



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

Mark and Scott talk with: Erik Peterson – LandOpia.com, Tate Litchfield – FrontierPropertiesUSA.com and Jeannie Morem 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 podcast we've got the usual suspects. Of course, we're very happy to have her back. Feeling better, recovered from the terrible flu, Jeannie Morem. Jeannie, how are you?

Jeannie: Feeling great, thank you very much.

Mark: Great, great and of course the always... just super nice guy that I'm very excited to see in Vegas because it just brings the niceness out of me Erik Peterson, Erik - no nickname - Peterson. Erik, how are you?

Erik: I'm good looking forward to heading out for Bootcamp here in just a couple of days.

Mark: Yeah, yeah. If you are listening to this recording Bootcamp has already happened because it comes out a week later but we're getting excited. Then, of course, the big papa, I love it when you call me Big Poppa - Tate Litchfield, how are you?

Tate: I'm great, happy to be here today and ready to see what we got on the discussion table.

Mark: Awesome. I know you got to jump early so we're going to do like a speed Round Table for you. Then of course, last but certainly not least the man with the mini bat you know him, you love him, Scott Todd, ScottTodd.net, LandModo.com and most importantly if you're automating your Craigslist's and your Facebook postings PostingDomination.com/TheLandGeek.com. Scott Todd, what's up?

Scott: Mark, you know what I'm excited about?

Mark: What are you excited about?

Scott: A new Flight School starts tomorrow, newbies. I get newbies to like introduce the mini bat too and I can't wait. Like I can't wait to see them like eyes wide open, they're excited and then by the end because we have like overloaded them with like good material that they won't be able to go to sleep that night. That's what's always great for me is to see the new class come in and to like really feel like I've overwhelmed them so much that they're so excited they won't be able to sleep as they head out looking for their first assignment. So, I'm looking forward to that tomorrow. It starts tomorrow Flight School and then we have another one scheduled for May.

Mark: Wow. I love it. I love Flight School. For those of you that don't what Flight School it is, learn more go to TheLandGeek.com/training and check it out. So, I do want to just quickly let everybody know that yesterday I sent out a little or it's actually today I sent out an email which if you're listening to this now it was a week ago it was the first chapter of *Dirt Rich* and Erik Peterson gave me some nice feedback here. Erik, what did you think of the first chapter?

Erik: Well, I read through it this morning and my thought was I just felt that it was a really great introduction. Gives people the opportunity to kind of know your story and where you came from and why you're where you are today. I thought it was nice to show some of the kind of pitfalls and things you ran into along the way and it just shows you're real just like the rest of us and gives us things we can identify with.

Mark: Yeah, absolutely. In fact, I'm probably too real. I'm more real than the rest of you. Like I've made more mistakes than the rest of you so, it's all in there. I really want to reward the community. So, you'll get an amazing deal if you just email Support@TheLandGeek.com and then just have as the

subject line *Dirt Rich* and it's coming out in a few weeks you're going to get an amazing, amazing value out of it. Now, I'll tell you writing it was not easy. Scott, you've written a book I mean the problem with a book is that it's a book and I can't go then edit it. It's miserable in that sense.

Scott: Yeah, you can't. Once it's locked and loaded you're there. You're committed to it. So, all the little things of it, "Hey, let's just get it done and we can fix it later," not so much.

Mark: Yeah, I know and that's why Erik's feedback was so good for me because I feel so vulnerable with it like, "Well, I hope it's good enough." Because at some point I'm like, "I'm never going to get this thing done if I want it to be perfect or even great." I'm usually my harshest critic I'm like, "Well, I guess it's good enough like it's been 18 months like let's just get this thing done." So, I don't know but hopefully, it is.

Scott: But Mark, doesn't it show you like new things they don't come easy. Like you have experience as a writer like that was your degree, right? So, essentially you know like it took a lot longer than what you thought it would and I think that's what happens to a lot of people is people think, "I'm just going to whip this thing out. It's going to be done easy peasy, no problem." But if you stay committed to it and stay focused on it you can get to what you want to be or achieve but you got to keep the drive right. Like you got to keep that piece open.

