



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, Aaron Williams – BearLandProperty.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 on today's Round Table podcast we've got Bear Land - Aaron. Bear Land, how are you?

Aaron: Hey Mark it's great to be back and Melissa thanks you for the great birthday wishes the last episode.

Mark: Well you know it's my pleasure, my pleasure. Then we've got on the call, of course, No Nickname - Erik Peterson. Erik, how are you?

Erik: I'm doing good and happy to be back.

Mark: Great, great. We've got The Big Poppa. I love it when you call me Big Poppa - Tate Litchfield super excited about his hockey team. Tate, how are you?

Tate: I'm great, very good. Thank you.

Mark: Then he's just so relaxing and so calming. In fact I could just quit meditating and just listen to Mike's voice the Zen master himself Mike Zaino. Breathe in the mailing breath out the marketing. Mike, how are you?

Mike: I'm doing great, doing great, great to be here.

Mark: And we've got the lone female voice representing the other 50 percent of the population.

Jeannie: Yea.

Mark: Jeannie Morem. Jeannie, what should your nickname be?

Jeannie: I don't know. We've got to come up with one.

Mark: We're going to come up with one and we'll come up with a good one. We'll ask Kirk [00:01:45] [indiscernible] Jeannie's nickname. Of course last but not least you know him, you love him Six Sigma, Scott Todd from ScottTodd.net, LandModo.com and of course you should be automating your Craigslist and your Facebook postings PostingDomination.com/TheLandGeek. Scott Todd, how are you and your mini bat?

Scott: The mini bat's great. I'm great and I'm optimistic that the Tampa Bay Lightning will win their game and meet up with Tate's Golden Knights in the Cup. That would be exciting, right?

Aaron: It would be.

Scott: Like to have the upper team, you know?

Tate: It's not what we want. We want you guys to lose because you're better

Scott: Yeah, yeah. We will see. We will see.

Tate: But we won't have any problems steamrolling them. That would be my prediction.

Scott: No

Mike: Tate you know what, Erik Peterson is going to be rooting for the Tampa Bay Lightning but the rest of us we are going to be rooting for the upstart Vegas Knights.

Erik: You know you don't get to choose where you're born but you can adopt the Vegas Golden Knights, right?

Mark: That's right. That's right. I do want to remind the listeners today's podcast is sponsored by my upcoming book coming out this week as you're listening to this. Actually, it will be next week or it just came out this week because it's coming out on the 28th, right?

Scott: Yes.

Mark: Okay so this comes out like the next day.

Scott: It's out.

Mark: It's out, yeah. So, go to TheLandGeek.com/DirRich or just go on Amazon and search for *Dirt Rich* and please let us know what you think of the book, leave a review. I know I have been hazing Jeannie, she has the book and she hasn't even left a review yet.

Jeannie: It's coming. It's coming today.

Mark: That brings us to our first topic of feeling guilty. So Jeannie what's going on with you?

Jeannie: Well I don't know if the listeners know but my coach is on here so I'm actually a student. So I really appreciate you having me on here as a student. So I had an amazing call with Tate and we went over the Craigslist and he did an amazing job for an hour and blew my mind and also my husband's mind. Then my coach is on here too as well is Mike and they wanted me to follow up with them. I didn't. I think why didn't I? I think I came up with a lot of excuses. I kind of want to run and hide because it was really overwhelming and I know that it's going to take me some time but I'm selling on eBay.

So I found myself wanting to go to the path of least resistance. So I'm like, "I'm just going to go on eBay. I don't have to lean this." But I do need to learn it so I came up with a lot of excuses and now I feel guilty. You know what's amazing about coaching is I have to be accountable to Mike and to Tate. So it was really hard for me to be on his podcast today because I had to own up to it that I didn't follow through and I didn't do what I was supposed to do. So I'm embarrassed and humbled. I just want to be honest because I know that there are people that go through that in Land Geek and

that's why I love coaching so much. I would not have bought and sold land if it wasn't for coaching.

Mark: Yeah, I think it's a great topic and I think all of us can relate. Bear Land - Aaron started in coaching, Erik started in coaching, everyone on the call started in coaching and at some point, you hit that dip and what is the term, Scott is? It's like we either freeze, fight or flee, right? Is that right?

Scott: Yeah.

