



THE LANDGEEK

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, Mike Zaino – TheLandGuru.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 today's Round Table podcast, we have very tired [00:00:29] [indiscernible] group post Vegas Bootcamp. We've got the Zen master—breath in the mailing, breath out the marketing—Mike Zaino. Mike, how are you?

Mike: I'm doing great and you want to know why?

Mark: It's because so many people came up to me at Bootcamp and said they love...

Scott: Oh no, no, no stop, stop.

Erik: I didn't hear a single person say that.

Scott: Edit, edit, edit stop. Mark, don't even continue this conversation. [00:00:59] [indiscernible]. I have edited it. Stop, next topic please. Jeannie, how was your weekend even though you weren't at Bootcamp?

Mark: Jeannie. We've got Jeannie Morem on the podcast. How are you?

Jeannie: You guys are so much fun. You really are a lot of fun guys.

Mark: See now on the Round Table Jeannie Morem was the only one not at Vegas so she's going to be carrying the Round Table podcast today. But Jeannie, let's face it everyone loves Mike, right?

Jeannie: They really do. He's got a great personality, so easy going you know, he just loves people. He's easy to love.

Mark: He's easy to love. But speaking of lovable people, we've got the guy with no nickname. Erik - no nickname - Peterson. Erik, how are you?

Erik: I'm good.

Mark: How do you feel?

Erik: Well, I'm recovering. Yesterday was the a little rough. Today is a little better. You know a long weekend.

Mark: And long days. Bootcamp is intense and you think the guy like the Olympic cyclist would like have tons of energy but even Tate—the big poppa—Litchfield is dragging. Tate, how are you?

Tate: I'm feeling good, Mark. I'm feeling really good.

Mark: Oh, he's drinking from his cup TeamTate...

Tate: Mark, you want to see the back side?

Mark: It says Big Poppa. So, Ken and Karen [00:02:28] [indiscernible] loved to poke the rest of us sort of you know.

Tate: Scott, did yours make it home safe this time?

Scott: No.

Tate: Yes you did.

Scott: No, it got smashed at airport. I don't know what happened to it.

Tate: Well, I know Mark's made it home.

Mark: Mine made it home and my wife is like, "Who is the big poppa?" I'm like, "I love it when you call me big poppa. Like Tate." My wife doesn't even listen to the podcasts. Then of course, you know him, you love him. Scott Todd: ScottTodd.net, LandModo.com and most importantly, if you're not automating your Craigslist and your Facebook postings, PostingDomination.com/TheLandGeek. Mathew Forbes made Scott Todd an actual bat. What does your bat say, Scott?

Scott: It's got three things: one, it says mail every day to keep this bat away, it's got The Land Geek logo and it says Scott Todd's Flight School mailing bat baby.

Mark: But it's a real bat. It is an official [00:03:33] [indiscernible]

Scott: This thing is a work out.

Mark: Yeah.

Scott: Listen, this thing is like a work out. I couldn't believe that they wouldn't let me take this on the plane. They're like, "Dude, that's a weapon." I'm like, "A weapon? What am I going to do with it, smack somebody?" They're like, "Yeah." I'm like, "Okay." So, I had to check it.

Mark: Yeah. So, this is the power of Flight School. If you want to know the power of the Flight School bat now—it's a real bat, schedule a call with Mike Zaino or Scott Bossman. Just got to TheLandGeek.com/training. So, let's just get into it. So, our first topic is Nite Cap. Our first live Nite Cap in Vegas at Bootcamp. Mike Zaino, what was that like for you?

Mike: It was awesome. Scott Bossman and I—we had a blast. I mean we got to interview all of the bigwigs, we brought them all in, one after another and I think what we've lost in may be the best audio we made up for in this to kind of just the presents of the people we had with us; it was awesome. I mean we were feeding off the energy of the first day; the first was Friday night so it was incredible, and I really, really enjoyed it.

Mark: Yeah, you know what's going to be great Jeannie is that in Scottsdale Bootcamp in August you and Kirk can come on as a couple.

Jeannie: Yeah.

Mike: On the Nite Cap.

Mark: [00:04:57] [indiscernible] all the deals you've done which is kind of cool. Wait, now Jeannie, did you see the Nite Cap yet?

Jeannie: I've seen it but I didn't see the most recent episode. I'm looking forward to it.

Mark: We'll have to get your review. So, Nite Cap was really pretty fun during the networking hour and actually we say it's a networking hour but Erik how long does that thing go?