Mark: Yeah, absolutely. Jeannie, what are your thoughts?

Jeannie: You know what? I really agree with that. I think that's why I was interested in having you talk a little bit about your mojo, how you kept that mojo going and you were by yourself. You didn't have all these great people surrounding you at that time, correct?

Mark: No. It was all me.

Jeannie: Right.

Mark: In fact, I had such a horrible scarcity mentality that if people asked me what I did I wouldn't tell them. I was like, "I'm doing real estate." They are like, "What part of real estate?" I'm like, "You know this and that." I was like the most ambiguous person at the party ever to the point my neighbors thought I was a drug dealer. They were like this guy lives in this big house, he drives these big cars and like doesn't seem to be doing much and it was not great. Tate, you should be writing a book called The Youngest Real Estate Mogul on the Planet.

Tate: No, I'll leave the writing for you guys right now but maybe in the future. But I imagine it can't be as easy after all this isn't a Craigslist ad that you're writing here that you can just throw out there and you know see if the people like it. So, I've gone through a little bit of it and I like the first chapter. I really like it. I'm not all the way done with it so more feedback to come.

Mark: All right. Thank you. Thank you. So, you know one of the chapters in *Dirt Rich* is a chapter called "Kaizen" and it's actually a chapter in the second book I'm writing called *Coax the Cat* which is a companion book to *Dirt Rich* which I'm really not ready to talk too much about yet. But that's also a chapter in there as well, this idea of continuous improvement. We had a coaches' call last Friday and we were talking about well how can we improve the coaching program?

One of the main elements of that was the software project we usually use is Basecamp and the great thing about Basecamp is that all the coaches live in that project and we're not filling up anyone's email. So everything lives in Basecamp, everything is searchable and archivable. They're like, "Oh wait what did Tate say about that county?" It's all lives in Basecamp. But the problem with Basecamp is that it's like you're like siloed in a way.

So, there's not this sort of sense of community in the coaching program. So, we solved that by creating a new exclusive coaching Facebook group and within that coaching Facebook group every month the coaches are going to do an advanced module and advanced learning just for the coaching clients. So, I think we are really going to add a lot more value to the coaching group and I think it's going to be great. Erik Peterson, what are your thoughts?

Erik: Well, I know we've already been talking about certain modules that I'm tasked with putting together. I think it's going to be very beneficial for the coaching clients, I mean, to have a resource to learn some tips about county research or automation or whatever it might be for that particular month. I think it will be a great resource for them and it will be exclusive from what I understand for the coaching clients. So, it's a kind of an extra benefit for them and just help them get up to speed that that much quicker.

Mark: Yeah, absolutely and I think it allows all the coaches to really have a better handle of not just their coaching clients and where they are at where we can be a lot more proactive as opposed to being reactive with them and then sort of treat them as an entire community where everyone sort of accountable to that whole coaching group. Where Jeannie is not going to want to wake up and be like, "Well, you know I didn't mail this week. I didn't

have the whole coaching program" so, I think that extra bit of accountability is going to be interesting as well.

Then, of course the one on one aspect where you know Erik might be doing his advanced module and then you can go in and say, "Hey, I had a few questions," and then you put that one on one time with Erik and do even a deep dive with him one on one. So, I think it's the best of both worlds. I'm excited about it. Scott, what are you most excited about regarding the new coaching format?

Scott: Well, I think that the fact that we can kind of solve some bigger issues in terms of education. I think that's one of the things that really defines coaching is that one on one relationship that you have with your coach. Someone who's going to know what you're doing and kind of help you drive to where you want to go. I think that's one of the funny things about coaching though and you mentioned it was the silos that are created because like people live within the project with their coach but what they didn't have was they didn't have necessarily the full relationship with all the coaches. I think that's kind of what really the Facebook group is really designed to do. The coaching Facebook group is designed to get you interacting with the coaches.

