



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

**Mark and Scott talk with: Erik Peterson - LandOpia.com, Mike Zaino – TheLandGuru.com, Aaron Williams – BearLandProperty.com, Tate Litchfield - FrontierPropertiesUSA.com Mimi Schmidt 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](http://www.TheLandGeek.com) and we've got a great topic for this week's Round Table and I actually had another podcaster recommend to me that just get into it. Like, you don't need to go through the whole introduction thing. Everyone who is on the Round Table, I'm just going to say, the irascible Erik Peterson, Mimi -terrorist hunter - Schmidt, Tate - the big poppa - Litchfield, Bear Land Aaron grrr, Jeannie we're still working on your nickname and of course you know him, you love him Scott Todd: [ScottTodd.net](http://ScottTodd.net), [LandModo.com](http://LandModo.com) and most importantly if you're not automating your Craigslist and your Facebook postings go to [PostingDomination.com/TheLandGeek](http://PostingDomination.com/TheLandGeek). Try listening to this podcast on 2X speed and how fast it's going now.

All right, let's just get into it we've got a big topic spousal support. So I can imagine you find The Land Geek somewhere. Maybe it's on a podcast, you hear me on another different podcast or social media or a friend, maybe you

saw an Amazon review and you got the book you're super excited about the possibility of not just more money but more time, more freedom, more of the things that you really want to do in life because you know you can always make more money, you can't get more time. The business is 90% automated with software, there are all these advantages to it, you know investing in real estate is the best way to get into wealth but here's a way to get wealthy without having to deal with renters, rehabs, renovations and rodents. It's scalable, you can do it from anywhere in the world all you need is an Internet connection and an inexpensive computer. There are all these really exciting benefits to it and no one knows about it, there's no competition. So now you go to your spouse and say, "I am super excited about getting started." And what do they say Erik Peterson?

**Erik:** They say what are you talking about? You're going to buy land and sell it. How are you going to make any money?

**Mark:** That's not the first question. What's the first question they ask Tate?

**Tate:** I don't know. How much money are you going to make and how...?

**Mark:** No, no.

**Tate:** I don't know. How much is it going to cost?

**Mark:** How much is it going to cost and now you're already on the defensive. So Bear Land - Aaron you're talking to Missy and she's like, "Well that sounds good. How much is it going to cost?" What do you say?

**Aaron:** You know I told her it can cost as little or as much as we want. You know listening to the podcast and I guess the initial thing was the Toolkit and she was okay with that you know because she's used to me on starting a business previously anyway. So, she's got a little bit of trust there and then beyond that she was completely onboard. She went to the first bootcamp with me and she was on our call when I got into coaching and she's like pretty much yeah do it. So she's been really onboard, very supportive. So I'm lucky in that aspect for sure.

**Mark:** Right. Jeannie what was the first thing Kurt said to you? He said, "I want to do this."

**Jeannie:** He didn't say anything at all. He just listened and kind of nodded his head like 30 years of ideas. So he basically wanted me to show him and prove it to him that it would work.

**Mark:** Yeah, I know when I look at a program because I do lots of different programs I always say to my wife, "30 day guarantee, its okay. If it sucks we're not taking any risk." Because she always wants to know how much does it cost, right. Scott Todd what about you?

**Scott:** She said, "Try it. What's the worst that can happen? We've got to try this thing."

**Mark:** Right. Mimi how about you? Excited about the Toolkit?

**Mimi:** He said, "How do you know this guy isn't just trying to take your money?"

**Mark:** Which is I think a legitimate thing to say.

**Mimi:** Yeah.

**Mark:** By the way. So I think the way you say that is well there's a 30 day guarantee. There is a guarantee on the Toolkit.

**Scott:** I'll just dispute it on a credit card.

**Mark:** Worst case you can always dispute on the credit card. I mean Mike Zaino you get to talk to a lot of spouse. What is the biggest fear? Number one is Mark one of those other pie-in-the-sky you know he talks a big game, but then it doesn't work or is it more just fear of it works for all these geeky people but will it work for me or that's a big investment right or is it a combination thereof? Because clearly one of the couples is excited, the other ones like, "Whoa, let's be rational about this."

**Mike:** Right, right. By the way I get more and more couples coming in. You know we're getting more and more couples are joining but I think what ultimately converts people over and makes them realize the potential is that they have other friends or maybe in the past they've done some other types of real estate investing where they have to invest so much money to get a return and our investments are so small, but generally such a large return, rinse, repeat, rinse, repeat. So I think when they realize that, when it fully sinks in that you know the small amount of capital that we need to buy land and how it can truly amplify our passive income I think that really is a big turning point. Because what's your other options? Go buy hundreds of thousand dollars on some sort rental property and that's not passive that's pretty dynamic.