Mark: So you know we'll see that happen when people hit something outside their comfort zone and just the normal sort of response is one of those three things and I'm guilty of it myself, right? My default is more to freeze like I just won't do anything. But unlike Jeannie, I won't necessarily have the courage to come and show up like you. It might take me a few weeks and then do I lie? Do I say this is why I didn't do it or do I be honest and like you know or whatever it is? So I kind of go through that myself in various different things.

Bear Land - Aaron is shaking his head. Bear Land Aaron what's your feeling about that as far as ... You know I mean let's just face it like life takes you off track and then you have to get back on track, right? So I think the ultimate question is how do you do that?

Aaron: Well first I'd like to say kudos to Jeannie. It's a great testament to her character that you push through all that and showed up anyway so nice job. As far as pushing through that I mean that's a hard thing. You know with two teenage kids Mark you can relate to Scott. Erik And Tate not yet maybe life takes you off track very fast and it has its way of getting off track and then keeping you off there one thing after another after another. It's kind of the grit thing. You have to want to realize that it's happened because there's people out there that are so strong-minded that they can keep things from taking them off track. They're so focused and so regimented but I'm not one.

So when those things do get me off track once I recognize it then it's just a matter of kind of grit like okay I have to draw a boundary here. I have to tell maybe this person no I can't do this for you or that person you can't have this time. I have to unschedule what we were going to do and that sort of thing and get back on track. Spend my time getting ads back out, getting property on Facebook, mailing you know a few extra offers because I missed a day or two so now I've got to make that up for the week and get my set amount offers. So it's a matter of just being cognizant to what's going on in

your life and noticing when you get off track and then making those promises to yourself to change that action and get back into your groove.

Mark: Yeah, Absolutely Erik Peterson how about you. What's your take?

Erik: Well I think, excuse me, what I would add to that is just getting back on track as soon as possible. So if it's something like you know I mean this isn't Jeannie's situation exactly but just as an example if you're posting ads every day and you get sick or you're away or something and you miss five days well the best thing to do is as soon as you have the opportunity again make yourself get back into that habit and start it all over again. That's the best advice I can give is just don't be discouraged by not doing what you had told yourself you were going to do but instead just find a way to get it done and build that habit around it again.

Mark: Yeah, I love it. Tate, how about you?

Tate: You know in this business it's all about consistency, right? We are going to run into times in our lives where you know life throws us a curve ball and we're not able to do things the way that we want to. But I'm a big believer that practice makes permanent, right? Whether that be in this business or something out whether it's exercising. If you do it every single day it just becomes a permanent fixture in your daily routine.

You know I understand that what I shared with you Jeannie kind of blew your mind that it might have been a little bit more than you even knew you were capable or what was required but if you dissect it and break it down bit by bit piece by piece you will be able to crack that code. You're smart, you can handle this and I think anybody can. It's just a matter of their grit, right? Just sit down and do what needs to be done to get the job done.

It's hard I mean coming back from vacation everybody knows the feeling of getting back and not wanting to do things again because you're still feeling a little lazy and you'd rather sleep in and have a late brunch. But you know that's not the way it works. We work hard now so we can play hard later. So that's my thoughts on it but you know it's never too late to make the changes. So decide you're going to do it, do it.

Mark: Zen Master Mike?

Mike: Yeah. I'm getting back on track, feeling overwhelmed or all these things life can throw at you, that's the genesis of the whole the favorite quote that Scott loves breath in the mailing breath out the marketing is just basically you know all these things that can distract our attention and the

easiest way to get back on track is to just go back to the fundamentals, right? So go back to what we know works. We can generate a lot of potential deals by mailing and a lot of potential sales by marketing so the rest of stuff you'll have to deal with. But if you can get that stuff that's the easiest way to get back on track is just to isolate some time and focus your attention to the things that really matter.

I think mailing and marketing if you would have successfully get that done at the beginning of the week or whatnot then you give yourself a nice pat on the back you've really taken a big step forward for your business and then you can from there move on to other things and you'll feel just you know you got to slow down. You know that's what the whole idea behind you know that kind of meditation of breathing in and out it's just to slow yourself down from all these swirling thoughts in your mind right and it's the same thing in the business. So I think mainly in marketing back to the fundamentals and very hyper focused can get you back on track.

Mark: Yeah absolutely. Scott Todd how about you? What's your take?