Erik: It goes more than an hour.

Mark: It definitely goes longer than an hour for sure which I think it's great. Like our community is amazing I mean everyone bonds. You know what's funny it's like even like when we have breaks people don't want to come back like they're still talking and kind of bonding. So, Scott's got some good advice for me let's get people back into the room.

Scott: Yeah.

Mark: Which... yeah.

Scott: And it's not the door prices either go figure.

Mark: And it's not the prices. So, it's going to be cool. But if you want to register for Bootcamp, you've got to go to TheLandGeek.com/Bootcamp to register for Scottsdale. We already have like 15 registered so get in there before we fill up for sure. Tate is like, "I'm so tired." He's like, "Is this over yet?"

Tate: [00:06:16] [indiscernible] I'm tired. It was so fun. Like Bootcamp it's really fun but it's exhausting. We put a lot of work into it and it takes a few days to recover afterwards but ultimately it's such a good environment that I can't stay away from it, I don't know.

Mark: No, I know. Well, let's get into the Bootcamp takeaways. This is specifically just for Jeannie because she wasn't there. She's like, "What were the biggest Bootcamp takeaways?" I've got one but I'm going to save it for Jeannie. Tate, what was your biggest Bootcamp take away?

Tate: You know my biggest Bootcamp take away is it was more of a realization that we're all on this together. Everybody is starting their land journey at a different spot and if you get to attend the VIP room you really start to realize this more and more that people whether you're just starting the business or you're seizing the event like Scott, we can all learn from one another and there's always something that you're going to take away.

So, I really enjoyed the sense of community and just relationship building and the intimacy that I got to take away from Bootcamp and it's cool to see how everybody is willing to share their ideas and help one another. I guess that sense of community if nothing else it was that we are members of the greatest community out there as far as real estate investors. So, I really like that about Bootcamp and it's something that you won't experience anywhere else. You've got to come, you've got to experience it in person in Scottsdale in a few months.

Mark: Yeah. People were asking me like how come you don't record it and like sell it? Because it's like special that would be sort of like being a sellout. Like you've got to be in the room, right Scott Todd? What's that Hamilton song?

Scott: *The Room Where It Happens*, right?

Mark: You've got to be in the room where it happens.

Scott: Because if you're not, you're not there. I think Tate's right. I think you look at where everybody is and you know, Mark, it's so easy to think about like things from your own business perspective. Like, "Oh, I should farther," or you know we often times put artificial deadlines on things and we put more pressure on ourselves like oh I need to be further or other people are overlapping me and you know it's funny because of that you start to get down on yourself as opposed to just I'm just going to throttle in, I'm just going to do this every day, I'm just going to do the best I can.

Then what happens is you start to put more pressure on yourself and when you put more pressure on yourself well then you stop being able to focus. Think about it whenever you're worried about something what happens? You only can focus on what you're worried about. Every time it happens like oh my gosh man something is happening to my family you can only focus on it. It makes it so hard to even work that when you put so much pressure on yourself like I've got to perform, I've got to get this done, well then, that's all you can think about is your perceived failure. When in fact you're making success you just can't see it and so when you talk to other land investors new or people who have been going through coaching or whatever a lot of

people are in the same boat. They're putting too much pressure on themselves, they're trying to meet some artificial deadline that doesn't exist it exists in their heads. So, it's always kind of interesting to see where people are and to see that's what I think that people get out of Bootcamp is you're not alone you're all in the same boat together.

Mark: Yeah. I mean, Mike Zaino, what's your advice to people that they're in their own way? I feel like 90% of business is really mental and 10% is how to and then it's just you've got to get out of your own way at some level.

Mike: Yeah. Well, this is the old paralysis by over analysis right? I mean that's what we're talking about here all the time and that's one of the biggest things we can help people with is don't overthink it. Scott Todd had done this better than perfect you know that whole but my advice is just focus on that one thing at hand you know that book the one thing is great. What's the one thing you can do today to move your business forward. What's the one thing that you can do that will actually impact your life dramatically and don't worry about all the other 10 things going on. Just focus on that one thing, create the conditions that will bring it about.

So, if you want to have a lot of people responding and wanting to sell you their land, well, you need to focus on the mailings. So, that one thing you need to focus on is mailings but if you haven't done that yet well then your focus needs to be on getting a list. But if you haven't figured your county out yet, well then, you've got to focus on that. So, work it backwards. Don't worry about the end results of the mailings until you've done your county research and then focus on that one thing as you move your way down the cycle.