So I think once they start seeing that but I think for us when we came on we didn't have a choice. We were doing all these other jobs, but we couldn't leverage our time and we were 40 grand in debt. So there was no way we were going to climb out of that, there was no way. So we found you, we found a solution to steal our time and create more money. So that's how she was on board is that we needed it and we had no choice.

**Mark:** Right and I think the overwhelming prove of the testimonials kind of helps. So we've got the testimonials, we've got the guarantee, we've got someone you can talk to that's already been through it. I think what differentiates us is we don't have a sales team. We just have Land Geek coaches that have gone through their own training and now helping other people with it and be the Sherpa; so I like that authenticity. But I can imagine Erik Peterson you know talking to your spouse about this, being all excited. What was the first question she asked?

**Erik:** Well I think when I came on at the time it was the Toolkit. If I remember correctly I made that investment without her permission.

**Mark:** Whoa.

**Erik:** You know I believed in the model, I knew I wanted to try it, so I went out there and did it and you know by the time I had bought and sold the property is really I probably like left clues about it along the way and made mentions of it but until I actually had proven the whole system for myself that's when I took it to her and told her you know that it was the future.

**Mark:** I love it, I love it. Tate do you guys have the ask forgiveness not permission policy?

**Tate:** You know Alison was pretty on board with it. I told her what was doing and you know she was kind game with it. She's like. "Okay yeah, I mean what have we got to lose. Go ahead, give it a shot and worst case scenario is you fail and we end up with a piece of property in our name. I don't see how that's really a big problem." So I told her I was buying it right, I knew the numbers, they made sense, she was okay with it and we said let's give it a shot and see how it turns out.

**Mark:** Yeah, absolutely. I think that the great thing about living in today's day and age is the fact that if you're not a quality company and your information isn't quality you can just goggle the person. Like if you use Google Me I think like the third thing is Calling Out Mark Podolsky - Bigger pockets and this guy is like calling me out and saying this is not the best passive income model and I goggled myself and I just responded to him and

so many people loved my response because I just poke hole, poke hole, poke hole but it's a really good way to say oh it's not all positive information out there. What's this guy saying and kind of getting that other point of view whereas back in the day like you'd have to like call the Better Business Bureau and get a rating. Like it wasn't so transparent what's going on and so I think we sort of have that advantage and it also... So it's impossible now to kind of hide in a way to do that which I think makes a better consumer, helps to make a better investment decision.

But even with all that sort of fuel we have to emotionally get into the place of our spouse and I think that I know when I don't see eye to eye with my wife the only times it ever goes well is when I step into her shoes and see it from her lens. So I don't ever answer the question directly. You know how much does it cost or I don't get off on the rat hole. I say, I can imagine if I were in your shoes how this looks and based on my past you know when I hired that one CPA for \$50,000 you're probably nervous I'm making the same mistake again kind of thing. So I go in right into her world now we're sort of like looking at the world the same way and I can see her fears and her anxiety and then she feels better because it is not like you know we're not fighting now. We're like looking at the landscape together and then I'm kind of saying okay, but now that I see it from your point of view look at it from my point of view and look at all these potential benefits if I just go to Flight School and I just tell them these guy has done all these deals all you have to do is follow the recipe. He is like better than going on the cooking show, like I just follow the recipe and instead of a beautiful apple cake we get passive income the rest of our lives, this is amazing and then they're like, oh yeah and then they get excited about it. See there it is.

**Scott:** You don't get an apple cake you get a classic yellow cake with whatever.

**Erik:** Where did that come from?

**Jeannie:** I just happened to have that.

**Scott:** Flight School baby. In Flight School we talked about the Duncan Hines classic yellow moist cake. I think tomorrow I just might order one of this and just eat it in front of everybody just like, "Don't you wish you followed the recipe?"

**Erik:** That's just holding up a box of cake randomly and I just can't get over it. What else you got?

**Scott:** [00:11:55] [indiscernible] lots of toys.

**Mark:** Right, right. So Mike Zaino how often do you think people get into it and then they get scared and then use their spouse as an excuse not to execute?

