



THE LAND GEEK

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

Mark and Scott talk with: Erik Peterson – LandOpia.com, Mike Zaino – LandGuru.com, Cynthia Tripathi, and Tate Litchfield-FrontierPropertiesUSA.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 and for this week's Round Table we've got the Zen master that cannot pronounce his R's Mike Zen master Zaino. Mike how are you?

Mike: I'm all... I can't even say it now. I'm all right, sort of. I'm doing good. How are you?

Mark: I'm good.

Mike: R's are overrated.

Mark: They are. They are way overrated. Then of course we've got the pleasure of listening to the female guest because we've always been so male dominated. So nice to have Cynthia Tripathi. Cynthia how are you?

Cynthia: I'm pretty good.

Mark: Great. You're not intimidated by all the testosterone.

Cynthia: A little bit I am actually, but I am here.

Mark: Really?

Cynthia: Yes.

Mark: All right.

Mark: I think it's great that you're becoming a fixture on the Round Tables. So thank you.

Cynthia: Thank you.

Mark: And then the big Poppa - Tate Litchfield. Tate how's it going?

Tate: I'm great. Thank you. Everything is moving a long, it's getting cold.

Mark: It's getting cold. How's the baby? How's the sleep?

Tate: You know we're sleeping as much as anybody can expect I guess. Not great, not bad. Whatever... it's fine.

Mark: Are you bringing the baby to boot camp San Antonio?

Tate: I don't think we're going to go to boot camp. I think we're going to ...well...not San Antonio but I think Scottsdale we're planning on it.

Mark: All right awesome.

Tate: And then for sure the [00:01:58] [indiscernible].

Mark: Yeah, definitely and then Erik, #TeamErikPeterson. Erik how are you?

Erik: I'm good thanks.

Mark: All right great, great and then last but not least, you know him, you love him Scott Todd from ScottTodd.net, LandModo.com and of course if you're not automating your Craigslist and your Facebook postings PostingDomination.com/TheLandGeek. Scott Todd how are you?

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

Mark: I'm good. Just a reminder today's podcast is sponsored by The Land Geek Boot Camp. So if you haven't registered for Boot Camp go to TheLandGeek.com/BootCamp. We're almost full for San Antonio so do that now.

Oh, by the way do you know we have a set-it and forget it system to get paid called GeekPay.io. I never say it but I feel compelled to just remind the listeners. All right let's just get into it. This is kind of a more woo, woo topic but as we kind of get down to the end of the year I think it's important to kind of take stock of where we've been all year and then look forward and it's kind of New Year's resolution time. So Mike Zaino we'll start with you. How do you define success?

Mike: I think that's a great question because I think everybody defines it differently. One of the great things about our businesses is the time creation. I like to think of all our systems kind of like force multipliers. Like we're really just creating so much from so little of our efforts.

So success to me is being able to honestly spend time at my house, spend time around my kids and do things that are obviously meaningful as probably a lot of people define success that way. I mean I work for the fire department and I used to do a lot of overtimes and that would take up a lot of time away from the family. I don't do that apparently anymore and it's just been a whole new kind of experience. So success to me definitely revolves around time and just what I want to do; I want to be in the yard, I want to be in my basement, hanging around, tinkering with stuff and just relaxing. So I'm able to do that through the land investing so to me it is success. Being able to create a system where you can pay for your bills, pay for your expenses through this passive income and then just chill.

Mark: Phenomenal. Cynthia Tripathi what's your definition of success?

Cynthia: I agree with a lot of what Mike said. I completely agree it's about time having the time to do the things that you want and I think it's different for everyone. Everyone wants to spend their time differently but I, also for me a big part of my definition of success is also synonymous with my definition of happiness which is growth. Because I'm the kind of person like if I'm not growing I'm really unhappy and that's how I kind of stumbled into this land investing business. Because I was like Cate what's next? What's my next goal, what's the next thing I'm going to accomplish?

And I think that the goal is the same for a lot of ambitious people. You know a lot of ambitious people, everyone on this call, probably all the people listening to this call you all want more from your life. You know you what

that drive and those goals to work towards and for me that's success. It's constantly growing, constant and never-ending improvement so that you can achieve your goals but also being present. Like enjoying the journey more, working on those goals, getting that progress and then you know what Mike said spending time with the people that you want to spend time with, doing the things that you want to do and really embracing that.

Mark: Yeah, I like that concept. It reminds me of this term that I used to say a lot like you're either camping or climbing and we can't keep climbing, climbing, and climbing all the time. At some point you've got to go and shut down a bit, camp and then get ready for your next climb. But I think the challenge for ambitious type A people is gearing down and actually camping and being present and then getting ready for the next climb. I don't know. I know for me I've had challenges like that at times where I'll gear down and maybe I'm taking a long hike I'm like oh wait I should be working. The 'shoulds' kind of like start taking over and now instead of being present now I'm in my head like I should be doing this, I should be doing that. It's just like I have Elon Musk on my shoulder because I just read his autobiography I feel like but that guy is working now. I think it's one of those challenges but I really like that answer just much as much as Mike's too. Tate Litchfield what's your definition of success?

