



# 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, Aaron Williams – BearLandProperty.com and Scott Bossman – LandBosses.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 on today's Land Geek Round Table podcast, we've got Scott Bossman who is not really a regular but we'd love to have him as a regular. Scott, how are you?

**Bossman:** I'm doing well. Glad I could make it today.

**Mark:** Yeah, Scott, you've been crushing it lately and I love listening to you and Mike on the mastermind group [00:00:48] [indiscernible] nightcap which we'll talk about in a little bit. Bear Land - Aaron is on. Bear Land?

**Aaron:** Hey, Mark. How are you doing?

**Mark:** He's either going to be talking about land investing or hunting based on what he's wearing. So, we're not sure.

**Aaron:** Yeah, pretty much dressed like a lumberjack today.

**Mark:** It's great, it's great. We kid because we love. We kid because we love and then of course, the person that is going to be providing us with a tip of the week, Erik - no nickname - Peterson. Erik, how are you?

**Erik:** I'm good, I'm good. Happy to be here.

**Mark:** And last but not least you know him, you love him, Scott Todd from [ScottTodd.net](http://ScottTodd.net), [LandModo.com](http://LandModo.com) and 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 good, I'm good. Just a reminder today's podcast is sponsored by the amazing, the incredible [GeekPay.io](http://GeekPay.io)—the only automated set it and forget it collection system between lenders and borrowers. It automates notifications, it automates getting paid. ACH fails which is like taking a check credit card on file, it will charge that. My default rate has gone down in half so from about 7%, now to about 3½%. If you haven't checked it out, go to [TheLandGeek.com/GeekPay](http://TheLandGeek.com/GeekPay) to get started or just go to [GeekPay.io](http://GeekPay.io).

All right. So guys, what are we talking about today? We're talking about sales, sales. So, Scott Bossman, you want to tell us what happened on office hours on Monday?

**Bossman:** Sure. So, last minute I had late office hours with the Flight School folks and there's a few people in the group struggling with getting that first sale. They're all kind of itching to get it done and that first sale I think it's huge because once you get it, it just propels you into a whole new realm of you have confidence, you have validation, you know you can rinse and repeat and do it all over again and I think people are really yearning for that. But I think early on especially and this was with me too, we have a tendency to sometimes to over analyze things and that prohibits our progress moving forward. So, I just encouraged the folks last night to try not to over analyze every single stringent detail. If your chain of title looks good, if the numbers are good, sometimes you just got to take a leap and just send that check out in the mail for the first purchase even. First purchase and then for a first sale, maybe not expect a sale where the numbers are going to be absolutely perfect. As long as it propels you to the next phase, you know what's wrong with the 250% return that type of thing.

**Mark:** Right, right. Bear Land - Aaron, do you remember your first sale and the steps that got you there and how it felt and any frustrations?

**Aaron:** Yeah. Actually, I believe our first one—it was a really little property and it was in an area that you know wasn't probably the best area for me to buy a bunch of property in but it was small property. I think we bought it for like 300 bucks and we sold it for I want to say 1200 bucks. It wasn't a buildable lot or anything like that but guy was going to camp on it and that sort of thing.

We were in New York at the time and kind of a family vacation with our high school band. It was a band trip to New York and I remember waking up that morning and there was a Stripe notification. It was a guy I talked to quite a few times and he wasn't quite biting and then one morning there was a deposit on it and I think I was so excited that I had Voxed you and you were I think at boot camp or something at the time. Yeah, that was our first one that really, it really got everything popping as far as the excitement, the knowledge that it can be done all those sort of things. Yeah, it was a pretty good deal.

**Mark:** How about you, Erik, do you remember your first sale?

**Erik:** Yeah, my first sale was a really unique one. I've talked about it before where basically the buyer wanted to pay me partially in precious metals. He happened to be local, we met at a Starbucks, he gave me a bunch of silver coins and a couple of gold coins for the down payment and then we closed at a title company and he gave me another whole bunch of silver coins to pay for about half the balance and then the rest was cash. So you know, I mean it was definitely my most unique sale to this point in time, but it also just you know that validation of seeing the whole process start to finish is just huge. It just gives you that kind of courage and that kick to just move forward and know that the process works and you can do it many times over.