**Mike:** Well, I think it can definitely happen. You know, I don't know how often. I'd say it's every so often we have something like that that comes up but the reality is I think that they may use that as a crutch sometimes. I mean they have to have security in their own decision. The fact that this is massive action, everything that we talk about is taking massive action, leaps of faith. I talk to people it's like okay you got the Toolkit you're get your toe in the water but if you're going to dive all him and you want to really like as you say burn the ship, then you go to Flight School and you go all in and you make it happen.

So, I think sometimes it's a reflection of their fear, their uncertainty, their doubt, and those fads as I call them, and they could have kind of probably parlay them off of their spouse, and maybe the spouse is feeling their uncertainties. I think it has to come down to your confidence to take on a new step, a new massive action and you have you the Sherpa. I mean it's like listen the advantage is Flight School works because you have someone right there with you that's showing what to do and when to do it. You don't have to worry about what about now, what now? No, you know what to do, you know when to do it. So if you have that you just have got to have the confidence. I think it happens sometimes where the spouse might come in and get so involved that it could cause them to check, but I think it's also maybe reflection of that individual and their lack of maybe security in that massive action they're taking, I don't know. I think that you have to be willing to take the risk and step in or else you know like Mr. Miyagi says like left side of the road, right side road, in the middle you get squished like grape.

**Mark:** No, no, it's true. I've got a question for the panel because you are all married, and I love that. So the question is I can imagine let's say that you know like my wife doesn't work outside the house, she never really has. Erik does your wife work?

**Erik:** She does a little bit of part-time work, but most the time she's here at home yeah.

**Mark:** Okay. Tate I know your life works. Scott does your wife work?

**Scott:** No.

**Mark:** No. Bear Land - Aaron your wife works with you.

**Mike:** She works with me but she also does a little bit of part time outside of... she substitute teaches, I think just because she likes the kids and stuff.

**Mark:** Right and Jeannie Kurt works with you, but not so much?

**Jeannie:** Right, because he is full-time.

**Mark:** He's full time. Laura works with Mike full-time, right Mike?

**Mike:** Yeah, she heads up all the VA's and does probably a lot more than me in the land business but it's okay.

**Mark:** Right, and then Mimi your spouse is like a pilot.

**Mimi:** He has two full-time jobs.

**Mark:** He has two full-time jobs. So how do we avoid the ugly head of resentment? So I work on and this is like back in the day when I'd be working in my land business and something would come up where I would feel misunderstood about how hard I was actually working to provide and I would feel resentment. How do you avoid that, Erik Peterson?

**Erik:** Honestly, I can't say I've encountered that but I think that...

**Mark:** You've never felt resentment?

**Erik:** From my wife, no.

**Mark:** You've never felt resentment from your wife?

**Mike:** Oh man tread lightly Erik. Does she listen to the recordings?

**Mark:** What are you, newlyweds?

**Erik:** Yeah, it just so happens [00:16:01] [indiscernible] this situation you're describing about me working and not looking like I'm working that's what we're talking about, right?

**Mark:** No. Not at all, just resentment [00:16:19] [indiscernible] scenario.

**Erik:** I'm lost then.

**Jeannie:** The ladies will help out.

**Aaron:** He's trying to fit here.

**Mark:** Jeannie will you help him out? You've worked really hard on your land business, Kurt's worked a full day at work, you're both exhausted and then inevitably he's like well you didn't do much today or you go to him well how nice to have that magical paycheck coming in the bank account while I'm hustling.

**Jeannie:** Right and you know I have permission to talk about him on the podcast by the way. I asked for permission. We have been married 30 years and there is a lot I could say I guess but right he works hard and then I have an expectation that he'll help me at night. But the problem is I think there's fear and he would own it, he would say it there's fear because I have time today during the day to learn about Land Geek and then he doesn't. So I spend my time trying to get him to catch up and if he doesn't and he puts his foot down I get a little ticked and then there is a little tension and then we have to call our coach and our coach is great.

Kurt and I get along great so don't take it the wrong way it's just getting on board and getting in sync because our ultimate goal is for him to be home and we can do this together because we do get along well. But it is fear on his end and then when I sense fear and I get fearful and so, it kind of goes like that. So I'm always the one taking the first step out and sometimes I get scared and I think he senses my fear as well Mark. So I think you made some good points there. So in order to work through that a couple things happened there's going to Bootcamp was really helpful and also having a coach extremely helpful.

**Mark:** All right, I love it, I love it. Mimi how about you?

**Mimi:** For me the resentment came from time. Because in the evening's is when I'm working on my land business or I've got office hours that I'm listening to so I have to find the time. I have to find the time to do it and then he sees it's bringing me happiness and then I have to prove to him that it's not a waste of time. So when I got to where my passive income built up enough that it was paying for the business itself and he was starting to see that then the resentment melted away a bit because he said, "Okay it's making her happy and she's is paying it for herself now." So that really helped a lot.