Tate: Success, it's an interesting topic and it's different for everyone. One of the things that I really like doing is reflecting on my why, like what motivates me in this business and what I've realized is success and happiness and my why all go hand-in-hand. So for me I'm judging my success based on the quality of life that I'm living and the activities and the time that I'm able to do or time that I'm able to spend and devote with the people that I love and care about. So that to me is the definition of success.

When we start off on this journey everybody starts with a number in mind and as they start to buy and sell more property and they start to build that passive income what I found is that the number tends to get a little bit smaller than what you originally thought it was. Because you realize with all this free time you're able to do things that actually bring you a lot of joy and happiness and so you don't need as much money. For me success comes down to kind of time and the ability to be a present dad and a good husband and give back to my community and the people that I care about.

Mark: Wow that was deep. I think I'm going to steal all these different... see this is why I'm going last because I get to steal everybody's answer. Erik Peterson what's your definition of success?

Tate: I think that success for me, first of all comes just in small increments really. I mean its meeting big goals but it's also meeting small goals and through meeting those small incremental steps it gives you that momentum to keep moving forward and ultimately just kind of feeling successful for achieving those goals even if they're small and working towards those bigger ones. But ultimately like everyone's kind of saying it comes down to freedom and having time to spend with family, friends and whomever you might want to. So I don't know, I guess that's kind of how I look at it.

Mark: You know for a second there I thought Erik was just going to be like a Tesla but he didn't which was shocking, shocking.

Erik: Isn't that in your list?

Mark: We'll get to me Erik. We'll get to me.

Mike: Oh geez Erik.

Mark: Geez.

Mike: That's a little...

Mark: A little aggressive.

Scott: Get to show us now Mark.

Mark: I'll get to my list. I've got a whole list Scott Todd. Look at how quickly Scott comes in to Erik's defense.

Erik: Team Scott.

Scott: I think you're [00:09:57] [indiscernible] to something. I don't know.

Mark: Possibly. Scott what's your definition of success?

Scott: There's been a lot of great answers so far, but I think that defining success... I mean like before it used to be like I needed to earn a certain amount of money. Like I wanted to have a certain amount of money, I wanted to have a certain level within the company and then all of that shifted at one point to where as long as my bills are paid on a monthly basis all is good. Yes, it's nice to plot on more money into savings, etc. but I think that at the end of the day for me it comes down to time. Am I able to do the things within my time that I want to do?

Mark it's not secret I've been taking like flying lessons. Learning how to fly a plane and so it's really cool because I started that process in August, the end of August and basically I'm almost done. So in four months I've gone from never really doing anything with the plane to actually like flying the plane by myself now, like ready to take the FAA, [00:11:14] [indiscernible] etc. but there's no way, there's no way I would have been able to do that in four months had I not had the time. I mean the fact that I was able to take three days a week, a couple hours each day to go do that it really became a game changer. Because you know I was able to do it faster, I was able to go faster, I was able to pick up information faster and I was able to allocate like time to even studying for the knowledge exam, like the written exam. That's stuff that it takes time and a lot people have to put it off because life gets in the way and for me, I was able just to plough down and just do it and have fun.

So like that's a definition of success for me is can I control my time, how much of my time do I control and are we paying the bills and is the bank account growing? I mean all of those things, are meaningful to me. I think you really to determine what's important to you. Is it time, is it money, is it whatever it is and then that's your definition of success not mine.

Mark: Yeah, I mean I think if you asked me what my definition of success was like 10 years ago and I was being super, super honest, like not kind of giving a typical answer that would be politically correct. Like if I was really, really being honest I'd be like making more money than my brother-in-law or something very, very ego driven or having a bigger house than Scott Todd or something like that. If I was being really, really honest it would have been something very ego driven and I think today especially going through what I went through in 2010, my definition of successes is creating meaningful work, meaningful relationships. Like what Cynthia said growth, what Tate, Scott, Mike and Erik said you know working when I want, where I want, with whom I want, you know this time. Because we can always make more money but we can't get more time.

What time I think buys you is to do those things in life that you really, really want to do. To be the best version of yourself and you know like this morning the best version of myself was actually going to a new breakfast place with my wife and putting the phone away and really having an in-depth discussion about our middle child and where he's going to go to school next year. There's no way we would have been able to have that relaxed conversation over breakfast, on a Tuesday if I was working my investment banking job. I would not have had even the energy to be present after coming home from work, I'd be like where's the scotch? I need to gear down, I just had a really stressful day. And then she would have come to me

around 9 o'clock at night and said, "Hey, we need to talk." I'd be like can we talk tomorrow or we'd have to defer it to like a Saturday and I think it's these little precious moments for me that are like okay that for me is success. I don't know, Scott do you like that answer?