Scott: I would just always say like you know like it's so easy to look at other people and think like, "Oh they never slip or they never fall." The reality is that we all do, like we're all there you know like you're not the only one. I think that the difference of what you see sometimes is that the people that you will look to and the people that you kind of I don't want to say look up to but the people that you're seeing that look flawless to you or look like they've never been there the difference is that they've been there and they just got back on the horse and they started riding again.

Like you're if you're going to ride a horse you're going to fall off. That's just the way that it is. So essentially the people that you're looking at you're looking at them and you're saying, "Well man they never slip up." The reality is that we all do and you've got to say like big deal move on and let's just get back on the horse and do it like you can correct whatever it is that you're feeling you can just say, "Hey, it's over, boom it's yesterday. Not we are moving forward," and that's right.

Mark: Yeah. How about the fear the guilt of you know saying I'm going to do something and then having to face your coach and then kind of taking it on just faith your coaches can be judgmental they're going to be more supportive and encouraging or like Erik Peterson you know the Burnetts thought like, "Oh he's going to let us off the hook. Life is getting in the way," and Erik is like, "No I'm not letting you off the hook" and that was like the little kick they needed. So how do you kind of bridge that gap? Is it just the relationship? I mean Mike Zaino, what do you think about that?

Mike: Well I think what's good is, you're working with someone that has done what you're trying to do and is still doing that it becomes very relatable, right? So the stories I think, you know the anecdotes, the talking about what we've done, and the challenges that we've encountered and how we overcame them can really assess. So I think that I that relationship is important you know to realize that Scott said we're all going to fall off the track at times and you know what? This is what I did to get back on track and this is how ultimately I'd made sure those things got done and I understand what you've gone through. I think it's good it's relatable.

I think the fact that we're all doing the same business and some of us are just doing it longer and so we have more insight and more experience and we convey that to people and it can be reassuring for one to know that this isn't something that they are only ones that ever experienced it, right? That yeah we've been through that and we continually run into that but this is how we overcome that, this is how we put processes in place, systems, automation, delegation so even we don't feel like doing something or we can't do something it's still getting done.

Mark: Yeah, I mean Jeannie let's not make it so personal for you and have you be a panelist now. So, someone comes up to you and says, "Hey you know how do I sort of bridge this gap? I'm feeling guilty and not taking the action I should be taking in Flight School or coaching and I heard you on the podcast. How would you recommend I keep showing up every day even though you know I don't feel like doing it?"

Jeannie: I agree with what everybody is saying and that's why they're amazing coaches because I've never felt judged by Mike and I don't want to let him down. So I think that I'm really hard on myself because I don't want to disappoint him. So I would take his approach too and be nonjudgmental but just say, "You know what? Let's just go from here. We've learned and just keep moving forward." I think once you are judgmental that's when someone can really go downhill and spin out of control.

But I like what everybody said especially Scott too is that "Okay let's just move on." I love that philosophy because you know what? We are just going to learn and then just keep going. I'm afraid of people that are going to stop you know we got to keep encouraging them to keep going and be successful. So again I just can't say enough about coaching because all of these gentlemen they understand it and they are encouraging. So they're not going to make you feel bad because you already feel bad. I mean think you are harder on yourself than anybody can be on you. So they just encourage you. So I would just encourage them just like everybody else here. Then I

need to model like Mike is modeling for me and that is he's very, very encouraging and when I'm negative on our call sometimes he can spin it and just be very positive. So when I get off the call I feel empowered. So he empowers me so I would I would empower others as well.

Mark: No. Yeah, it's fantastic. There's a book I think Scott might have mentioned first on one of the podcasts called *The Four Agreements*. It's like this Toltec Wisdom type book in the four agreements are be impeccable with your word, don't you think personally, don't make assumptions, always do your best. I think for you the guilt piece might have been making that assumption that, "Oh they're going to think something of me."

Jeannie: Exactly. You're right.

Mark: Yeah. I think for us for us as a coaching team we should sort of you know take these agreements like what would our three agreements be if you are getting coaching? Like do your best, embrace the suck and mail and market every day. If you don't get back on it or ask for help. Like those could be our four agreements. Erik Peterson what would you say would be a good agreement type thing for a new coaching clients?

Erik: I think those are pretty good. Nothing else pops into mind right away.

Mark: Tate, anything else you would add?

Tate: Show up work hard, be patient.

Mark: Yeah Scott?