**Mark:** All right great. I mean Scott Todd is what Jeannie said really the antidote to resentment alignment?



**Scott:** [silence]

**Mark:** Wait you're on mute.

**Scott:** Sorry, sorry. I was thinking as she was saying that the need for a common goal. Like it's the alignment of the goals, it's having that common goal, it's having that bigger goal that you're both working on and for and so then it's like you know high five we did it or you did it. I think that sometimes you can have competing goals. Like you can have competing goals but they may seem different when in fact they are the same.

So what I mean by that is let's say that one spouse was all about you know like security. Like I just want to be financially secure. I just want to be about financially secured and then the other spouse is like I want to be financially secure and I want to have the time freedom. Like they seem like they are in opposition one wants financial security, the other wants time freedom but the reality is that they're both aligned around the one thing which is financial security.

Like if you can say look this will provide me with the happiness that I want, boom, but it will also allow us to provide the financial security if X happens. What's X? Like Mark we did a podcast recently and it won't be out for a while but we were talking about like the guy that has one semi-truck. Like one semi-truck and he's like man I'm just going to drive my truck, I don't want two trucks, I don't want 10 trucks they are more risky when in fact having 10 trucks is less risky. One truck dies, you still have nine on the road, you profit center is there, it's less risky to have more.

So I think it's about framing it. You know like if you can frame it to say we will achieve financial security that we both want through this and look we're going to chip away at this: one chip, chip, and chip at a time. We're chipping away at it and then you start to build that snowball, it's that momentum. Look I'm doing, I'm contributing my piece over here, you're contributing your piece over here and it's all going to come together with this one big ball and then we're going to have the freedom and the independence and the security that we all want.

**Mark:** Yeah. Mimi is excited about it. Bear Land - Aaron his internet is so laggy he looks like he's shaking his head.

**Scott:** He'll get it all in five minutes.

**Mark:** Okay, we'll see the Bear Land response in a little bit.

**Scott:** I think it's coming around right now. He's just not getting it.

**Mark:** Well would you see his horse and buggy that's like the Tesla of his [00:21:44] [indiscernible]. It doesn't take gas.

**Aaron:** It's got self-drive.

**Mark:** It's got self-drive.

**Aaron:** Like a Tesla.

**Mark:** Mike Zaino I have never ever seen you and Laura have a fight. Like what is going on there?

**Mike:** Well, everyone does things different. I mean for us the business we built it to the point where we could take away from work in the school system and that was a huge step and now working together for us, working together hand in hand in the business is incredible. It's like we're living the life that you know I think I was kind of talking to Laura about some that Scott had said one time. I mean he was talking about... what's the remorse you were talking about Scott? You were saying something about you know where you start living a life and you guilty; survivor's guilt. What did you call it? I forget.

**Scott:** Survivors guilt yeah.

**Mike:** And it's like because we just go on our bike rides every day. So I don't know. I mean I think for us working together has just been awesome. It's really provided that. I feel like I'm blessed with a wonderful schedule at the fire department and so I feel like retired now it's so bizarre. It's really I don't know. I'm kind of overwhelmed and very appreciative and I'm just very grateful. You know, but I do kind of feel guilty at times so I kind of brought up Scott's comment because I thought it was pretty spot on.

**Mark:** Yeah, I mean speaking of resentment. Like if was a friend of Tate Litchfield that would last like an hour. You know this is what you do? Like I'm working like this 60 hour week job, I'm hustling, I'm young and like I wouldn't be able to handle you Tate.

**Tate:** Yeah, you know maybe that's why I don't have a lot of friends. Maybe that's why all of my friends are on this podcast right now.

**Mark:** They do say it's lonely at the top, it really is lonely.

**Tate:** You know I think it's all goes back to I mean I've adopted this mindset of happiness is kind of the new rich and I'm happy in my life. As a result I think my marriage is healthy, my family is happy, I get to spend time with my daughter, I get to be an awesome dad and ultimately that's because Allison and I are on the same page. We both want the same thing, we want to have more time, we want to live a comfortable lifestyle and she is very aware and recognizes that land is the way to do that. It's the best method out there and if anybody has a better option I'm open to it but you're going to have to try really hard to convince me that there is a better model out there than what I do.