To me the Bootcamp I think that the Bootcamp was absolutely to me the biggest takeaway is how emotional people get, how important this is to them. This is like really important to people and this is changing their lives and I had the opportunity to work with a few people on the side and really experience that and it's powerful. This is something that is truly helping people change their lives in a way that's better and that means different for you, for me and for everyone else. Like I don't know what your fixed expenses are or anybody else's are it doesn't matter, I don't know what your pain points are but this business allows those to be solved because it creates space in your life, it creates the income yes but it creates the space that also allows you to enjoy the other things in your life.

I was reading on the way home on the plane a book it was all about I love this whole minimalist idea. It was talking about people who become

minimalists like they realize this things in their lives that they wanted to do and they never had time to even think about it because they're so busy with the clutter in their house and I think our business does the same thing. It frees up this space and then you see options of just energy come in now you're like what do I do now? What do you want to do, what do you want to focus on, what makes you happy?

There's two other things that come from of Bootcamp. One someone came up to me and said this it doesn't matter who because he said Scott Todd is genius. Look at him he doesn't want to hear it, he's shaking his head. Scott Todd is a genius he said and I believe it Scott Todd is a genius but then they also said...

Scott: I don't think so.

Mike: ... Mike Zaino's quotes are amazing. But anyway...

Scott: Oh, see what he did there. See what he did.

Mike: But those are all true statements.

Scott: He gave me some love and then he [00:13:03] [indiscernible] for his own.

Tate: Prove it.

Scott: Yeah, prove it. Prove it, Mike. Who said that?

Mike: I will bring that person over Nite Cap.

Tate: You're lying.

Erik: Lying with the Nite Cap.

Tate: Until then, it's just a rumor.

Scott: Oh, I know who it was, Tate.

Mike: We know Scott Todd is a genius; we just don't know [00:13:16] [indiscernible].

Tate: Nobody is going to appreciate that, Mike.

Scott: I appreciate that, but, Tate, do you know who that was? I know who it was.

Tate: Was it Erik? It doesn't count if it was Erik.

Scott: No, it wasn't Erik. It was Scott Bossman. I know it was.

Tate: That doesn't count. That does not count. In fact, that's a negative for Mike Zaino.

Mark: Yeah. I love that the wives are like complaining, "My husband is going to bed Voxing. They're Voxing each other before bed."

Tate: You did hear that Mike and Scott both bought like matching outfits. That's what Laura said.

Mike: Matching socks, matching hats.

Tate: They're like twins now.

Mark: Yeah, The Land Geek romance is really going...

Mike: This just came in the mail.

Scott: That looks like your wife's writing.

Mark: Yeah. How about Jeff Dettmer with all the printables. I've got Land Geek prints, you know like notepad, [00:14:14] [indiscernible].

Mike: I liked the big one. The big one looked nice.

Mark: Yeah.

Scott: Speaking of Jeff, you know what was really cool, Mark, is I got an email from Jeff today and he asked me a couple of things but one of the things he said and I love this. He says, "On Sunday before I left the hotel I sold another property. This one from Land MODO. You blasted them out at 11:00 AM, got me three responses by 4:00 and one bought." How cool is that?

Mark: I know. He sent me the same Vox.

Tate: He emailed me this morning and said two of those people are most likely going to convert into sales too. So, one email blast, three potential sales and he sold one already at Bootcamp.

Scott: That's amazing.

Tate: So, that weekend alone what was that? Four deals.

Scott: Yeah.

Mark: Four deals.

Tate: And plus...

Mark: Go ahead, Tate.

Tate: Well, I was going to say what about Kyle Knab's deal...

Mark: Well, I was going to talk about Kyle Knab. Don't take my takeaway.

Tate: Oh geez, I'm jumping the gun but I'm just excited for him. Like this is my boy.

Mark: Yeah, I know. So, many people came up to me and they said, "Mark, you're a pretty good public speaker but we feel like Erik Peterson should really be running this whole show," and I agreed. So, Erik, talk about embracing the sack. What would be your big Bootcamp take away besides [00:15:40] [indiscernible] speak more.

Erik: First of all, Bootcamp would never happen if it relied on me. So, we can't; that's not going to work.

Scott: Oh, I love that.