But I think in terms of people having trouble getting that first sale, you know one thing that comes to mind for me is you know it's easy when you haven't had a sale yet or you've only just had a couple to be kind of over anxious about it and I think that that can come through whether it's in your ads or in your conversations on the phone or what have you. I mean people can start to detect that and it can turn them off. So, you know what it's hard to do when you're in that position, but if you can just have the attitude of you know if it sells, that's awesome. If it doesn't, you know I'll move on to the next guy. It might be helpful.

**Mark:** I think that's really, really great advice and I see it all the time, especially with the newbies. They're so excited to get their first sale and

then they're so self-conscious and they lack the confidence to actually get that first sale. So, they're afraid they're going to do something wrong and then they feel like oh the person didn't buy it, so they did something wrong and that first rejection is such a punch to the gut and it takes a few punches to the gut to actually kind of get a little bit immune to it but then your energy level goes down.

So, you're not posting as many ads and you kind of want to avoid that punch. So, all of a sudden, you're doing these things that you're checking email, you're working on your website, you're doing everything except selling all of a sudden because you don't want that rejection anymore. Because you're not used to it and then suddenly you're like, "Well, I'm not selling; it's frustrating and it's taking too long." Where I guarantee that if I stood behind her computer and saw what you're doing, you're probably not marketing as hard you should be or aggressively as you should be and you're missing that piece where the buyer feels that you really want that sale more than you want to help them and they feel it. Scott Todd, does any of these resonate with you?

**Scott:** Yeah. I mean like I think that they're a lot of key points here. One is it's easy when you're having pain to avoid the pain. Like you will at all costs avoid the pain. So essentially, what you're trying to do is you're trying to do other work that you put it off. So then, instead of marketing, you don't market. Instead of doing other things, you just go do something else.

The other thing that I think that Scott Bossman said was sometimes the numbers on the deal in the beginning are not necessarily the numbers that you want. And I talk all the time like if you're saying I want or I want this amount down or I want cash, well, it's not about you; it's about the market, it's about the people behind the property. It's definitely not about you and your wants and your desires. You kind of have to make it as an irresistible deal.

Then to tie it back it with what Erik said, you know if you're sounding too desperate, if you're trying to chase this thing and like you're feeling desperate. Or you're feeling like, "Man, if I don't sell this thing fast, I'm never going to be able to continue or you know my spouse is going to like cream if I don't get this thing sold." Just relax, take a chill pill and it will happen. It just has to happen because your marketing every day, you're following up with people even though you don't like to follow up with people, it sucks. But you know the thing is, Mark, once you do the deal like once you get that first deal done, well, now you have what I would call the art of the first deal. Like now you're more confident; now man, like you feel unstoppable. Your confidence is through the roof and once you get that, it's

important you know like it's easier to sustain it or to keep it going. The secret is getting the first one and sometimes you just have to kind of like I hate to say it, but like almost give it away if you will. Like just put it out into the universe and you know make it \$99 down, make it \$50 down. Do something to try to change up what you're doing that is not working.

**Mark:** Yeah, it's so true. I remember talking to a coaching client last week and he's like, "This property is not selling." I'm like, "How are you selling it?" He's like, "Well, I need cash." I'm like, "Well, the market doesn't care what you need. The market wants what it wants and the market wants easy terms. So, sell it for easy terms, get the down payment, get the monthly payments. If you need the cash, then sell the note on [TLFolio.com](https://TLFolio.com) and get your money, redeploy it and it's all good." Like there's so many different ways you can skin the cat, but you can't let what you want dictate how you are going to sell it. You have to give the market what they want and, in this business,, the market wants it to be irresistible. Scott Bossman, does any of this resonate with you?

**Bossman:** Oh, for sure. I mean early on I was paralyzed by the details of some of these deals and I just had to remind myself keep it simple, make it irresistible. You've got to make it irresistible for these folks. It's moving one foot in front of the other and making those contacts and you know we talked last night also about tire kickers.

There's a lot of frustration with tire kickers when people are trying to sell. And I think a lot of people are expending a lot of energy with a lot of different folks or a lot of different leads and having a difficult time with tire kickers. And I just tried to encourage them last night that it comes with time but you will be able to recognize a tire kicker a lot sooner in a conversation and move to the next customer or move to the next step without trying to rope that person into buying property. I'm just more transparent now with people if they call me and say, "I really love this property." And I ask and interview them and determine within a few minutes if that's not an appropriate property for them. I try to be transparent with them and tell them that. Keep track of your leads because you'll never know who might be in the market two weeks from now. That's why you have to hit the buyers list and hit their email inbox every week.

