't feel bad. I actually had a similar one that I was keeping in my pocket for down the road. So, I guess it's good that you brought it up first.

**Mark:** Zen master—Mike Zaino, what's your tip of the week?

**Mike:** My final tip of the week...

**Mark:** The final tip of the year.

**Mike:** Wow. Well, it's got to be something my Kungfu teacher taught me. There is this one time he told me, "The problem is your brain." At first I never understood what he meant by that until basically I would have a hard time learning certain concepts, techniques and he kept saying, "The problem is your brain," and the reality is it's true. We have a tendency to overthink things.

We take things and make them too complicated and the same thing happens with this business. We have the five plates as Scott calls them. This business model is fairly simple once you wrap your head around it, the automation and whatnot. So, I guess just to realize that don't overthink it. You know you have to do so many mailings, like Scott said you can reverse engineer the process. Do that, keep it simple and don't overcomplicate things. The business model can be simple and efficient if you make it that way. So, the problem is your brain.

**Mark:** All right. I love it, I love it. Scott Todd, final tip of the year?

**Scott:** Mark, you know about Ryan?

**Mark:** Oh, yeah. I do know about Ryan; he was on Saturday Night Live.

**Scott:** Ryan, the six-year-old Ryan who makes all 11 or who made \$11 million on YouTube playing with his toys. Okay, he didn't really make \$11 million; his parents made \$11 million but here's Ryan he's out there and basically something as simple as we would all rather do which is just play with our toys. And Ryan has amassed just a huge following. Kids from all over the planet like have become friends with Ryan through YouTube.

I just want to show like as you start to think about 2018, as you start to think about your goals for 2018, just think like it doesn't have to be complex. And Mark, you say it all the time like land is a simple business model. It doesn't make it simple, but it's a simple model, it's not complex. I

think sometimes when we're trying to get out of our 9 to 5 jobs and we're trying to get the freedom that we want we think that things have to be complex because well, because as humans we want it to be complex so that it justifies our time. Lean in into 2018 just do something simple, commit to it, have fun with it and who knows, man, you could have an \$11 million cash flow coming to you simply by playing with your toys.

**Mark:** I love it, I love it. My final tip of the year is going to be... here's a way to actually set goals because sometimes we get stuck like how do we even do this. So, it's a little site [StunningMotivation.com/11-effective-goal-setting-templates-for-you](http://StunningMotivation.com/11-effective-goal-setting-templates-for-you). Goal setting templates, right? Good, Erik Peterson?

**Erik:** I'm looking at it now.

**Mark:** All right. So, I do want to remind everybody that if you do want more passive income and you do want to let freedom ring for 2018 incorporate; don't just take the knowledge that we're giving every week; execute, execute, execute. As Scott Todd loves to say at boot camp, move your feet, move your feet. You should be moving, you should be doing something every single day, kaizen continual improvement. And if you're not, let us help you. Go to the [LandGeek.com/Training](http://LandGeek.com/Training) and we can really sort of help get you motivated for 2018, get a plan, set up for you whether it's with the Toolkit, Flight School or even one-on-one coaching, right?

So, this is the year because let's face it like even if you just get \$1000 a month for the rest of your life in passive income, that's it; that will move the needle, right? And that will be a huge ROI on any type of training that you go with and that's really, really low by the way. So, that's going to be my tip of the week is commit to taking massive action for 2018 in a way that actually supports your major 'why' in life, your purpose in life. We're not meant to wake up at 9:00 and get off of work at 5:00, spend a couple of hours eating and then zone out on Netflix like a zombie and go to bed, right? There's a lot more to life and to find out all of those things that life has to offer, you have to have time to think about it, to experience it and unfortunately for most people, they're caught in this trap and this vicious circle if you will of money, money, money. And then somehow, I'm going to be able to do what I want in life. It just doesn't happen. So, this is your way for 2018 set a plan to have your passive income, exceed your fixed expenses and work because you want to, not because you have to.

I want to wish everyone a happy, healthy New Year. I want to thank everyone for supporting the Land Geek community for 2017 and we've got lots of great things in the queue for 2018. Are you guys ready to do this?

**Scott:** Let's go, Mark.

**Mark:** One, two, three.

**All:** Let freedom ring.

*[End of Transcript]*