Erik: Secondly, I would say that we talked a lot in the VIP room about how important consistency is in your business whether that be in marketing, whether it be in mailing. I mean it just came up over and over and over again. So, I think it was great to discuss that and dig into that for that group. The other thing that I enjoyed in Bootcamp I mean I don't really enjoy the part where I need to go upfront and talk to everybody. I think we all know that but I really do enjoy kind of the one to one stuff where people have questions and I have the chance to encourage them in their business and maybe show them tips or techniques or just generally tell them about

what I have done and how it might relate to something that they can do. To me I mean that's really what it's all about.

Mark: Yeah and Mike, is Brent Bowers in Flight School? He is in Flight School.

Mike: I believe so, yeah.

Mark: Yeah, so Brent is in Flight School.

Mike: Yes.

Mark: So, we're talking about deals and he tells us the story about how he locks up a deal for 60,000 and he doesn't have the money. So he basically sells it doing a wholesale deal assigning the contract for 100,000. So he netted in the deal after everything \$35,000. So, we're kind of talking about how did you sell it and this is one of my Bootcamp takeaways and I never even thought of this. I didn't think it would really work in my business he was doing bandit signs, bandit signs. Tate, have you ever heard anyone doing bandit signs for raw land?

Tate: No. Not in the traditional sense of like we see in other forms of real estate but raw land I mean never heard of that. That was the first for me too.

Mark: Yeah. Erik Peterson, have you ever heard of bandit signs?

Erik: I have not. I have heard of people putting up for sale signs on their property but not bandit signs.

Mark: Yeah. Scott Todd, are you ever going to start recommending bandit signs in Flight School?

Scott: [silence]

Mark: Wait, you're on mute. There you go.

Scott: Sorry. I'm not going to recommend it because one, I think that it has to be the right property but the other thing that he said and I'm not sure because we didn't ask for clarification if he was talking about actually the signs just around town or if he even said at one point that they went to the property and put them on a tree up there. So I'm not sure he was using the bandit sign on a tree to help market it but I think that you know unless you're in that area logistically you've got to find somebody to go do it and he

did recommend some good resources that are there to kind of track the work that they do so they could a picture of it etc. But I don't know before I recommend it I would have to test it out by myself.

Mark: Yeah, absolutely and then there's always that Bootcamp magic. So, Jeff Dettmer closed two deals in a 600% return and 800% return at Bootcamp. Then Kyle Knab sent me this via Vox and you could here like he is at the airport talking, you can hear like the background.

Kyle: Hey, Mark. I'm sitting here at the airport...

Mark: Can you guys hear it?

Mike: Turn it up.

Scott: No.

Erik: No, we can't hear it.

Mark: Let me try it again.

Kyle: Hey, Mark. I'm sitting here at the airport and the Bootcamp magic is at work today. I've got a potential buyer [00:19:56] [indiscernible] I made \$5100 on a property I at least spent \$600 on. So, Bootcamp magic is work. I am super grateful and thanks for everything. See you at the next Bootcamp.

Mark: Bootcamp magic. So, he spent 600 he made 5100 it's pretty good return; 800% [00:20:15] [indiscernible] return. It's amazing, Scott, and it happens at every Bootcamp someone closes a deal.

Scott: Right.

Mark: We closed two deals during Bootcamp.

Scott: Yep.

Mark: How many deals did you close during Bootcamp?

Scott: I think two or three. I think two.

Mark: Two all right. Erik?

Erik: One.

Mark: One. So, it's Bootcamp magic. Jeannie, this is why you've got to come to Bootcamp, every Bootcamp.

Jeannie: I know.

Mark: Yeah.

Jeannie: I closed one while you guys were gone.

Mark: All right. Tell us about the deal.

Jeannie: It was on eBay and we talked about that last week. So, I did another one on eBay and I have had a really great success communicating with the buyers. I talked about that a little bit last week but I really try to go over and beyond when it comes to customer service because I want them to come back and buy more property in the future and plus I want to get a good rating on eBay as well so people know that I am serious seller. But I have really enjoyed the relationships I have built with the buyers and the sellers.

Mark: How is your return?

Jeannie: Was it 500%? At least it sounds good. I don't know my numbers as well as you guys do. So I've got to work on that a little bit better. I'm just glad hearing what you guys are doing and that it motivates me every week. But I didn't tell you something after last week, after last Bootcamp I ended up in bed again. So this flu has taken on almost knocked me off for two to three weeks.

Mark: Holy cow.