Scott: I do. I think that's what a lot of people miss. I remember like when I was working for the man and I would go meet my wife for lunch you know it was very rapid, like I've got to get back. There was a sound on my phone because I had VIP alerts set up. You know like if my boss emailed me ding my phone would go off or if there was something urgent ding I had like all these VIPs. So my phone was always ding, ding, ding all day long and I ignored all the other emails. Not really, but I mean like those were low priority. But when I heard that little ding I would jump onto the phone and there's no way that you can enjoy the moment when you're obsessed with your phone or your thought process of all oh well this is what's going at work, I've got a problem at work or what are we going to do about this problem or I've got this deadline.

And honestly, you know like in this business it's great like there's no deadlines. You know that the dings on my phone are gone, it just doesn't exist and probably the closest thing I have to a ding right now is Voxer and I've kind of shut that down because it was kind of annoying to me. So I go in and look at Voxer but it's not something that I jump on right away so you get to control. Like you get to control your time, you get to control the annoyances in your life and then all over sudden you start to look at things and you're like was that something I really even want to do, do I even want to deal with that anymore. Whether it's a customer or something like how much frustration do I want to interject into my life or none? Like it's okay, like it's all okay because I control the time and I control everything else.

Mark: Yeah I like that. Tate.

Tate: I was just thinking about what Scott said right there and I always tell myself that there's no such thing as a land emergency, they just almost don't exist in this business. You can have a disgruntled customer but you can have somebody call Mark. Have a VA call him back for you and say you'll give him a call tomorrow or when you're back at your desk. So that's kind of the beauty of this and this business eliminates that need to be a hundred percent on your phone or near your computer all the time, 24/7 and that right there is one of the definitions of success. I'm not tied down, I can go to a movie in the middle of the daytime and not worry about my emails.

Mark: Yeah and then I think this is a good question for Cynthia because you just recently quit your job and so what do you do with all this time now?

Cynthia: I'm not out there; I'm not at this level yet.

Mark: Are you lonely? Like are you calling your friends and be like let's go to the movie at matinee and they're like we're working Cynthia?

Cynthia: My time is slowly freeing up but I'm not at the level where all you guys are where you're not really working.

Scott: Mark she has survivors guilt. Right now she's in the survivors guilt phase; I've spotted it.

Cynthia: What's that?

Scott: It's where you can walk away for the day and like just to enjoy life but you feel guilty not working.

Cynthia: Yeah, that happens all the time.

Scott: See.

Mark: We've all been through it and you'll get over it but it does take some time. Like usually you have to meet some certain thing. What's that Cynthia?

Cynthia: I'm still at the point where there's like a ton I have to do. It's not as much as it was when I started but I'm slowly getting there. But yeah I do kind of get lonely sometimes. Like I'll go work with Mark at his office. I'm like I'm just going to come work with you today because I don't want to be alone." But my cats keep me company so that's nice or I'll go for a walk in the middle of the day to go see the nature.

Mark: Yeah. I'm writing a book now and one of the chapters is the downside of all this time. It's like no one's around, everyone is working, it's like dude let's go hangout and it's like I'm not my own boss. I'll get fired if I just you know leave for matinee. I'm like okay so...

Scott: And what's the problem?

Mark: Yeah, I know exactly. I'm like doing you a favor. But Erik Peterson you're still working, you work from home. I don't know what's your work day really like?

Erik: Yeah, I do work from home, I'm here by myself. My wife comes and goes based on if she's got a run errands or pick up the kids in the afternoon from school and different things like that. But I've been working from home for quite some time now. So you know I'm kind of fully adjusted to it and it's just part of my day I guess. It's really nice to get out each day though. I really enjoy just driving my kids to school in the morning because it gives me an opportunity to get out the house for a little.

Mark: Yeah, absolutely, and absolutely. All right let's... Go ahead Cynthia.

Cynthia: I was just going to say for me I think working from home was a big adjustment. I think it's like it sounds really awesome because before I was commuting 40 minutes one way to my job. So I was in the car an hour and half every day and I was so excited. I'm like I'm not going to have a commute, this is going to be awesome, and I'm not going to have to get into my car. But I also think that it's like after the newness of it wears off I think it's a big adjustment especially if you're used to working for someone else and having to drive to an office every day where I think most of us have probably been on this call and it's a big adjustment.

I mean I literally had to cancel my Netflix account because I would work and then I would say I'm going to eat some lunch or just watch an episode [00:21:01] [indiscernible] and then three hours would pass, it's 4 o'clock and I'm like argh this is terrible because no one is there managing you or telling you hey this needs to get done by this time. So I think for me and I want to say a lot of people working from home it takes some time to really get into that rhythm and set that schedule for yourself and say okay these are the things I'm going to do today, this is I'm going to be at my desk by this time. So I think there's definitely some adjustment to if for sure.

Mark: Yeah, I remember... Go ahead Scott.

Scott: I was just going to say Cynthia like you don't have the like work during the day?