But also, now you have a new education component in there that we can kind of help to lower the knowledge gap. Because look, some people have expertise in other areas that people don't. So, if you were to say, "Scott, teach me on how to do an eBay listing and sell on eBay." While I've done it I'm not necessarily the best person for that. So, now we can say "hey, this is a need from the coaching students" and boom we can have an education program created for it. So, it's really the opportunity for continuous education.

Mark: Yeah, absolutely. Then, we also get that sort of a collective intelligence just in the coaching group as well where someone might ask a question that everyone can benefit from that answer as well. We do have the Mastermind group but the Mastermind group people are all different levels from Toolkit to Flight School to one on one coaching and so when you have everybody sort of at the same level it's a little bit different, I think and the fact that it's so much smaller you can't really hide at all in that group, which I think is nice. Tate Litchfield, what are you most excited about?

Tate: I'm excited about the fact it's going to be intimate and that's one of the things I really like right now about Office Hours is you get a group of people on a call and were able to work together and solve each other's problems and now we're going to be able to do that on a much larger scale.

You're going to be able to have Erik chime in, and Scott, and me, and you and every other coach available and if somebody is not an expert in one specific area we're going to get somebody who is an expert to help you out.

So, it's... I'm excited. I think it's going to bring our community even closer together. It's going to make us all hold ourselves to a higher standard and be more accountable for our actions or the things that we don't do in our business. So, on top of that and the fact that it's kind of this exclusive networking room I think that's going to be really, really helpful to a lot of people. So, I'm looking forward to it.

Mark: Yeah, absolutely and Jeannie Morem, more as a coaching client, what are you looking forward to with this Kaizen?

Jeannie: That was sounding like an infomercial to me because I'm really excited because I do feel like I'm in a silo. That's why I've enjoyed being on the podcast here because I feel alone out there sometimes and if I feel alone and I know there are there are others that do the same way.

I also love the accountability piece because some days that's what gets me up during the day or gets me up in the morning going, "Oh my gosh, I have to get something done before I have that conference call with Mike." So, I have to get that done. So, it really keeps me going. Actually, I am at a point where I could be moving faster. So, I think being in that group would really help us out a lot especially me.

Mark: Yeah. I think that's great which kind of leads us to our next topic which is what happens when you've got momentum and then let's say like life gets in the way. You know Jeannie got the flu. Maybe you know Tate goes fishing for a week. Maybe Scott goes and flies to the Bahamas and takes couple of weeks off. You know Erik is building his wife or built his wife a new office in for four days, right?

You've got these sort of life breaks that you know how it is like after you've been working out every day and you know that once you go back to the gym ... Like you stopped for a week and you go back to the gym and you're anticipating that pain sort of the next day it's like you can't lose your mojo. It's like, "Well, maybe I'll start Monday." Then I'll go back and then Monday comes around I'm like, "Well, my sister is in town so, I start the next Monday." Something like that and pretty soon you've lost all this momentum. So, Erik Peterson, what are some of the things that you do so you don't lose your mojo and you keep the momentum going when there are sort of these life breaks in your business?

Erik: Well, I would say that I kind of create habits and try to find a way to spend time on the business every day and when I have those situations where I might be out for four days or whatever and not really be spending any time in front of the computer or what have you as soon as you know kind of things are back to normal I want to get back into those habits and get right back at it. You can't just ignore those things and let them go because the longer that goes the harder it is to get back to it. So, I mean, really that's it for me is just get getting back into it. Going back to those habits you were doing beforehand and just pick up where you left off. Don't be overwhelmed by it just get back to it.

Mark: Yeah, absolutely. Tate Litchfield, how about you?

Tate: I second what Erik said about habits but I think it's also important to keep it fun and keep this keep this business a kind of exciting. Because after you do it for a while you realize you are doing the same thing over and over and over again and if you're used to a lot of stimulation this is kind of a boring work environment for you. But I think there's ways to keep it fun and one of those things that I look forward to is my meet up with the with the team and with the other Land Geekers at Bootcamp every couple of months and that keeps it fresh. That helps me recharge my batteries and get it going again. I will be going to that regardless of my coaching or anything. If that's where people are meeting and talking land for three days I'll be there and that helps me a lot.