Jeannie: Yeah. So, I'm disappointed I didn't make Bootcamp but I'll be ready for the next one in Scottsdale because I really enjoyed the one in Scottsdale. So, for those that are listening in the audience it's worth your time, your energy to book a flight, to book a hotel. It is worth everything to be there.

Mark: Yeah, it's pretty magical and then you get to actually talk directly to Mike Zaino who for me he's kind of like a human just Buddha. I just feel very relaxed he's very calm, very centered, and very at ease you know. Mike how do you do that? What's the secret?

Mike: I just love being in the present moment. I think you know what's cool too is Damion was there and he was talking about presence, right?

Mark: Yeah.

Mike: One of his [00:23:00] [indiscernible] eQRP Damion if you guys who he is look him up Damion Lupo a very cool individual and he was there talking about presence and I think that Damion and I had the opportunity with me and my wife to eat a few meals together and we talked about that and I think that's part of it all just being present with the people that you're with or the situation you're in. I mean that can really help everybody and its huge just having that awareness to be in that moment.

Mark: Yeah and I think like what Scott said in the beginning of the podcast it makes it difficult to even just be present if you're stressed out. Like what is stress? Stress is taking the present moment but thinking about something that happened in the past or worrying about something that happening in the future and not even enjoying that present moment because of that stress or that anxiety you've got to close a deal or what Erik Peterson said to me about that tip last week I totally forgot, I didn't write it down you know whatever it is. I think that just being in that room of like-minded people really can sort of ease a lot of that stress and then help you in a way be more present with the business kind of knowing like you're not alone. Right Jeannie?

Jeannie: You know what I want to agree with you because in Scottsdale I saw Mike and I didn't know him at the time and this is the first podcast I've actually been on with my coach. So, it's a lot of fun but I will tell you I've said it before but I couldn't do it without him and I've had a lot of life situations happen and I really believe if you're going to do something great life really happens and it comes at you full speed ahead and if it wasn't for Mike to get me through some of those things because I had panicked.

Everything is so new and every time we've been on a call together it feels like a 911 for me. I feel like oh it's a crisis but he really calms me down and breaks it down and explains you can do it just keep going, don't give up just keep going and listening to those soothing words and encouragement is huge. As a new person on the podcast and as a new investor I just really, really want to encourage our listening audience to do the coaching, do the Flight School, to really get involved, don't give up and when you feel like you want to give up reach out to all of you guys here and listen to the podcast. Listen to everything that's available out there to encourage you because it's not only a great business but it's one that you can encourage others to do as well but I love Mike. I love him.

Mark: Yeah. I think that's great because I think for most people they sort of have this scarcity mindset I don't want anyone to know about this but when you do the math this market is so big and there's so few people actually doing it. No hedge funds, no private equity there's no big money and we'll all run out of money before we run out of deal flow. So, it's nice to have that abundance mentality like if I can do it, you can do it and you don't see that a lot either and I think people feel that at Bootcamp too like we're free with the information that we give. So, I think that's really nice. So, thank you for that Jeannie.

I want to sort of shift to a topic that Erik wanted to bring up from Dan [00:26:33] [indiscernible]. So, Erik, you've got the Round Table floor.

Erik: All right. So, Dan wants us to talk about hiring VAs on Upwork. How do we write the job description, what categories do we post in, how do we find the candidates, interview them, hire them, and pay them? Just the whole works. So, do you want me to start with my answer or are we going to go round?

Mark: Yeah. My short answer, Dan, is if you're in coaching or Flight School, like apply to see if you can get a Land Geek VA they're already trained. But if you don't want to do that, Erik, you start.

Erik: All right. First of all, hiring Land Geek VAs is a far easier method. They're already trained to do certain tasks in the business so your life gets a lot easier if you use them. However, if you do want to go find your own VA for a certain function of your business, Upwork is a great place for that. I guess maybe one example or common example might be kind of managing part of your Craigslist ad process whether that's a poster or a writer. So for me I would post those kinds of ads in probably the marketing category maybe creative writing if it's a writer. If I am hiring a Craigslist - someone to actually work on Craigslist whether that's with the auto poster or some other method I'm going to avoid using the Craigslist. I might say classified website, I might say general web marketing etc. but if you mention the word Craigslist, your ad is going to get pulled.

So, other things to keep in mind a lot of times the way I find VAs on Upwork is after I've posted my job description you have the ability to like go invite people to the job as opposed to waiting for them to come to you. So, I do some searches and try to find people to invite. I think it helps you get more candidates quicker for sure. So, I do that and then I just wait for those applications to come in and as they begin to come in I begin to filter them just based on their response. A lot of times you can tell if they've answered

your questions or just based on their experience whether they might be a good fit or not and from there I will take them to like a trial.