Cynthia: I like working during the day. Why wouldn't I work during the day?

Scott: See I don't want a day job. If anything I'm just going to answer some emails at night, that's a dream. But that's my definition of success.

Cynthia: [00:21:48] [indiscernible].

Mark: Cynthia you're kind of like that kid that like had really, really strict parents in high school and then all over sudden they go to college and they

freak out with all the freedom and I think we've all been there when you make that transition. I remember I think my second year working for myself I'd done really, really well that first year and it was kind of getting easy. I'm like you know what I'm going to get an Xbox and I brought an Xbox into the office. For hours I would play Xbox and I was feeling guilty but I was addicted to it.

I'm like wait a second there's no consequences to this. I'm playing Xbox for hours, my wife doesn't know, she thinks I'm working and finally I was like this is just I have to be an adult. Like people would come by the office and they see it, I was like embarrassed for myself, like I'm a man-child. So finally I got rid of it but I went crazy like with all the freedom. So now like my wife would say I have OCD, but I think I'm just self-disciplined and I have structure in. I almost think that having more structure creates more freedom in that way. But that's a whole different topic for a different Round Table. Let's go to the next topic Mike Zaino. Shutting down early for the holidays. What are you doing this year?

Scott: Is that a joke? This can't be a real topic. There's no way we're going to talk about this right now.

Mark: Look if you're in Flight School...

Scott: You're talking about like shutting down like I don't know like Christmas Eve night early. Is that what we're talking about?

Mike: [00:23:37] [indiscernible]

Mark: Yeah. So the Flight School people...

Mike: You're screwed.

Mark: ... know the [00:23:43] [indiscernible], there's no shutting down. The machine continues to work. That being said I mean, you know it is something we should discuss. Mike what are you doing as far as the last two weeks of the year?

Mike: I guess along those lines along those lines I'd say that things are winding down and kind of already putting my vision towards the next year and so really just kind of cleaning house. Still sent out a massive amount I think probably within less, after this next mailing about 6000 mailings have gone out. So we've really taken massive action on that and because I know we're frontloading next year with a ton of properties to really set us up for a great year. So really I am just kind of winding down with some really nice

acquisitions, still making some sales. I'm just kind of letting the dust settle and I'm not getting too comfortable. I don't believe in getting too comfortable.

But I think just slowly looking for the transition into next year and setting some big goals and just happy about what we've accomplished this year but still a lot uneasy as we talked about it. We want to be uncomfortable and move into something bigger and better next year. So we're lining it all up. Now I would say I don't see myself shutting down because I guess the people that do the work for me are going to take time off but the system itself will still be moving. Maybe it will slow down a little bit but I don't think it will completely shut off.

Mark: Yeah, absolutely. Cynthia Tripathi?

Cynthia: I mean if people want to buy land I'm here to sell it. So I have no plan for shutting down. I'm ready to take sales.

Mark: All right.

Cynthia: [00:25:21] [indiscernible].

Tate: Yeah, I mean we're going hard until the last day, we're not slowing down and I mean doesn't mean I'm not going to enjoy some rest time but the way that our business is built it's you can spend a couple hours prior to going on holiday and everything continues as normal. Payments get processed, emails go out, deals of the week get sent, we don't even have to think about it. So the business is still going to run, we're still going to sell property up until the end of the month. I mean we'll probably sell a few more before the end of the year. So we're going full gas until January and then it'll be even more motivation to go extra hard in January. We want to start off the year right. So these last few months business will continue as usual.

Mark: Yeah. How about you Erik Peterson?

Erik: Pretty much the same. I will be traveling at the very end of the month for about a week, little more than a week but the business will keep running. I will continue to do what I need to do on a daily basis to keep things running. But yeah, I mean I'm looking to get a few more sales before the year's out.

Mark: Great. I also think it's good to take the time off just to test your systems. Like what does happen when you go away? I think it's always

helpful stress test those systems. We already know Scott's answer but we'll just ask anyways. Scott will you be working from the boat, on the plane? Because obviously you'll always be kind of working.

Scott: Mark does Amazon ever shut down?

Mark: No.

Scott: There you go.

Mark: You're right, we're an internet business, and we never shut down.

Scott: Right, what's the problem? I'm like just let it roll baby. Mark I think the thing is and Tate kind of eluded to it if you've set it up where you have a VA team that can do the work and you don't have to do the work Cynthia because you don't feel guilty about not working in an office. Well then essentially you're still working, like you're still making the minor tweaks doesn't really matter where or what you're doing. It's really just about building that business.

Mark I remember listening to you before I started the land investing business and you were talking to some other people. You were asking hey... I can't remember exactly who it was but you said, "Hey, you took a trip." They are like, "Yeah, I took a trip." And you're like, "Did you make any sales on your trip?" The guy you were talking to said, "My land investing business paid for the trip." Right?

Mark: Right.