I think working with new people and just I don't know knowing that it's for the greater good. It's something that just has to get done and sometimes that's just the way work is. You don't want to get too complacent or are lazy with it because certain things like your mailing and your marketing it's not necessarily fun but it does need to get done every single day no matter what. Like Erik, I just have a habit of doing those things without fail.

Mark: Yeah, yeah. How are you, Scott Todd? Wait, Scott, you're on you're on mute.

Scott: Sorry about that. I think the fact that you just keep moving like keep moving, keep getting energized life is going to get in the way and I think the reality is that if you built your business properly with you know teams of people the business is going to continue to grow so that if you're out or enjoying vacation or whatever you might miss some things but the business is going to keep growing because you've built it to be a machine. That's ultimately, I think, what a lot of people fail to do is they fail to create the machine in their business. The business really should operate whether you're there or not. But until you've developed that business I think that the best

thing to do is really to have that deep-down motivation or the deep down why.

Because when you're so motivated to accomplish this goal there's nothing going to stop you. Like, life can get in the way but that's when you're breaking out your own mini bat and you're like you're shutting it down because you're like, "No I've got to achieve this goal. This is not negotiable." I think that it's that burning desire Mark.

If you don't have the burning desire over something well then you know your goal ... I'm going to steal something from Grant Cardone but look you don't have the desire for something your goal is not big enough. Because you know essentially your goal should be so large that they by themselves motivate you. I'm not saying to work when you're sick or whatever but it's amazing when your goals are so large and larger than life you feel compelled to get them done at all cost. I think that that's kind of like the motivation that you need.

Mark: Yeah, absolutely. I mean, I think that you took my answer but I'll go back to what Jenny said and when I first started I didn't have systems, I didn't have automation I might have had one VA at one point but I was doing everything myself and there would be those days where I wouldn't feel like doing much or I would feel like I was losing my mojo and it all kind of came back to what Scott would say. Because I had three young children, I had a wife that didn't work and my purpose was way bigger than me. So for me, my big burning desire was never to have to update my resume ever again. I knew if I didn't work in that business to the point where I didn't get it done I was at risk of having to go back to a job. So, it didn't matter for me what I'd have to do.

Eventually, you get to the point where like your feelings don't matter anymore. I'll go on YouTube and I'll listen to like a motivational speech but how I feel at that moment is irrelevant. I don't feel like working out every day. It's painful. I don't feel like writing a chapter in a book. It's miserable to look at a blank page. I don't feel like talking to Tate some days because he just makes me feel badly about myself. Why didn't I start when I was his age, right? But I'll do it anyways because it's important to me. Tate brings me wisdom even though he's 100 years younger than me.

If I'm working you know on the business it's going to move the needle my life and then eventually you get to the point where your purpose is grows and grows and you get to that point like what Scott said like your goal has to be big enough to excite you. And even on those days you don't you like doing it you're going to do it anyway because you're working for something

way bigger than just yourself. Because eventually you do get comfortable. With being comfortable and not having a big enough goal a big enough purpose you're not motivated doing anything because you don't need to be. So, Jeannie, does that help?

Jeannie: Yeah, and I'm going to add something to that too because I've been working on this a little bit because working on developing this business a lot of the stuff I have to do is new and I'm learning for the first time. So, it can be really scary for someone like myself who's a feeler and when you talked about you don't feel like it, I go, "I'm going to go clean the toilets or I'm going to do laundry," or I find all these other excuses. So, I get the big picture and everything and the goals but sometimes it gets down to just digging and doing the job. So, I found that's why I was getting stuck.

You know what I found? I found Mel Robbins principle and I don't know if you are familiar with her but it's the 5-4-3-2-1. I will sit and have to go look at the county or I'll get an email from somebody on eBay and they want they want some information I'm like, "Oh, you know I really don't want to do that," and then right away I will go 5-4-3-2-1 and I'm up, getting it done. So I found that tool for me will get these little things done that seems so annoying because I'm a big picture person and I want to own lots of land and lots of acreage but doing the little work right now is annoying so that's how I'm learning to overcome it. Now I'm trying to get my momentum going is just tricking my brain.