**Mark:** Yeah. I feel like it's so much with his mindset. I mean Bear Land – Aaron, what's your mindset when it comes to sales?

**Aaron:** Well, I was actually going to add to that. In fact, the mindset is that contact—that constant contact with people because there's a lot of people that I thought were tire kickers. You know, I've just had two recent sales

that were both kind of the same kind of situation where they were people I talked to a while ago. One guy looked in my CRM and I noticed I've been talking to this guy for like off-and-on for a year. He has contacted me on various properties; just nothing was quite exactly right no matter how I tried to close him and you know and I didn't overpressure him but I tried to close him. And eventually I got one that was just the exact right thing for him and then it was easy. We had a relationship; you know we talked several times, that sort of thing. I had that twice in the last week or two.

So, you know some of the people you talk to today—they may buy from you and they may be a sale but they just might not be that sale today. And also want to interject a book that I just listened to and I kind of recommended it on audible because for our business it might be there... it's kind of geared towards somebody that would do a lot of cold calling and we don't so much. But it very much encapsulates all the things we've just talked about here and that is *Fanatical Prospecting* by Jeb Blount. If you listen to that, that will really give you the mind frame of how you need to be marketing and how intense you really should be doing the things. And by doing those things, you can actually quit procrastinating [00: 15: 35] [indiscernible] and actually accomplish them in a very small amount of time and move on with your day and have accomplished your goal on the marketing piece of it which will lead to those sales.

**Mark:** Yeah. I love it and thanks for the tip. Erik Peterson, what's your mindset when it comes to sales?

**Erik:** I think I just want to emphasize kind of what Scott and Aaron have both already mentioned. And it's the kind of concept or the mindset of just being in constant communication. I think maybe early on, it's hard to wrap your head around that you're going to be contacting all these people on a regular basis, whether that's through your deal of the week or some kind other welcome sequence or what have you. But building those systems to track those leads and maintain those leads... I mean I can't count how many times I've responded to somebody and kind of put them through my system of you know communication over time and they've never replied to me. But they are on my buyers list and sometime down the road all of a sudden, they come back because they got a deal of the week that just speaks to them that particular day and now they're ready to buy. The only interaction I ever had with them was you know that first email they sent me asking about this Craigslist ad. And because I have a system in place where I take those emails, I add them into buyers list, I communicate with them on a regular basis and you know go through all these steps, you know that warms those leads up over time and they remember me and you know when the time is right, that's when they come back. So, now obviously they don't all come

back but every now and then, they do and it makes a difference. You know it takes time to build up but it's worthwhile.

**Mark:** Yeah. I mean, Scott, remember the podcast we had? I can't remember the name of the couple now, but their philosophy was collect as many nos as possible because it gets you closer to the yes. But I love that attitude where instead of resenting the tire kickers, they are collecting tire kickers because they knew that eventually once they got to like their 10th no that day or whatever it was, they were that much closer to yes and that's what Erik is kind of saying. He's like, "I don't really care if they buy or not that day. My job is to stay in contact with them, warm them up until they're at the point where we have something we can get them and serve them and then I am the one that keeps showing up consistently for them. And when they're ready, they're ready and I'm here for them and I don't sort of view them as tire kickers anymore. Now they're a legitimate buyer." I mean do you remember that, Scott?

**Scott:** Yeah. I think it was getting to know I think or something like that. I can remember.

**Mark:** Yeah, getting to know I think, yeah.

**Scott:** Mark, I think that a lot of people and like I'm generalizing here. But I mean in all of the people that I have talked to about this business, I think people in a way think that this could be or may act like an e-commerce play. Like someone shows up to your website and then they get to your website and I mean like okay, they're just going write a check and buy from you. And really, that's not the reality. Look at [Realtor.com](https://www.realtor.com). There is no buy it now button on [Realtor.com](https://www.realtor.com). Why? Because it's just like real estate people do not just blindly you know like buy immediately when they see your ad. It takes you building a relationship.

My average sale from the time that someone enters my funnel to the time that they buy for land is 11 days. That's the average remember that. So, you know essentially, some people are faster, some people are slower. But 11 days and I can tell you that we're almost talking to these people almost every single day. Now that said, we don't give up on a sale. And I mean in Flight School, I go into detail and I show this and I show kind of my pipeline but literally over the last couple of years, we don't consider a sale dead until we can't get anywhere for about 45 days. So, think about that one for a second. It takes us 45 days to waive off a sale and say it's not going to happen. But when we do get a sale, it's not instant; it takes on average 11 days. But again, some of those people we've talked to for years, right? Like it's just the way that it is and you just have to understand. I mean the Sales

Whisperer says it the best: some will, some won't, so what if someone's waiting? Maybe I shouldn't have said that. But the Sales Whisperer you know, he's got great material. But also at the same time, he's right—don't take it to heart.