Scott: I think that's the thing. It's like once you've built a system the system doesn't have to stop because you're on a trip, you're on vacation, you're relaxing. The machine just continues to operate and I think that we all need to keep working to build those machines which we do talk about that in Flight School. So if you're looking to build machine Flight School might be a great option for you.

Mark: Yeah. I mean this is one of my core missions of waking up every day is helping people get out of solo economic dependency. Which means if they're not working they're not able to generate income. You can be a doctor and make a lot of money, but if your hands are let's say you're a dentist in someone's mouth or you're a surgeon your hands are in someone's body you're not generating any income. It might be a lot of income but you still have solo economic dependency.

I think it's really important to be hyperaware of those if that's your reality like how do I get out of that and start making plans especially like Mike said setting those big goals for 2018. So I think that will be a great topic for the next Round Table is how are we setting goals for 2018? What kinds of goals are they and just actually just the process of goal setting in and of itself? I think that would be a good Round Table topic. What do you think everyone?

Tate: Yeah.

Mark: Good?

Scott: Great.

Mark: Awesome. All right, now we're at that point in the time where we get to have Erik Peterson or as we like to say the tip of the week. A website, a resource, a book, if you're Mike Zaino maybe a quote; something actionable where the Art of Passive Income listeners can go right now improve their businesses, improve their lives. Let's give Erik the first shot at it because I know he's been bragging about his tip.

Erik: All right. So this week my tip is All Top, I'll put it in the chat, AllTop.com A-L-L-T-O-P.com and basically it's a tool that I like to use to look for content that I might want to share on Facebook or share with my buyers list, things of that nature. So you can come in here and search for something like I don't know survival and it's going to pull up all kinds of blog articles that tie to that search keyword and you can go through and read the blogs and decide if you want to share one of those on your Facebook page or maybe tell your buyers list about it if it's something that might be helpful to them, etc. etc. So that's all.

Mark: Oh this is kind of cool.

Mike: It is.

Mark: How is this different than say Pocket?

Erik: I don't know. I don't know what Pocket is?

Mark: Woo that could be my tip of the week. It's all right never mind. Cynthia Tripathi what's your tip of the week?

Cynthia: My tip of the week is a key note speak that I listened to yesterday. So it's by a guy named Noah Kagan, it's called How I Made a Million Dollars and that's Kagan with a K. K-A-G-A-N. This guy he started if any of you are

familiar with AppSumo. I think he either started or worked for [00:31:49] [indiscernible] Facebook. So he's been in that tech industry and it's just a really good video. It's about an hour and it's really first of all really engaging because he's really funny.

But it's also just a really good I think video to watch especially for a lot of fellow land investors who are maybe in the beginning of their land investing career. Trying to build their business to the point where all of you are at, you know the goals that they're reaching for but it's just really good. He puts a lot of things in perspective for you and he basically kind of gives you his timeline of how long it took him to make a million and all of the things he's failed at. But it's just really he puts kind of a different spin on it and it's really engaging. So I think everyone should go and check it out.

Mark: All right, fantastic. I love Noah Kegan stuff by the way. That guy is just a brilliant marketer and businessman and he's from Texas.

Cynthia: I just learned about him.

Mark: Yeah, and his tools are amazing and they're super affordable. I'm on his list AppSumo. It is phenomenal. Tate Litchfield, what's your tip of the week?

Tate: All right my tip of the week it has to do with collecting payments. So if any of you are using the new iPhone IOS 11.2 very shortly you will be able to collect down payments via the Apple Pay Now button, which is going to be kind of a game changer. Just because it's another way, it is very similar to kind of a Venmo but if you're texting with a potential buyer, going back and forth like I was yesterday you can go ahead and request a down payment directly through your messaging app. So it going to be really cool. It's just another tool in the toolbox for collecting a down payment, you can do it instantly. I haven't used it yet but it seems really, really cool and I can't wait to collect my first payment.

Mark: Yeah, now if have the iPhone, now do you have to have the 8 or the 10 or it's just ah?

Tate: It's just the IOS 11.2.

Mark: So you have to update. I updated a few days ago and I tried actually sending you money Tate, Scott and my wife and it said that you didn't. So they're rolling it out, so I did try and test it.

Tate: Yeah, it's still on the beta base, but you should try it again. If you were trying to send me money I'm definitely yeah. I think I'm up to date but yeah make sure you send that.

Erik: You can send me some money.

Tate: You don't have it Erik. You don't have it, I have it I think.

Mark: Now if you do a credit card with it you've got to 3% but if it's linked to your bank account it's free.

Tate: Exactly.

Mark: Which is really cool.

Tate: It seems really cool. It's just like I said it's another tool, another resource for being able to collect a down payment from a potential buyer. So it's good to have all these options I mean, whatever it takes. We want to make it as easy as possible.

Mark: Okay. Now see what that says. It says, "Tate Litchfield can now receive payments sent with Apple Pay at this time. So I've been getting this from everybody, let's say it just rolling out.

Tate: Okay.

Mark: But hopefully by next week when they hear this Round Table.