Mark: No, I think that's great advice. Whenever we have to embrace the suck and do something that we're not comfortable doing it just naturally we avoid it. That's what procrastination is. Procrastination is just avoiding any type of pain. There's some type of pain that's involved with that activity so we just avoid it.

I think knowing it and sort of leaning into it and then doing it anyways and eventually that pain goes away because you get so much better at it. I mean, it is hard. It just is and the fact is like it's a simple model but it isn't easy. I think that's what makes this so special is that it is hard and we want it to be hard because if it weren't hard it would be valuable. So, I think what you said was really, really interesting and important. Last subject before we get to Erik's tip of the week. Erik Peterson, do you sell on eBay?

Erik: On occasion, I do, yes.

Mark: How do you deal with eBay flakes? They win the bid and then they disappear and don't pay you and you're stuck with that \$35 listing fee.

Erik: Yeah. Unfortunately, that's just kind of the nature of the beast. When you're working on eBay that's part of selling on eBay. I mean, there's tactics you can take to try and avoid that. For example, when someone bids you contact them right away through eBay's messages, you try to open a dialogue with them, get them talking, make sure they understand the terms all those kinds of things.

Then, of course, if they don't pay you can offer second chance offers if there were bidders behind them and so on. But ultimately, I mean, it's just part of eBay and it's a headache and a lot of times it means you eat the listing fee and you go back and you try it again and sometimes you have to try it again. But that's just the way it goes.

Mark: Scott Todd, what do you do?

Scott: Well, I think there's things that you can do to minimize it. One you can reach out to them when they have placed a bid and say, "Hey, I see that you placed a bid and you know I just want to confirm how this thing's going to work." So, you're reaching out to them. You could say something like, "Hey, respond back to me if you that you agree and understand," and then, if they don't respond back to you well then you probably have an answer and the answer is that they're probably going to be a flake, to begin with.

The other thing that I've done is I've kind of gone into the settings in eBay and basically said, "Hey, listen they need to have a PayPal account attached to their eBay listing in order for them to bid. So, if they if they don't have a PayPal account they can't even see the auction." So again, it's not just having it it's tying it back to their profile. I know that we're not going to accept PayPal as the payment.

I'm just saying that Craigslist or eBay will actually go out there and look and say this person's not having their PayPal committed to it it's probably a scammer or somebody that there. It could be a bot who knows or a Russian troll. Essentially but the fact that they've taken the time and connected their PayPal profile to their eBay profile is a pretty good indication that they are in fact a real person, right? So, it's not a fake account. Then, you can't limit people based on having zero rating but when I see people that have a zero rating I'm again contacting them to say, "Hey, I want to make sure that you understand how this thing works," and then from there you'll find that the gap will get closed.

Mark: That's a great answer. Tate, anything that you're doing differently than Scott?

Tate: No, we take the similar approaches. I mean, if I don't get a response from somebody that's kind of a signal to cancel the bid and move on. So, I pretty much do the same thing as Scott and Erik said. But unfortunately, sometimes you're just going to lose occasionally on eBay but it doesn't mean it's a bad platform by any means.

Mark: Yeah, I mean, Jeannie I would even take it a step further and have like I use aText for a text auto expander and so whenever someone would bid I would just you know type in BD it would say, "Hey, eBay bidder thanks so much for your bid and your interest in our property. If you want us to end this auction now click this link and have a GeekPay.io middle link and once we accept payment, you are the winning bidder and we will end the auction."

Sometimes people will just do it and then you kind of know like holy cow and you can even explain, "You know, oftentimes the auction will end and people won't pay. So, we want to make sure you're really serious, you really for real. This is a great buy right now at this bid plus the 4.99 recording fee. Here's your link to make payment once you make payment we will end the auction with you as the winner." So that can also help mitigate those eBay flakes by trying to get them to buy before the auction ends. Does that help?

Jeannie: Yeah, and I had a situation that happened last night. I've had eBay bidders that don't fall through and so, I was closing on one last night and I was watching it. It was three days and I'm not exaggerating I was communicating with one of them, his name is Danny. He asked me questions I always got back to him like within five minutes but five minutes before that eBay closed that bid closed someone came out of nowhere and they have zero feedback you know zero stars.