**Mark:** Yeah, and Wes is also like nobody wants to deal with a salesman. When we think of sales, we think of somebody who's sleazy or pushy or aggressive but we don't think of our doctors that way. What does a doctor do? They ask questions, they diagnose your problem, they give you a solution. So, they're there to serve you. And so, you almost have to put that kind of hat on when you're on the phone. One of my favorite modules at boot camp is when we actually go into great depth and work on the actual sales script and it's so helpful. So, speaking of boot camp, by the way, if you haven't gone to [TheLandGeek.com/BootCamp](http://TheLandGeek.com/BootCamp) and reserved your spot for Vegas, which is coming up by the way...

**Scott:** I want to know why, why you haven't done that.

**Mark:** Yeah, seriously I think we've got 10 spots left. So, grab your spot today and don't get locked up for sure because that room is really almost full. But boot camp is great because that's something that we really work on a lot is just the whole sales process and not just the nuts and bolts, but also the mindset as well. And because we have more time than we do on podcast to really delve deep into it and help you individually as you're going through your training on that. So, what advice, Bear Land, would you give someone new that is struggling with the sales?

**Aaron:** I think the advice would be kind of twofold and it really goes to what we've been saying here today. And that is to just keep at what you're doing. Just keep pushing, don't give up, don't be discouraged and don't let that come through as an emotion when you're speaking to your customers. And also... Actually, I forgot my second point. So, it's one-fold I guess. Just talk to them, keep talking to them, touch them every so often and it will happen for you. I mean it just will.

**Mark:** Erik, what will be your advice?

**Erik:** The first thing I would say is increase the number of ads you are putting out. If you're putting out 12 ads a week, you know double that and see how many more leads you are getting because of that. Secondly, don't get distracted because you're getting so many nos or you're not making the sale. Don't move on to something else and let it go you know. Just keep at it and make it a part of your routine. Build the system around it so that you can manage it and you're going to get there.



**Mark:** Yeah. How about you, Scott Bossman?

**Bossman:** So, I always say two things. I would say there is a little bit of tendency for folks when they're on Facebook and Craigslist to keep it in the email or to keep it in Facebook Messenger. So, try to get this folks on the phone. You're going to be able to diagnose them as you say, Mark, a lot easier over the phone and try to fit their needs when they are on the phone with you. Then I would just you [00:24:27] [indiscernible] process. Scott Todd taught me a long time ago that if you get their email address, that's a success. You get their email, you add them to your buyers list, you hit them up 2 to 4 weeks from now or two years from and it's a sale. That was a success. So, that's what I would say.

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

**Scott:** I would say that you just got to keep going, you just got to relax, chill out and like Scott just said, like figure out how you identify success. I identify success in one or two ways: one, I make the sale or two, I get their email address to follow up with them. You don't get married... Well, let me back up. Most people don't get married after the first date and what you are asking someone to do here is you're literally asking them to marry you financially. What I mean by that is you're asking them to commit to you for a substantial amount of money granted it might be hundred dollars, granted it might be three dollars that's not the way people think; they think long term what is this going to cost me at the same time but that's why the monthly fees, monthly cost need to be low. Now that said, you know you've got to look at this from a longer-term perspective. You've got to dig in, do more of what you feel is not working like place more ads like Erik said, do whatever. You've got to dig in; you've got to push harder to get to the other side.

**Mark:** Yeah, absolutely. And you know one of the things I love about meditation is it allows me to have perspective. So, I don't let one thing in my day affect everything. And the reason I bring up meditation is that I'll notice in my meditation, I'll start thinking about the thing that's bothering me and like, "Why do I keep thinking about this?" And it's affecting everything. It's affecting my mood; it's affecting my energy level. You know instead of doing my real work, I keep going to check my phone and going on Facebook and checking email. Did I get a good email? And often times when we first start and you start getting a tire kicker—you know somebody not responding, somebody just saying, "Hey, I'm interested," and disappearing. That one thing—don't let it affect everything; just keep doing what Erik, Aaron, Scott and Scott are saying is you just keep plugging away until

eventually, it will happen and have that mindset. Erik, do you ever like have that issue where like one thing sort of just ruins everything?