I like to do like a fixed price trial for a certain amount of work. It might be like if we're talking about writing maybe I give them a schedule for 10 ads over a week and pay them \$5 or \$10 as a fixed price as they try that. Ideally I would like to have three to five people doing that test simultaneously so I could maybe pick the best two or three writers from that group. As they're working I'm just evaluating how they are doing and deciding whether or not to continue with them but that's I mean I guess there are so many different things we could hire for on Upwork but that's just one example of how I would handle it.

Mark: All right. That's a really detailed answer. I don't know how much more we can add to that, Erik Peterson. But I guess...

Mike: Nailed it.

Mark: Nailed it. Let's just go around and see if anyone is doing anything differently or more effectively. Jeannie, you want to add to it?

Jeannie: Mike, you've got to close your ears on this one but I'm still doing everything myself. I know Mike doesn't want to hear that but I am everything.

Mike: It's all right. It grants you a lot of joy and confidence so I'm okay with it because I know it empowers you.

Jeannie: Yeah.

Erik: But now you know how to hire a VA.

Jeannie: I do yeah. But you know what I agree with the confidence I need to build confidence right now. So, yep, I do it all.

Mark: Yeah and we talked about this at Bootcamp. Like Jeannie, I don't think there's anything wrong with that because if you don't fully really feel competent yourself, it's hard to pass it off, right?

Jeannie: Yeah.

Mark: Because then you're abdicating as opposed to delegating and you really want to delegate because you want be bulletproof. If they fall by the wayside, well, someone has got to complete the task and it could ideally be

you doing it or if they ask you a question there needs to be some depth to that answer for them so they know you truly understand it. So, I don't think there is anything wrong in the beginning doing a lot yourself, getting competence, getting confidence and then feeling confident enough to pass it off.

Jeannie: When my buyers have questions and because I'm doing it all, I can actually answer their questions with five minutes. So, I'm on it really fast because I know everything that I'm doing, I know everything about it, I know everything in my business and they've actually said they are impressed I can get back with them so quickly, but I know it, I know the answer right away. But I know it's really important to start to automate and start doing that and I understand the value of that but I'm not at that point yet because again I have to build the confidence you're right.

Mark: Yeah, absolutely. Mike Zaino, you have anything you want to add?

Mike: Well, that was really comprehensive by Erik. By the way, you know he is a detail oriented guy. I think he is an incredible coach and kind of a great person to work with and that's why you can all see it he is so thorough. But I would just say, like when I hire somebody I always in the very initial ad I put specific questions because if they don't answer those sometimes people in Upwork will just throw out there their application after application. So if they're not reading the fine print I don't even want to work with them. So I'll throw a couple of quick questions in there.

To me hiring on Upwork I've had people say well, I put out this ad and I haven't gotten anybody. We had what Erik said about inviting people. It's like mailing and marketing it's a consistency issue. If you do one ad there on Upwork and you think geez that's it where is my VA well you've got to learn a little bit? You've got to put a lot of ads out there, you've got to invite a lot of people, you've got to stay consistent like everything else in the business and then I believe in hire fast, fire fast. Give them a shot, they don't work out don't become emotionally attached to them. Just like we're not emotionally attached to our lands don't get emotionally attached to your VA.

Mark: Yes. Tate Litchfield, anything else you want to add?

Tate: No. Erik summed it up pretty well. I think that one of the most important takeaways from his comments were to hire multiple people for the same responsibility. You want to have multiple people who are capable of doing the job and the more people you hire for that initial trial period that gives you the ability to sort through them and keep the best performing VAs I guess.

Mark: Yeah, absolutely and I can tell you when I'm constructing an Upwork ad it's basically three things copy, paste and edit. So, I look at somebody else's really good ad or something very similar let's say creative article writing and copy, paste, edit for our business. So, Dan, that's the quick and dirty way. Scott Todd, anything else?

Scott: No, I think you've guys have covered it but I would just tell Dan you can always go back to the Flight School module that I talked about that. I did a thorough job of explaining the process and everything and I even gave you the Van Halen clause tip. So I would tell you that's a good place to go.

Mark: All right awesome. Yeah, even Mike Zaino doesn't even know what the Van Halen clause is. Mike you've got to sign up for Flight School then you can learn it. I thought this was a really meaty podcast. Jeannie?