Scott: Oh man, I wasn't expecting that right away. I'd say be aggressive and what I mean by that is go get what you want and don't stop until you get what you want so that way your coach knows to like I'm serious about this. This is a non-negotiable piece for me. I'm going to get this by X or I'm going to do this or I've got to do this. I want to do it. So know your end goal, know your why and keep fighting for it.

Mark: Right, right. Bear Land - Aaron how about you? Anything else you would add?

Aaron: Yeah, I think a good agreement would be that if you're stuck on something to make the agreement to do it even terribly the first time just to accomplish it and then you can clean it up and get better. But as long as you have moved forward it's a win.

Mark: Yeah. Jeannie any other agreements you'd want to see on that list?

Jeannie: You know that they're all really good. I don't I think we really need to be honest. I don't know how that would fit into the agreement because if you're coaching you want to make sure you're honest with one another.

Mark: Right.

Jeannie: I don't know how that would play out. I mean I don't know how that would be in agreement that maybe that would come through later.

Mark: Yeah. What's that Richard Feynman principal you know don't fool yourself but know you're the easiest person to fool or something like that. I mean I forget what it is but he has like a famous quote this genius physicists. But I think sometimes we do fool ourselves and to be really, really truthful with ourselves in our effort level and our persistence and our grit and just taking stock every day of like did I really do my best today to move the needle for my business or did I hide today? It's okay if you did because you know even LeBron James takes a day off right. We need to have a little R and R but be honest about it right and just this today I am going to take it to next level. I will up the intensity. Instead of sending out 20 ads I'm going to send out 30 ads, right? Instead of doing county research at this level I'm going to go even deeper. I'm going to spend 15 more minutes on it and I'm really going to know my numbers. Mike Zaino, what are your thoughts?

Mike: I think I would have an agreement would be like receive and give back. I think that one thing that's truly beautiful about our group is our community and you see people helping people at different steps you see in the Facebook group. It's really empowering. You learn something and someone new comes along and they have a question and a Facebook group and you can answer that. This is a long-term relationship we're building here. You know even people who are coaching it's a yearlong program but then they know the goal is as a part of the community.

This is such a wonderful group and the reason why we continue my wife and I got all the boot camps is because we're surrounded by people doing this business at a super high level. You know it always pulls us to a higher level ourselves and we realize that the glass ceiling that we've hit we can go higher. It's finally leading and giving back right and giving back to the community that helped you grow to where you are and can help you grow even further. I mean the longer you stay connected with this group of people and the mindset that we all have the further you could take this business so just remember this is a long-term process. This is a great

network of people so receive but also give back within the community to those people that have supported you. So I think it's just that togetherness. I think they'll be a good agreement.

Mark: Yeah. So, Jeannie, do we have four agreements? What do you think of the four agreements?

Mike: They are four? Which ones?

Mark: I mean we came into to four I think we have like seven. I don't know. So Jeannie what are your four favorite agreements now?

Jeannie: I don't know. That was a lot.

Mike: You can say you love mine Jeannie, you can say you love mine, Jeannie.

Mark: Yeah, we will have to go back and listen to the podcast.

Jeannie: We will have to go back and listen and run them all.

Mark: Yeah and come back with ...

Mike: No pressure

Mark: Yeah absolutely. But I think that brings us to the next topic which is if we're going to rewind the tape and we're going to get into this business and let's say you know we're telling a buddy about it and saying, "Hey I listened to this podcast. These people are making passive income buying and selling raw land and they got it 90 percent automated. It's a one time they'll get recurring income. There's all these benefits. I don't need a lot of money." Then next question is, "Well don't you need to have a real estate background right. Where are these people coming from? Erik Peterson, what is your background?"

Erik: My background is in graphic design and a little bit a technology along with that. So I had absolutely no background in real estate. Really I mean aside from buying a house right? I mean that's it.

Mark: So what about your wife. Did you say, "Hey maybe you should have some kind of a real estate background before you go into this?"

Erik: No she didn't. But I could easily see how people would have that opinion. You know you think about doing real estate transactions and the

immediate thought is you know again relating it to closing on a house or something and how complicated all those documents are and there's you know all this information to know about. But the reality is anybody can learn that and it's so much simpler and shorter I guess in the realm of just dealing with raw land. We're not dealing with mortgages and title insurance in a lot of cases so it's just person to person transactions and you can learn it. It doesn't really matter your background. If you have some technology background and can learn things on the computer that's helpful. But even that's not necessary.