**Erik:** I think I can let... Yeah, one you know bad situation or whatever occupy my thoughts and kind of everything for a short time. But in most cases, I can get over it fairly quickly and move on. So, I know for certain people, it can go on for long, long periods of time, but I'd say I guess I tend to get over it pretty quickly.

**Mark:** Yeah. How about you, Bear Land - Aaron?

**Aaron:** I'm like Erik. I get over it pretty quickly. The things that used to bother me for a long time... I had a sales manager a long time ago that taught me his technique of just he'll let things bother him for like three seconds. So, he processed it, then it's done because you can't do anything more about it at the moment. So, you can't let it consume all of your mental energy and you can count one, two, three; it's behind me, let go and it takes really years of practice of doing that to accomplish it effectively. But yeah, I mean very rarely does something like destroy my day. It's got to be a pretty big thing anymore. So yeah, not so much, but it's definitely problem for a lot of people.

**Mark:** Scott Bossman, how about you? Does any of this resonate?

**Bossman:** Oh, for sure.

**Mark:** It's like my new phrase now. Does any of this resonate?

**Bossman:** This definitely resonates. I've got to give a shout out to my wife here because she and I have a saying—it's fight your battles. Choose your battles, sorry. I have tried to apply that in my relationship at work and with the land business. We always ask each other, "Okay, you're having an issue with this. Are you going to remember this in two years? Like this little stressful moment that you're letting ruin your entire day, are you going to remember this in two years? Let it go, try to move on." And do that in the land business too. Choose your battles, don't let one or two dips in the road ruin everything, be forward thinking. And just know in two or three years from now, we're going to be celebrating successes, not these little failures that keep us in a rut.

**Mark:** I love it. When my wife and I now argue, the rule is I'd say, "Alexa, play Enya." And we have to slow dance; it's like a pattern interrupt.

**Bossman:** Enya.

**Mark:** Enya and the first five seconds, we're like looking at each other with daggers in our eyes and then we kind of relax. We're like, "This is hilarious."

**Bossman:** You just had to ruin Alexa, by the way.

**Mark:** Oh, sorry. And the kids are like, "What are you doing? You guys are so weird. Stop dancing; it's so embarrassing." Teenagers.

**Bossman:** Yes.

**Mark:** That's my teenage voice.

**Bossman:** I have three of them [00:30:17] [indiscernible].

**Mark:** Yeah. Scott Todd, you've got teenagers. What about you, does any of this ring true for you or are you just completely impervious to the rejection.

**Scott:** There's a movie, right? It's called Frozen by Disney and there is a song Let It Go, "Let it go, turn away and slam the door". Disney teaches you everything that you need to know.

**Mark:** That really is a wise movie, isn't it?

**Scott:** It is, isn't it?

**Mark:** It really is.

**Erik:** We've got Hakuna Matata too.

**Scott:** Yeah, see?

**Mark:** Yeah. Between Hakuna Matata and Let It Go, you're pretty much assured to get [00:31:02] [indiscernible] day, a productive day right. So, I guess if we're going to break down the whole sales frustration, number one: you've got to look at your activities; you probably need to be posting more ads. Number two: you can't be so emotionally connected to getting that sale where it's about you; it's not about them. Number three: you've got to price it for the market and then number four: you've got to let it go and just start collecting your nos and it's a numbers game. Anything else you guys want to add to that?

**Scott:** I think that's it, man.

**Mark:** Is that it? Who is ready for a nightcap?

**Erik:** Oh, yeah.

**Scott:** Nice transition there, Mark.

**Mark:** Speaking of nightcaps, Scott Bossman and the Zen master—breath in the mailing, breath out the marketing—are in the Land Geek mastermind Facebook group are doing every Wednesday night or Thursday night a Nightcap at 10:00 Eastern. So, the two of them... Scott, just kind of give everybody just a little taste of what Nightcap is all about. Wait, you're on mute, Scott. I promise you, it's not just Scott and Mike who are on mute.

**Bossman:** All right, sorry about that. So yeah, Nightcap is a way for the community to tune in to see Mike and I at the end our day winding down, having a drink, talking about successes and failures and frustrations in the land business, but mostly successes. It's kind of a talk show, late night format, really laid back. We're going to have some special guests and we've gotten a lot of good feedback on it so far. It's pretty fun and if you tune in, you will have a chance to win a free one-hour coaching call with Mike or myself. We're going to give one of those away every month, so for every four shows or so. But to name it, that's what it is and we will appreciate any suggestions you guys want us to cover topics or what not; we'll get that covered in Nightcap.