Tate: Mark I would tell you to keep trying on a daily basis, maybe increase the money every single day that's probably the issue.

Mike: You didn't send enough. That's the problem.

Tate: You didn't send enough, right? \$1 Apple is not even going to waste it's time with it.

Mike: Add some zeros.

Tate: Indeed. Think about the cost of an average lunch and you should try sending, I don't know.

Mark: Okay.

Tate: I can always request it too if that will help.

Mark: You know what that probably would.

Tate: All right, I'll start doing that.

Mark: Yeah, absolutely. Then on like the next Round Table you'll see like my iPhone just explodes. That will be kind of cool.

Tate: Yeah.

Mark: Mike Zaino what's your tip of the week?

Mike: Could I shut the video off so I don't have to see Scott? He always gives me the funny look when I do my quotes, throws me off my game.

Mark: Oh no.

Mike: I don't think I've talked about this before but if I did it's worth repeating because this is something we know a lot of business... I'll say this they're two types of... you know what I realized I always like to read about Buddhism and what not. In Japanese Buddhism they have this [00:36:16] [indiscernible]. One is them is like gods eye view of the world and one is the like persons personal view. Kind of like if you were being inside your house and you're looking out of the window you have that one perspective, but if you were [00:36:30] [indiscernible] looking down on your house you another perspective.

So how does that apply to our business? Well I believe we're building this blocks, this model and inside we have this five plates that Scott always talks about. We're trying to turn this into gears, connect them together and we build this box and truly we want to be outside that box with a macro view. In this case it will be [00:36:49] [indiscernible] the view from the outside. But sometimes we have to tinker, we have to go inside and have that micro view and fix some of the systems.

So I think when you're looking at this business and you're trying to figure out how that we all automate and make everything fully functional without sticking our hands in it it's good to have that kind of macro and micro view of things. You're inside of it, you tinker but sometimes you need to take a big step back and look at it and see how the parts are fitting each other and see where the kinks are and then go back inside and fix-it. Come back out and take a look at it. So just the idea of perspective I guess is the tip of the week. Perspective.

Mark: Perspective okay. Tate is looking a little bleary right now. I think he is processing it.

Tate: Yeah perspective. I think it's good too.

Mark: I like it.

Tate: I think it goes with what we were talking about earlier with success. How do you measure success? It depends on your perspective.

Mike: When we were talking about what you would do... Do you remember like Old School with Will Ferrell, "A little Home Depo, a little bath and beyond. That's what we would do." That's what I'm doing today, I'm going to sell some land.

Mark: Nice. All right before the Round Table starts to devolve let's go to Scott Todd. Scott what's your tip of the week?

Scott: Mark have you ever heard of this website called Pocket? No, I'm kidding. I don't know anything about it so I'm letting you take it.

Mark: All right.

Scott: But actually here's my tip and this is like a life tip and this is something that just that happened to me. But Mark do you have unlimited data plan on your cell phone?

Mark: Of course I need to.

Scott: Really?

Mark: Yeah.

Scott: I didn't have the unlimited data plan. Like my data plan was a 32 gig plan. A 30 gig plan. I had an old Verizon 30 gig plan and everybody that wanted to talk to me about unlimited plans, they freaked me out because it always said that it was throttled after like 22 gigs. I'm like woo that's not unlimited man. I'm like 22 gigs that's terrible. Like my kid will run out of that in no time. Little did I realize that it was 22 gigs per line until about two weeks ago and that's a game changer? So look do yourself a favor if you don't have an unlimited plan you should really think about it because it just changes the way that you look at data on your cell phone, like completely. It's amazing.

Tate: That's a life tip from Scott.

Mark: Yeah.

Scott: Like I have Verizon, but it's called like the Verizon Beyond Unlimited Plan, unlimited data. So like the kids they can burn through data all they want. I used to have to pay like \$5 a month just to be able to like to limit how much data that they were using, that went away. It's a dream man. It's a dream. My iPad has unlimited data and it's the best.

Mark: Great. Abundance. It's an abundant world.

Tate: It is.

Mark: Well awesome. My tip of the week is GetPocket.com. GetPocket.com and it kind of competes a little bit All Top but I think they're different. So let's say for example you're reading an interesting article, let's say I don't know maybe you're listening to the podcast and you don't get a chance to finish it. You can just save on Pocket and then for off-line listening or reading you can do that. So check out Get Pocket, they have an app, they have extensions. So if you're on the web you're like I want to get back to that. You can just save it really quickly.

Mike: Oh you throw it in your pocket.

Mark: You throw it in your pocket, Get Pocket. What do you think...?

Mike: So you can take all those articles that you find on All Top and you can save them in Pocket. Then you can go back and...