Mark: I remember Bob Dimmick spent three hours trying to scrub a list in Excel because he had no Excel experience and then we were like, "Wow, wow just here." Like it took us like two minutes. Then if you were a technophobe even if you are not in coaching you can always go to Fiverr. Like there's always someone out there that can help with that. Scott Todd let's pick on Tate for a second. You want to? It's always fun to pick on Tate

Scott: I think we should pick on Tate.

Mark: So here's a guy who has absolutely no background, right?

Scott: He has a background.

Mark: What's his background? He doesn't have any work experience.

Scott: That's not true. He worked one day for the government and he was out

Mark: Okay so he has enough work experience although he doesn't like to work.

Scott: He out.

Mike: Oh geez.

Mark: All right does Tate have an advantage having no background, having no bad habits, coming in completely new, new lens. Nothing out there, he's not jaded, right? Is that an advantage?

Scott: Mark, I was listening to a podcast today and I forget what company it was but they were talking to some founders or whatever of this company and the two guys were like ...This one guy on the podcast he is basically like, "Yeah we did this and the problem is that we didn't know we couldn't do it," you know? I think that what happens is when you just don't know any

better than you're just like assuming that it's just the way that it is and then you are going to have to follow fall recipe and we know that the recipe works. I mean like that's one of the things that I teach in Flight School is follow this recipe that we're going to layout. The reality is that when you have those bad habits, when you when you have biases in place over something well then what happens is then you get sidetracked and, in a way, I think that you start to convince yourself that it's not possible. So maybe Tate did have an advantage.

Mark: Yeah. Well so Tate, let's pick on Mike for a second? You want to? Because we just picked on you?

Tate: Yeah, easy, easy, easy.

Mark: Does Mike Zaino know have an advantage based on being a firefighter because when you're a firefighter our instincts are when we see danger, we see fire we all run away. So we take fire risk. So he takes real risks every single day, right. So having sort of that background of well I'm not risking my life here I'm just sending out mailers, right? Like this is really easy compared to about everything else I could be doing in life and it's relatively not that risky. Does Mike have an advantage with that background?

Tate: Yeah, absolutely. I think Mike realized very quickly, early on that hey nobody is forcing me to buy any of this stuff all I'm doing is sending you an offer in the mail and if it turns out I don't like it so what, right? He wasn't afraid to take the action and I kind of can relate to that. I didn't even know that it was not normal for you know to buy land at 20 cents on the dollar. I thought everybody did that. So when I started making the offers I just kind of went into it, I'd heard the podcast I was like, "Okay I'm doing this." I didn't know that wasn't common.

Mark: Yeah and Jeannie do you want to pick on Bear Land - Aaron with me?

Jeannie: Yeah.

Mark: Let's pick on him. So Bear Land Aaron here comes in with an entrepreneurial background owns his own company right. Used to taking risks, used to delegation, used to systems, used to processes, used to working really, really hard and risk. Does he come in with an advantage?

Jeannie: Well I think maybe a little bit because he understands he had to work hard and that's an advantage in being an entrepreneur. You have to have almost entrepreneur attitude because you know it's you've got to be

pushing this through yourself. You're not going to an 8:00 to 5:00 job. So he understands that. So he does have a little bit of an advantage but I don't think above anybody else. No.

Mark: Bear Land - Aaron do you think your background made you more suitable for this business. Do you think it was a good background to come in with?

Aaron: In some ways yeah because I'm used to like the ebb and flows of the market and the business like when things go down they know they don't always continue to go down same thing on the upside. So it makes it a little easier to weather those things. The risk is a little more acceptable because you know to start a business in the first place I've been through that risk once before and I know that you know it's not life or death. There's always you know solutions and that sort of thing.

My biggest disadvantage was actually that my business and most of my career before it was kind of more of a manufacturing arm hands-on industrial kind of background so all the tech of our business was really a whole new thing to me. So it was something I had to learn and overcome and that was a mental thing for me because you can learn anything you know it's just a matter of getting your head around it. So I'm kind of a mixed bag but overall I think an advantage.

Mark: Right, Right. I mean Scott Todd let's be honest right you don't have to have a real estate background to get into this. You don't have to be an entrepreneur to get into this. You don't have to be somebody that risks their life every day to get into this and do well right. So if there is no specific background that is the equation for success is there a background that does not lead itself to being successful in real estate? Then, Tate, we are going to get to you or Tate you want to jump in?

Tate: No, I like where you're going with this one. I want to hear what Scott has to say.