Jeannie: Could tell our listening audience how would they go about hiring a VA with The Land Geek specifically VAs? I mean I know but just for those that are listening how would they go about doing that?

Mark: So, they have to be in Flight School or one-on-one coaching to even be sort of qualified for The Land Geek VA program because we're kind of keeping it small right now. So, the best place to go is Support@TheLandGeek.com. Email Danielle directly and she'll get you in the cue. So, as we take on new clients absolutely, but it's really important for us to have quality control. We're hiring new VAs all the time, training them but we want to make sure that it's like an amazing experience so we want to under promise and over deliver for sure on that but people have been loving them, loving them.

I do want to just remind everybody if you want to get into the May Flight School, get on with Mike Zaino or Scott Bossman. Go to TheLandGeek.com/Training, schedule a call there. Oh, and by the way, *Dirt Rich* is really close to coming out. You can download the first chapter for free go to TheLangGeek.com/Dirt/Rich and download the first chapter for free. We're going to have a bunch of goodies involved with that as well after the initial launch. So, I'm excited. Erik Peterson, are you excited?

Erik: For sure. I'm looking forward to it.

Mark: Yeah. Erik was a big help with the cover. I didn't take his advice I should have but...

Erik: That's okay.

Mark: ... it's okay. I like it. Jeannie do you like it? It's clean.

Jeannie: What did Erik say? Did he like the black cover?

Mark: He liked the black cover. He wanted something more bold.

Jeannie: You see I liked the black cover. I liked the black cover too there but I still like it though and you know what I like the word lazy in the subtitle that's good.

Mark: Yeah, *How One Ambitiously Lazy Geek Created Passive Income in Real Estate Without Renters Renovations and Rehabs*. So yeah just go to TheLandGeek.com/Dirt-Rich download the free chapter for free, get on a call with Mike and Scott to learn more. Anything else? Are we good Mike Zaino?

Mike: I'm good. You guys need a quote? I'll do whatever you need.

Mark: Yeah, we need the tip of the week.

Mike: This is actually a really good one. Scott is going to love this one. This is something I was actually reading today and looks like synchronicity how this is all coming together. Henry David Thoreau says, "A really efficient laborer will be found not crowd his day with work but will saunter to his task surrounded by a wide halo of ease and leisure. A wide margin for relaxation to his day." So basically, you're going to have the kernels of time but don't exaggerate the value of the husk. Basically don't get caught up on all the emotional and the anxiety and you know when you get this business down that's what it should be like. It should be just a flow, a process, relaxation, if you want to say Zen like we could say that but I thought that was pretty, pretty kind of relevant.

Mark: No, it's great. Tate, Scott, Erik and I are too tired to even understand... [00:38:46] [indiscernible]

Mike: What I just said.

Mark: Like why not come up with a more intellectually you know...

Mike: Just a kernel and then the husk. First the kernel and not the husk.

Mark: Yeah. Jeannie likes it. Like the rest of us are like what? What?

Tate: I'll need a nap after that.

Mark: Yeah.

Jeannie: I love the tips. I love the quotes and tips from you guys.

Mike: It's so awesome to hear.

Mark: Yeah. Great quote that I don't understand Mike. Can you say it one more time?

Mike: Kernel husk, kernel husk.

Mark: Say it one more time.

Mike: Kernel husk. Oh the whole thing?

Mark: Yeah.

Mike: The really efficient laborer will be found not crowd his day with work but will saunter unlike Erik Peterson, to his task surrounded by a wide halo of ease and leisure. There will be a wide margin for relaxation to his day. So here it is he is only honest to secure the kernels of time and does not exaggerate the value of the husk. Isn't that awesome?

Mark: Now I think I'm getting it more.

Mike: Think Erik Peterson.

Mark: Yeah.

Mike: Guitar.

Mark: Guitar.

Mike: The guitar.

Mark: Erik embodies that quote for sure. Scott Todd definitely embodies that quote. He's working on the boat you know that guy is living the dream. Tate for sure. I think I am. I am running into Jeannie at the local coffee place you know so it's awesome.

All right. Well I want to thank everybody, I want to thank the listeners and just remind you the only way we're going to get Jeannie Morem to come back on the Round Table podcast 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 that review to support@TheLandGeek.com we're going to send you for free the \$97 Passive Income Launch Kit and pretty soon I'm going to be able to say the book *Dirt Rich* which I'm really excited about. But not I yet so just do that now. Scott are we good?