Mark: Exactly. It's like Evernote, yeah it's cool. It's okay. It's good but you know if I'm reading something interesting I'll put it in Pocket and it's kind of a cool bookmark. You can put your favorite stuff, videos, images, articles and then they have their recommended stuff which is what will keep you from All Top. Because then you can to the recommended and they'll know the algorithm of the stuff that you like. So like for me it's *Warren Buffett's, 2 List Strategy, How to Maximize Your Focus and Master your Priorities* then I just hit the save and then it goes into my pocket and it's added to my list and I can read it when I want. For you Erik you might like this article, *Can You Die From a Broken Heart*, and just save that.

Mike: Sounds a lot better than limp in your pocket.

Mark: Yeah, exactly. *Why CEOs think like behavioral economists HPR.org. Who doesn't like Harvard Business Review?* So that would be something for like Mike Zaino. Oh this would be great for Scott Todd, *Why your brain hates slow pokes*, see. For Cynthia Tripathi, *Mental models I find repeatedly useful*. And then of course for Tate, *The disciplined pursuit of less*. So there's something for everybody in Get Pocket which I think is cool.

So I want to thank everyone for being on the podcast and I want to thank the listeners and just remind you the only way we're that we'll get Cynthia Tripathi to come back next week is if you do us three little favors. You've got to subscribe, you've got to rate, and you've got to review the podcast. Send us a screenshot of your review to Support@TheLandGeek.com and we're going to send you for free the \$97 Passive Income Launch Kit.

Boot Camp is just about filled up. So if you want to be in the room in San Antonio go to TheLandGeek.com/BootCamp. I know our room block is already full but I think there's still rooms at the JW to do that. Erik is going to be there, Mike is going to be there, Tate is going there, Scott is going to be there and it's going to be awesome. Scott Todd you know who is going to be there?

Scott: Who?

Mark: I think Wes Schaeffer and his wife. Shhhh The Sales Whisperer.

Scott: Really?

Mark: Yeah.

Scott: Wow.

Mark: I think so. That's big time. It's kind of cool. That will be kind of fun. So thanks everybody and hopefully we'll see everyone next week. Thanks.

So it's lunch time. What's going on for lunch? I guess Erik you already had lunch, right?

Erik: I did. Scott probably did too.

Scott: I did yeah.

Mark: Scott not Panera.

Scott: Not Panera.

Mike: My food gets delivered every week. Hard body meals you can see the difference.

Mark: Wow, ripped. I'll tell you what I've got to get in shape for boot camp because I can't walk in there like a marshmallow.

Mike: It is going to get tough with a fracture.

Mark: I know it is going to be tough. I have to do like something. I going to do physical therapy but you know I can't look like Elvis before he died coming to Boot Camp?

Scott: Mark I'm kicking myself man, right now.

Mark: Why?

Scott: Because I don't know about 10 days ago I looked at the price of bitcoin and I was like \$9200 a coin and that's 11/8 of \$4000 in the last 30 days.

Tate: I know.

Mark: I'm shorting it.

Scott: What are we doing with bit coin man?

Mark: Shorting it.

Scott: That's a great topic for next week.

Mark: You know what though Ellis Lewis knows a lot about this stuff. You've got to talk to Ellis Lewis he knows a lot.

Scott: You can't short bitcoin though.

Mark: Why can't I?

Mike: It's not going to implode. It reminds of when I was in high school and they had these. Everybody gives \$20 the guy at the top gets the money and eventually the whole thing imploded.

Mark: You know Frank Abagnale is like this is the biggest fraud, there's a lot of security issues with this.

Scott: What if we got in and got out.

Mark: Yeah, short term play sure.

Erik: I'm with you Scott. I'm getting in and getting out on it.

Scott: I mean in the last week...

[00:45:29] [indiscernible].

Mark: I honestly would rather buy a piece of raw land that I know will last forever.

Mike: This is blowing up though because everybody thinks it's going to be the biggest, this is when it's going to crack. Everyone is like keep blowing, blowing, it's going to hit something [00:45:40] [indiscernible].

Scott: Come on like can I make it a week? If I can it a week I'll probably make \$1000. A \$1000 a week come on.

Mike: It's going to implode.

Mark: It's going to implode.

Tate: I think I'd almost rather have land though, right?

Mark: I'd rather have land. If everyone zigging I want to zag, if everyone is talking bitcoin I'm going back to [00:46:02] [indiscernible].

Scott: Why didn't we buy bitcoin when it was earlier though?

Mark: That's it exactly.

Scott: Just as a point.

Mark: If you wouldn't buy it then, why would you buy it now?

Scott: I did buy. Look here's what's great though I did buy. I bought because I was working with a guy who is a photographer. He only want to be paid by bitcoin. So I'm some looking over my transactions from a couple years ago and I paid him. This is what kills me though is I paid him 1.46 bitcoins a couple years ago for total \$400 Mark, \$400. So those pictures

today have cost me. I'm like having to do the math now. Those pictures cost me 1.47 1.4776×11793. Those pictures cost me \$17,400.

Tate: Wow.

Erik: They better be nice.

Mark: Woo.

Scott: But I actually have a balance of \$41 in there that it was like \$4. So winning.

Mark: Winning.