Mark: Yeah.

Scott: Well I would I would say that man I might make some enemies here but I would say that the people who are realtors right. Those people who are realtors today or have had a history of being a realtor they're the ones I think that struggle at first. The reason they struggle at first in my opinion is because one, they have always looked at land and there have been like it's not worth it. They see land is something that's like you know just junk if you will.

Then the other thing that they're that they're struggling with in a way is they are thinking about a commission mindset. I've got to buy this and I've got to sell it. They don't always think about it from buy low sell high. They're thinking of a percentage. I've got to get this percentage. I'm not saying that they don't turn because I've seen people who have been realtors do this it's just they've got suspend their beliefs to move faster.

Mark: Okay, Tate what were you going to say?

Tate: I was going to say that I've been fortunate enough to work with a lot of people in this business and I've found that anybody can do it realistically anyone can do this and each individual is going to come to the table with their own different opinion of what success is within this business, right? Maybe you want to make enough money to pay for a family vacation. Maybe you want to make a career out of this. The possibilities are limitless and that's what I love about it. If I want to do something unique or do something big I know how to do it. I rinse and repeat what I've already done and I can make anything happen.

I think that more important than your background is your attitude, the mindset that you have. You got to go into this knowing that it's gonna be hard at times but then other times your property is just going to fly off the shelf and you can't keep it in stock. But you've also got to realize you're going to have to spend some time burning that midnight oil, learning the recipe, perfecting it, finding people who you know, like, and trust to help you run your business, right? If you do that and you build you know those good connections then yeah your business can propel you forward into whatever you want. So attitude I think is a hundred times more important than background.

Mark: Mike Zaino.

Mike: Yeah I like them exactly where they're going with this and the way that Scott said it kind of resonates. I tell people when they are going to Flight School with Scott Todd what they need to do is empty their cup. They literally need to just suspend everything they've already known especially the people I talked to they've done house flipping and real estate I say, "Listen just empty your cup." Learn the process that he shows you step by step, execute as he shows you how to do later on when you get this down all of your life experience no matter who you are it all comes in like fine seasoning. It'll all come over and I'll make it that much better. But you got to get to that point first, you got to empty a cup, come to point zero as Tate and Scott were saying and just allow this instruction to seep and take action.

Don't over think it just do what you're told to do at the right time. That's what's great about Flight School is you know what to do and when to do it. There's no execution problem. Then later on all that experience it'll come in and will make your business all that sweeter.

Mark: Yeah absolutely. That actually brings us to what was Tate was saying that growth mindset that mindset of continuous growth growing education. So we kind of looked at that and said well once you graduate from Flight School you need a few other avenues for continuous growth and then so that's why we created the Top Gun program. Once you're done and you graduate from coaching now you can go into the VIP program and get these monthly advanced modules that include an execution session and you continue to grow, you continue to get better, you continue to sharpen your saw. I think that it's just a lifelong process like you never sort of you know it all.

Like I'm constantly learning and I think that those new programs are really going to help people that you know maybe be at 5,000 a month in passive but they want to get the 10,000 in 2018 and beyond. Well, here you go. So if you want to learn more about Top Gun, if you're getting to graduate from Flight School or you're just graduating from coaching or you want to graduate from coaching anyone to go into the VIP program for that continuous education just schedule call with Mike Zaino or Scott Bossman and go to TheLandGeek.com/Training and they'll kind of give you the rundown and see if it's a good fit for you or not and you kind of go from there. So Erik Peterson are we good?

Erik: We're good.

Mark: But It is time that the tip of the week a website, a resource, a book something actionable that The Art Of Passive Income listeners can go to improve their lives.

Erik: Oh wow. You put me on the spot today.

Mark: What have you got? Is Scott going to come to your rescue with the mini bat? I don't know.

Erik: No, no I got it. I'm always ready.

Mark: Like a Boy Scout.

Mark: We're going to go with Get Bravo which is G- E -T Bravo, B-R-A-V-O.com I have not tried this myself, however, I came across it recently and

thought it could be a nice tool for getting video testimonials from not only the people that sell you land but those that buy your land. As you know need to build that trust among those that are working with you this is a great tool that helps facilitate that process. I think there's a free trial and then there's a paid version. From that point on but the idea is it makes it easy for people to do video testimonials for you.

Mark: Wow it's pretty inexpensive actually. You can get it if like 5 bucks a month, 25 videos. That's pretty good. Although I mean Erik why would I just ask me to make me a video on their phone?