Scott: We're good, Mark.

Mark: All right, Tate, good?

Tate: Yeah, fantastic.

Mark: Erik?

Erik: All good.

Mark: Jeannie?

Jeannie: Super.

Mark: Mike?

Mike: Very good.

Mark: All right. One, two, three.

All: Let freedom ring.

Mark: Oh man it never gets...

Mike: That was magical at Bootcamp by the way. I thought it went very well at Bootcamp.

Mark: It was magical at Bootcamp. You know in a live room its way easier for sure. By the way I tweaked my back somehow. I think it was like the heavy AVE equipment. You know like how you wake up and like I felt something. Like now I've tweaked my back, I didn't bike this morning, I'm not on the treadmill, I did push-ups and that hurt my back. Any back advice.

Tate: Call Scott Bossman.

Mark: I did the icy hot kind of stuff. I don't know.

Scott: You know what's amazing, Mark, is did you go for massage yesterday?

Mark: No, my wife said not to. She's like your back is tweaked it could get worse.

Scott: What you need... I don't know why my video is [00:42:10] [indiscernible]. You need that little bat and you just beat it back in.

Mark: Beat it back in?

Mike: Mark, what about cupping?

Erik: If it's really bad you can use the big bat.

Mark: What is that? Is that like the... I know cupping it's like need thing, right?

Mike: No, they put suction cups on your back you go get done it done you have these huge bruises up but it feels great. It actually drains all your energy out so you better just get ready to chill. I would be good right now off of Bootcamp you should go get cupped.

Mark: No, no. That's like acupuncturist the cup thing.

Mike: No, there's no penetration. This is cupping they don't put needles into you this is cupping. They put it on; it sucks the air out...

Mark: Yeah, but then my back is going to be all red. Can't I just take a pill like I am a westerner?

Mike: You won't be able to take your shirt off for a while and you know [00:42:55] [indiscernible] but it will be good.

Mark: All right. You know what I think that is? Two words placebo effect.

Mike: No way this is real.

Mark: Erik, placebo or no placebo cupping?

Erik: You know I think there might be some legitimacy to it. My wife has been getting acupuncture recently for her wrist. She's got problems with her wrists that's starting to make a difference.

Mark: All right. There you go. Tate, placebo or no placebo?

Tate: You know I've never done any of the cupping or the acupuncture but I am a big believer in like getting a good massage periodically I think that makes a big difference. So maybe this will work, I don't know. I'd try anything at least once.

Mark: All right.

Mike: I can convince you and I will relate that to our mail our business okay. So, you send out one mailing and you think you're going to be a successful investor, right? It's not going to happen. Someone goes to one session for acupuncture or for cupping or for yoga it's a lifestyle it's something that has to be. But you can't just go you know people live their whole life not eating well, not exercising and all over sudden you get a problem in life and like I'm going to get acupuncture and solve it. Mm sorry no. You've got to have it as part of your holistic lifestyle just like you can't just mail one time and you've got to consistently mail and market it's the same. See how it comes back [00:44:20] [indiscernible]?

Mark: Yeah, by the way Mike I did do your exercises this morning. So, Mike was in the gym with me early in the morning.

Mike: Mark and I worked out together.

Mark: And he goes into downward dog yoga stretch and all over sudden he goes down and does like this push up. So I tried it this morning I'm like oh that's pretty good.

Mike: You tweaked your back.

Mark: I mean I tweaked it earlier though. I already tweaked it but the stretching was really good.

Mike: Next time I'll show you the breathing.

Jeannie: Hey, Mark, have you done hot yoga?

Mark: I have but I haven't done it recently. You think that will help?

Jeannie: Look, I haven't done any of those things except hot yoga but I love my chiropractor so I would go to my chiropractor.

Mike: The difference is, Mark, is a hot guy doing yoga that's not the same thing though.

Mark: Yeah, that's not hot yoga. That a hot Land Geek doing yoga, yeah. I mean Mark knows how it is for me just walking in the world where people are just like you know I walk by and somebody is like, "Boy, that guy is hot." All right, it's hard being me.

Mike: It's the godfather, it's the Land Geek.

Mark: Yeah, but I deal with it. You know I'm used to it. All right, I'm going to go eat lunch. Thanks everybody.

Tate: See you.

Mark: See you.

Erik: Thanks and see you.

[End of Transcript]