**Mark:** Fantastic. Oh, by the way, *Dirt Rich* is coming out in about four weeks. So, I'm excited about that. So, Erik, it's just in the mastermind groups. So, if you're not in the mastermind groups, go to [TheLandGeek.com/Mastermind](http://TheLandGeek.com/Mastermind) and join there. Scott Todd is like laughing but...

**Scott:** I love that show; it's one of my favorite shows of the week.

**Mark:** Yeah, yeah. I think the mastermind group, I don't think it's enough love. Like there's a lot of content in there between the weekly Mastermind Calls on Wednesday they get recorded, all the chatter and all the help in there and then you've got people that are into wholesales which I know you can do in the free group and the official Land Geek wealth motivation or wealth creation group, whatever it's called. People do that in there but it doesn't have the same gravitas with the people that are in that mastermind group. It's smaller, it's more intimate, people know each other from Boot Camp, it's a little bit more serious I'd say. And now there's Nightcap included and we will doing other things in there as well to keep adding more value.

So yeah, pretty good. Are we good, Scott Bossman? How do you feel about this Round Table?

**Bossman:** I thought it was great. I think people are going to walk away with some good talking points about selling, take home points.

**Mark:** Yeah. You haven't been in a lot of the Round Table Podcasts, I mean are you prepared mentally to go after Erik Peterson right now in a very critical sort of way?

**Bossman:** To go after him? I mean you know I don't want to throw Erik under the bus. I'm not cruel like you guys.

**Mark:** Scott Todd, they are really compassionate, I think.

**Bossman:** Yeah. I hear you, Mark. Does somebody have a quote of the day or something? Is that what we do in...?

**Mark:** No, that's Mike Zaino's kind of thing.

**Scott:** That's Mike Zaino's weak attempt at tip of the week.

**Mark:** You know Bear Land - Aaron already gave a tip of the week with the book.

**Bossman:** I have a great quote. Can I give a quote of the day?

**Mark:** Sure.

**Bossman:** That's all right. I came up with this very profound statement this morning as I was walking down the hall with Millie who had her hip replacement. And I said to Millie, "Millie, even people with short legs can take big steps."

**Mark:** That's a good quote. Even people with short legs can take big steps and it's a very visual quote as well.

**Bossman:** Isn't it profound?

**Scott:** I mean, Mark, think about what just happened here. Scott Bossman shared with everybody his own quote. It's not like a Buddha quote here; we're talking about like a Scott Bossman quote.

**Bossman:** There are a few of those.

**Mark:** The depth of it is starting to hit me now.

**Bossman:** Right.

**Scott:** I mean this is a monumental moment right here. Like we don't need Tony Robbins, we don't need Buddha; we have dude buddy, Scott Bossman. I mean I don't know what to say. I'm just like floored, man.

**Bossman:** You're speechless, Mark.

**Scott:** You're not even talking.

**Mark:** I'm not often speechless but this is a momentous event when someone comes on and has their own quote and they're quoting themselves.

**Scott:** Yeah. I mean that's like I don't know... Who does that? Dude buddy does it.

**Mark:** Dude buddy.

**Bossman:** I will do it again.

**Mark:** I mean we're going to really have to get him to keep coming on this podcasts.

**Scott:** I'm telling you.

**Mark:** He has got his clinic right now. I don't how much time we can take from him but that's awesome Scott Bossman.

**Bossman:** Yeah, thank you.

**Mark:** You know anytime Aaron says anything, just say, "Look, go back to this podcast at the end of it and say, look at the respect I'm getting."

**Aaron:** Yeah, that only lasts a week. So, everybody's respect is reset to zero I think each week. I think Scott Todd makes my negative I think at the beginning of the week but he's always giving me a hard time thinking that the Bear is going to come rushed out at somebody. I don't know.

**Scott:** See, he's getting fired up, Mark. We're getting him fired up.

**Mark:** Let's transition this to Erik Peterson since the group has already decided that tips of the week shall be only between Erik and Mike and then let the rest of us decide. Erik, what is your tip of the week? A website, a resource, a book something actionable where the Art of Passive Income listeners can go—improve their businesses, improve their lives. What have you got?