So, I went to take a look at them even closer he had just created an account yesterday and I didn't trust him. So, I went through eBay reported it said, "Could you please remove them," and they asked why and I explained that he just created an account. I'm not feeling comfortable. They actually removed his bid because he was the highest bidder removed it then the second bidder Danny, got the bid. Well then, after it closed I got an email from the gentleman saying, "Hey, I was the highest bidder, what happened?"

Mark: Awesome.

Jeannie: So I said, "Well I want to always be ethical in everything I do but I am so tired of people not following through." I just said, "You know what? There was another bidder and we're going with that one," and they were

fine. The one that did win the bid has been amazing and I've been communicating with them all day. He is so excited and that's one of my favorite parts of this job is working with the buyers because he can't wait to get to that property.

Mark: That's amazing. Good ROI on that deal?

Jeannie: Yeah, yep, almost 200 percent. But I bought it pretty reasonable. It was much was really reasonable. But I also like Scott's tips and creating the settings on eBay which I haven't done yet. So, I love that tip. It's great. Good idea.

Mark: Awesome, awesome. Well, that brings us to the Round Table tip of the week and Philip Marr if you're listening you just get one tip this week. Erik Peterson, what do you got?

Scott: Should we just call this the Phillip Marr tip?

Mark: Yeah let's call it the Phillip Marr tip of the week.

Scott: All right, there you go.

Erik: Now you know. All right, well, this week's tip of the week is going to be a book by the name of *Dirt Rich*. You might have heard of the author.

Scott: Never heard of it.

Erik: He's known around here. But like I said at the beginning of the podcast I did read the first chapter. I think it's going to be a great book about kind of getting started with land investing so I would recommend preordering. Email Support@TheLandGeek.com and that's all I got.

Scott: I bet you, Mark, I bet you love this tip, don't you?

Mark: No, I love the fact that Erik was so comfortable and calm kind of plugging. That's hard to do. Like, I do it all the time it's hard to plug. So thank you, Erik, and speaking of plugging by the way today's podcast is sponsored by the mini bat. If you don't know what the mini bat is that means you have not learned anything about Scott Todd's Flight School and his basically companion the mini bat. If you want to learn about the power of the mini bat you've got to schedule a call with Mike Zaino or Scott Bossman and get the details.

Because like Scott said, April Flight School is over. We're going to start filling up May so go to the LandGeek.com/training and schedule a call with Mike or Scott Bossman and learn about the power of the mini bat and how it gets you to execute in real time in this business. How about that, Scott Todd?

Scott: I think it's great, Mark, great job.

Mark: Does the mini bat have a name?

Scott: Mini bat, Batman

Mark: Batman, there it is. All right, Erik Peterson, are we good?

Erik: Yeah, we're good.

Mark: All right. I'm so excited to see you in a few days. Tate, are we good?

Tate: Yeah, yeah really good. I liked this podcast a lot.

Mark: All right. Jeannie?

Jeannie: I'm fantastic. I really enjoy hanging out with you guys. Thank you.

Mark: We love it and we're so happy to get that perspective from not just a woman but a newbie as well. So, it's great to have a little bit of Land Geek diversity of the podcast and of course, Scott Todd?

Scott: We are great, Mark.

Mark: We are great. All right so hopefully we made it before Tate has to leave and I just want to thank all the listeners. Please do us a small favor you get to subscribe, you've got to rate, you've got to review the podcast. Send us a screenshot of that review to Support@TheLandGeek.com we are going to send you for free the \$97 *Passive Income Launchkit*. So, please do that.

Everyone Tate, Scott, Erik can't wait to see in a few days. Vegas baby Vegas if you want to start to see Jeannie Morem who's going to be at the Scottsville Bootcamp go to TheLandGeek.com/Bootcamp the camp and register now. August is going to be here before know it. So do that. Are you ready? One, two, three...

All: Let freedom ring.

[End of Transcript]