You know the last thing we want is for this podcast to turn into some sort of marriage counseling podcast because ultimately none of us are that. We're just a bunch of guys and ladies who know how to invest in raw land and it makes us happy and we hope it makes you happy, right?

**Mark:** Yeah, absolutely but I think that if you're struggling to get your spouse's support to get into this business, work on this business, have their support you've got a take out your machete, the emotional machete [00:24:57] [indiscernible] starting cutting it down and get to the core value. Can we agree on this core value of more time, freedom and in exchange we're going to have make an investment in ourselves. But if we make this investment, this investment pays off like it has for all of these people we're going to get this value of more time together, more freedom, more flexibility and ultimately more money and more wealth. Can we agree on that? Even if we can't agree on how to get there can we just agree on that principal and that value alone?

I think that once you start talking about the real value of it, the real core value can be aligned on that it fights through all that other sort of everyone has got their stuff, like I've got my stuff too, everyone does. Maybe not Erik but everyone for the most part does. So I think that as a side note, if you're looking at it again, since we're not making this a relationship podcast there is a guy out there that has been doing this for years and years his name is John Gottman. Check out his books, he is an expert on this, he can tell you within two minutes whether or not your marriage is going to last he has an institute, it's amazing based on these things. So just goggle John Gottman, we'll have a link to it.

**Mike:** What if he says no? I don't want to read that.

**Tate:** I get it.

[00:26:32] [indiscernible]

**Mark:** I'll tell you what if you ever see a spouse in a restaurant and they're having a fight and they're arguing and one of the spouses rolls their eyes that is a sure sign because it's contempt and contempt the relationship marriage killer. So there you go. Anyway yeah I know.

**Mike:** Wow.

**Erik:** Wow.

**Mike:** He just let the energy down.

**Scott:** Listen, that's when I say "don't you roll your eyes at me."

**Mike:** Is that why she wears sunglasses all the time? I don't even know, take those sunglasses off.

**Mark:** You know.

[00:27:12] [indiscernible]

**Scott:** Mike, like anytime Laura is sitting with her sunglasses on he's going to freak out.

**Mike:** Take those off!

**Mark:** I know and then when we're at boot camp we all see Laura all in unison going to roll our eyes at her. That's good.

**Scott:** I'm doing it right now.

**Mark:** There you go. All right, well I want to thank everybody for being on the Round Table. Hopefully the spouse will support the podcast, people are going to get value out of it, it's wasn't to woo, woo and if you're a spouse and you're listening to this and you want to send us some hate mail go ahead and email me [Mark@TheLandGeek.com](mailto:Mark@TheLandGeek.com) and I will personally respond and say sorry or a link to Gottman book or something like that.

Speaking of books go to [TheLandGeek.com/DirtRich](http://TheLandGeek.com/DirtRich), get the Kindle version of the book for \$2.99 and if you leave us a review send me a screenshot of that review I'm going to send you the payback version signed and that's worth like 2.2 million on eBay right now. So please do that. Just subscribe, rate and review the podcast and send us a screenshot of that to

Support@TheLandGeek.com and we're going to send you for free the \$97 *Passive Income Launch Kit*. So reviews all round. Amazon review get the book, podcast review get the Launch Kit. Are we good? Is everyone good?

**Erik:** Yeah good.

**Mark:** Yeah. All right one, two, three.

**All:** Let freedom ring.

**Mike:** That's pretty good.

**Tate:** I closed my on that one and it helped.

**Mimi:** But Aaron didn't say anything.

**Tate:** No, he did. It's going to catch up here shortly.

**Mark:** It's going to catch in like two minutes.

**Aaron:** Let freedom ring.

**Mark:** There you go.

**Aaron:** Did we get it guys?

**Mark:** Yeah.

[00:29:07] [indiscernible]

**Mark:** [00:29:10] [indiscernible] tech addiction we should all have like a retreat at Aaron's house.

**Scott:** Aaron I want to tell you something. I took my son to camp in Pennsylvania and we were driving outside of Harrisburg which is the capital of Pennsylvania. Like literally like 10 minutes we go up and down this two lane road and man oh man first time ever in my life driving I'm having to avoid Amish carriages.

**Aaron:** Oh man.

**Mark:** Wow.

**Scott:** Every one that I passed I had to stop and look and see if you're in it.

**Mark:** Okay, listen I would love to talk more about this but speaking of spousal resentment it's summer and my kids are home. I've got to go to lunch. All right see everybody.

**Aaron:** See ya

**Mimi:** Bye.

**Mark:** Thanks.

*[End of Transcript]*