**Erik:** All right. So, first of all, I want everyone to know I am taking Mike's spot this week as he decided not to call in a quote. So, I'm stepping up and I'm going to give a tip of the week instead since he's not with us. So, [Coda.io](https://coda.io), C-O-D-A-I-O it's online documents, kind of like Google docs with spreadsheets incorporated into it. You can create special views when you share docs with your teams. So, if you have a table, maybe you have a view that is set for you know your VA to look at that table and that document as opposed to what you see. Maybe you see a different grouping of the data or what have you.

So, it's a little bit like AirTable with views and how you can set those up, but then you know you have the functions of the document where you can just you know type text but then you can also add spreadsheets to it to a certain degree with data and drop-down menus and different things like that. So, I think it could be pretty useful in potentially working with your VAs through these different systems, maybe some training materials, maybe some way to track some information, different things like that. So, I think it's worth checking out.

**Mark:** It looks pretty cool. Scott, what do you think?

**Scott:** I think it's phenomenal. What are you talking about, Mark?

**Mark:** Well, of course you think it's phenomenal.

**Erik:** It's free, it's very well designed and it's pretty new.

**Mark:** My only you know initial negative about it is it looks Trello-ish but I don't see any Zaps, right? Like I don't see where then you know the automation is or it can start talking my other apps. Maybe they have one in there. I'll have to go to Zapier and see but it doesn't look like it.

**Erik:** Yeah, it may be too new to be over on Zapier yet. I'm not sure. I haven't looked for any Zaps yet.

**Mark:** Bear Land – Aaron, what are your thoughts?

**Aaron:** I like it so far. It looks like you can kind of use it to create like your own super customizable project management. You know it's got some things where you can use some sliders to track some progress on things as well as some Trello looking cards with some calendar that you can put some tasks in and timelines and that sort of thing. That just looks like one function but it is pretty cool, I'm liking it.

**Mark:** Huh, "Think Minecraft for docs." I like that, "Think Minecraft for docs." Scott Bossman, what do you think?

**Bossman:** I think it's definitely worth a look. I mean there's so much of this stuff out there it's pretty phenomenal in this day and age how many free tools are out there there are to help you in your business. So, I like checking these new things out and I'll definitely take a pic at it.

**Mark:** Oh, I think we have a show title, "Even people with short legs can take big steps," Scott Bossman. So, I want to thank Scott for showing up and contributing to the Round Table podcast, Bear Land - Aaron, Erik Peterson, Scott Todd. Just a reminder to everybody, the next Flight School is starting soon. If you want to learn more about Flight School, just go to [TheLandGeek.com/Training](https://TheLandGeek.com/Training). Schedule a call with Scott Bossman or Mike Zaino and learn all about it. Maybe you just have a question about the toolkit, you can go to [TheLandGeek.com/Training](https://TheLandGeek.com/Training) and schedule a call with Mike or Scott.

If you're not automating your payments, again go to [GeekPay.io](https://GeekPay.io) and of course you've got to give Scott Todd some love at [PostingDomination.com/TheLandGeek](https://PostingDomination.com/TheLandGeek) and start marketing your properties on [LandModo.com](https://LandModo.com) for sure. So guys. are we good?

**Scott:** We're good, Mark.

**Bossman:** We're good.

**Erik:** We're good.

**Mark:** All right. I want to thank all of the listeners. Please do us a small favor just subscribe, rate and review the podcast. Send us a screenshot of the review to [Support@TheLandGeek.com](mailto:Support@TheLandGeek.com), we're going to send you for free our \$97 Passive Income Launch Kit course. Please do that and one of these days, I'm going to be really happy to say when you do that we're going to give you a free copy of *Dirt Rich*, which I can't wait to say which will be about in four weeks. If you want to start preordering *Dirt Rich*, just email us



at Support@TheLandGeek.com and we'll get you on the list. All right, are you guys ready?

**Scott:** We're ready, Mark.

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

**All:** Let freedom ring.

**Mark:** Oh my gosh. I'll tell you what, I'm so grateful for my passive income right now because there's no way anyone is going to listen to this podcast and be like, "Hey, you know what? We should get these guys their own show on CNBC."