Scott: I need to sell it now and really be the winner.

Mark: Yeah. Cynthia what are you doing for lunch by the way?

Cynthia: We've haven't gone grocery shopping since we got back from Thanksgiving. So I don't know.

Mike: Get your meals delivered. You don't even have to grocery shop. It's okay.

Cynthia: I have someone who does my meal prep but she's out of town. So I am [00:47:32] [indiscernible] right now.

Mark: There you go saving time. I love it. Tate are you guys still doing that, is it Blue Apron or...?

Tate: Yeah, we are. I can't remember which, we're not using Blue Apron anymore. We are using a new company but we're even really happy with them. I think it's called fresh.

Cynthia: I've got to leave you guys.

Mike: I don't even put my socks anymore it's all automated.

Erik: What?

Mark: You know what my new thing is? By the way you guys will like this. When electric toothbrush I do it now like in the morning, I do it with one leg for core balance. Try doing that and then you switch. So for two minutes I'm doing a core workout.

Tate: It's good actually.

Mark: It's a good use of time.

Mike: This whole podcast I have been squatting down, I'm not sitting. It looks like I'm on a chair but I'm not.

Mark: I'm maximizing every minute of my day.

Scott: I've been standing on one leg this whole time. What are you talking about Mark? That's not new. I've been doing the flamingo the whole time. Look at me.

Tate: Mark is going to start walking on his treadmill with one leg.

Erik: Hoping. You can only hop on your treadmill.

Mark: I'm getting the assault. So on the next podcast I'm going to be on the rogue assault. I'll be doing this, sweating. [puffing] 'Okay Erik Peterson what's your tip of the week?' I'm sure we'll get tons of listeners from that.

Mike: That voice, yes.

Mark: Yeah.

Mike: It's like a Darth Vaderish.

Mark: Oh yeah. I can wait for the new Star Wars.

Mike: Luke Skywalker are you going to go, Erik?

Scott: I just watched the last one.

Tate: You just now watched it?

Scott: Yeah.

Mark: Did you go see it on the big screen?

Tate: What?

Scott: No. I boycotted it, I don't know why.

Mike: There was a feeling. It was all right.

Scott: But my wife and I we watched it just a couple of days ago. It was great, really good. That should be my tip of the week.

Mike: I've got a tip of the week. Don't go see The Justice League as a tip of the week.

Mark: Really? Mike kids love Thor. I didn't see it though.

Tate: Thor was incredible.

Mike: Justice League; too many people, too many things happening. Don't waste your time. Sorry everybody.

Mark: All right, I'm going to see Thor.

Tate: Yeah.

Mark: See if you guys lived down here we can all go.

Tate: Thor [00:49:54] [indiscernible].

Scott: Over lunch.

Erik: Before we had the baby every Tuesday we would go to the movies during the day time. It was the greatest tradition. We'd go at it like 2:00 PM. We'd get lunch then we'd go to the movie and we'd have maybe a couple of senior citizens in the room with us. Other than that it was just us, it was quiet.

Mike: Did you get the huge popcorn?

Erik: Huge popcorn,

Mike: I don't care if I can't eat it all, I'm getting it.

Erik: Yeah. Always get the big popcorn. Always get a refill on the way out too.

Mike: Oh yeah.

Mark: I feel like Tate's life is like Benjamin Button. It's crazy, like he's retired.

Tate: I'm not old.

Mark: You're like 20, 24?

Tate: 27.

Mark: 27 it's a totally Benjamin Button life.

Tate: It's a good life for sure.

Mark: Then when you're 80 you're going to get like a job.

Tate: Yeah, I will become a greener.

Mike: What's this job like? What's this job thing? What's this thing?

Tate: When Cynthia was say yeah everybody comes from a cubicle environment I thought I've never been in a cubicle before. I don't even know what that is like.

Mike: [00:51:08] [indiscernible] that's a great movie. See someone like Tate grows old, he goes and works a while. A young kid comes in and he starts mentoring him not knowing how successful he was. Thinking he's just some old guy greening [00:51:21] [indiscernible].

Tate: All right.

Mike: I'm going to write that right now.

Mark: That's a good screen play. All right I'm going to go...

Scott: He mentors his old self. It's like a back to the future.

Mark: Oh yeah.

Scott: You don't know that until the end.

Erik: I like that.

Mark: I like that.

Scott: I just scored for all of our...

Erik: Spoiler alert.

Scott: Delete this Mark. Mark delete it.

Mark: I'm going to delete it. It's going to be like... Who is that director that does like 'I see dead people'?

Scott: Yeah.

Mark: Like those

[00:51:53] [indiscernible]

Scott: By the way you see [00:51:56] [indiscernible] Listen we can really do this on a low budget too. Because there's a lot of actors that are not employable right now.

Tate: Boy I will be the actor. I've got the time, I'll do it.

Mike: I'm writing the book. You need to delete this you can't give away my topic. That's a great movie blind, I like it.

[End of Transcript]