Erik: Well I think I think the idea is this is supposed to make it easier for them. I mean depending on who your clients are they may or may not be comfortable or know how to make you a video testimonial and send it to you. Sending it to you can often be complicated so yeah. That's what I got.

Mark: Really Erik?

Erik: Come on Mark.

Mark: Fine. I like it. I like it. I mean I'm hazing you. I really want to see if you know Scott was going to bring out the mini bat so I was kind of pushing it. There it is. There it is. Wait Scott, you're on mute.

Scott: I said the bat is always close but you know what are you doing to get your testimonials, Mark?

Mark: I'm asking people for testimonials.

Scott: You're hounding people.

Mark: Yeah I'm hounding people and I'm basically saying you know, "Look, subscribe, rate and review and I 'm going to give you this," right?

Scott: Right.

Mark: The \$97 *Passive Income Launch Kit* the course for free and *Dirt Rich* the Kindle version for free just leave a review. I don't have to pay five bucks a month for a site.

Tate: You don't have video though.

Mark: I guess you know some people know how we do even iTunes review but then we have a tutorial on the website TheLandGek.com/iTunes-review walks you through how to do it.

Tate: You thought of everything.

Mark: I did and then as far as like the land side for Frontier Properties luckily for me my clients just have a smartphone and can take a video and they know how to send it or I can just teach them how to send it.

Erik: You are forgetting to you about these clients that only want to send you money orders and you know they've got a flip phone and you know technology is a challenge.

Mark: So yeah I mean you know that's true.

Erik: That's Scott's money order.

Mark: The money orders.

Scott: Look, no joke money order, money order, this came today, check, check

Tate: Real mailbox money.

Scott: Real mailbox money man.

Mark: Yeah, that's why we have Geek Pay, Scott. I won't even go the mailbox anymore. If you're not on Geek pay and it's not automated they're not for me. I always make more money and take in more time. Look at the time you are wasting.

Scott: Checks are the new bitcoin, baby.

Mark: Checks are the new Bitcoin? All right well I do want to remind listeners if you do get *Dirt Rich* please go to Amazon leave us a review. It really helps. There are going to be bonuses involved if you do that. Mike Zaino will give you all the details of it but at least \$500 off any course or service that we offer. If you go ahead and leave an Amazon review for the book and schedule call with Mike Zaino and Scott Bossman.

So please do that and always help us because Jeannie you know is not going to keep coming on the podcast every week unless she sees our reviews going up on iTunes. So she's good that way. She's good that way. So please

subscribe, rate and review the podcast and again we're going to send you the \$97 Passive Income Launchkit for free just email Support@TheLandGeek.com your screenshot. If you don't know how to do a screenshot email Erik Peterson he will walk you through it or find you a tool for five bucks that will do it and go from there.

Mike: Brutal, brutal

Mark: Are you ready? One two three ...

All: Let freedom ring.

Scott: Once again perfect without Bear Land.

Mike: I think he was protesting. What's this? Did I miss something?

Erik: He can't do it Mike because he can't keep up. He's being suspended.

Aaron: Have any of you listened to the end of the last podcast?

Scott: Yeah, we were there.

Aaron: No you haven't listened to the recording because you were like, "Oh that was great. That was great." And it's terrible.

Scott: No. I thought it was fantastic. No, it was fantastic. We were here. We were here. We were here. You were not.

Aaron: You were involved in the delay so can't tell. You've got the deposit.

Scott: The problem is still you are delayed even on your phone the internet is so bad.

Mike: You know what I can tell you Aaron in this instance there is nothing there to fight about when he has a goal. A guy came on he was like, "I just don't get it. I'm a funny guy but you guys I don't get your humor." I said, "Listen there's more of us than there are of you and we tell you what's funny." That's how it works."

Aaron: Well in that respect I guess it was all together and it was a good one.

Mark: Well listen I've got to meet Ori for lunch for Indian and I will definitely be over-ordering and saving some for Scott to ship. I'm not going

to get the naan. I'm going to get chicken tikka masala and I'm going to get the ... what's it called? The palak paneer spinach or saag paneer, saag paneer, a little garlic naan, so Scott, be on the lookout for some Indian coming your way.

Scott: No thanks.

Tate: All right guys, talk to you later.

Mark: All right thanks, guys. Goodnight.

[End of Transcript]