**Scott:** I think you're wrong there, I think you're wrong.

**Mark:** You think so. You think we could go national with this podcast?

**Scott:** I think we could, yeah. We just need a little bit of luck.

**Mark:** Yeah, all right cool. So, Scott, you flew to Venus, Florida yesterday?

**Scott:** Yes. I took my wife out and I'm like all right, we attempted to do it on Sunday but the winds were a little rougher than ideal. So, I said let's just wait. We waited a day; we went out yesterday and flew down. It was about a 30-minute flight. And man, oh man, going down there, I didn't think it was that bad. Though there are things in the earth called thermals and basically, it's like you know the heat from the earth is rising and it kind of pushes you up and down a little bit.

The thermals were there. I mean it wasn't anything that's outside the normal, but my wife got a little motion sick in the air and that was not pretty and then while she was getting sick, I was trying to fly us towards the water which would be smoother air. I got over the water, smoother air, landed ate an awesome lunch out on the beach, then took off and just went right up the coastline right back into the airport. About a 40-minute trip right up the coastline over beautiful water, nice smooth air; it was really cool.

**Mark:** I have a feeling no one is going to want to talk to you at Boot Camp.

**Scott:** Maybe, maybe I don't know I'm just that [00:46:31] [indiscernible].

**Mark:** I mean seriously, like I'm just enraged right now on jealousy.

**Scott:** I get it, I get it, Mark.

**Bossman:** Comparison is the thief of happiness, Mark.

**Mark:** I know and I'm going to do one, two, three and let it go but...

**Bossman:** There you go.

**Mark:** ...my god I'll tell you what, I'm not going to let my wife listen to this podcast for sure.

**Scott:** You know I can talk to her though. I can talk to her for you.

**Mark:** It doesn't matter I'm not going to... I can barely cut a steak let alone fly a plane.

**Scott:** She's got to take your meals for you?

**Mark:** I mean she's like take smaller bits Mark and don't choke.

**Scott:** Don't choke honey, don't choke.

**Mark:** I mean that's crazy. I'm lucky my kids even drive with me.

**Scott:** Ah you know.

**Mark:** But fly? No way.

**Erik:** Don't worry, Mark, you'll find your thing one day I mean other than land.

**Mark:** Other than land, yeah I know. I'm like [00:47:37] [indiscernible]. I have no interest in it. I just want to get better in land investing and land teaching.

**Bossman:** Get a motorcycle.

**Scott:** Ah see, what just happened there. He's like, "Scott, you go do that. I just want to get better at doing what I do—land investing because I'm going to beat you in land investing." That's what I took from that, Mark.

**Mark:** No, it's a defense actually. I would love to go outside my comfort zone and learn something new like you know jujitsu or flying but instead I find myself looking at...

**Scott:** Just focusing on land investing.

**Mark:** ...apps like [Coda.io](https://coda.io) I'm like I wonder if I could introduce a system here.

**Scott:** Mark, you know you actually sound a lot like Martha Stewart, man like I just want to focus on my salad.

**Mark:** Boy, that hurt.

**Erik:** Maybe you could get into like electric bike cycling or something.

**Mark:** I took a ride yesterday on my electric bike it was beautiful out. It was really nice and but after a while it starts getting lonely when it's just me and a bunch of elderly people at the coffee shop in the middle of the day. I mean it's crazy. I need one of you guys to move out here. I call my buddies and they're all like I've got a meeting with my boss at 1:00 I can't meet, I call another buddy oh I'm just too busy. Not everybody can be like you Mark get a real job. I'm like, come on.

**Scott:** Get a real job that's an insult.

**Mark:** It really is.

**Scott:** Why would they say that to you, Mark?

**Mark:** Because they're jealous. Comparison is the thief of happiness because now I'm just forwarding them picture of you on the beach I had lunch, I'm just pretending it's mine [00:49:35] [indiscernible].

**Scott:** All right. I'll make sure they're very generic from here on out.

**Mark:** All right.

**Scott:** Just flew to lunch. Don't hate me.

**Mark:** Don't hate me. Seriously that's not going to be like a meme.

**Scott:** Yeah, don't hate me.

**Mark:** All right. Speaking of lunch, I'm going to go eat something very healthy.

**Scott:** Why?

**Mark:** Why not? I've got to look svelte for a Boot Camp in Vegas.

**Scott:** All right. Go eat some fruit meal or something I don't know.

**Mark:** All right. I'll go eat some kale. It's always fun to pick on kale.

**Scott:** I feel bad for you, Mark.

**Mark:** Thank you.

**Mark:** All right guys. Thanks again. I will see you later.

**Scott:** See you.

**Bossman:** See you.

**Mark:** All right, bye.

*[End of Transcript]*