



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, Tate Litchfield - FrontierPropertiesUSA.com, Mike Zaino – TheLandGuru.com, and Aaron Williams – BearLandProperty.com on the Land Geek Round Table

Transcript

Mark: Hey, it's Mark Podolsky the Land Geek with your favorite nichey real estate website www.TheLandGeek.com and today is going to be a special podcast. We're actually going to mix it up a bit and provide all of you Land Geekers a taste of the best of the best segments of our Round Table podcast which have been immensely popular. So sit back with a Latte or Espresso or Americano, or some kind of caffeinated drink maybe bulletproof coffee like me and enjoy the best of the best of our Round Table segments.

Mark: We've got a lot of topics. I wouldn't say a lot of topics but we've got a really important topic to start with for this week's Round Table and this is something that I think everyone at some point struggles with. I don't know if you've ever stop struggling with it but it's one of those things like you've got to like constantly sort of be aware of and it's the mental barriers and there are a lot of mental barriers right. First one is maybe fear of failure, maybe fear of running out of money, fear of running out of property, fear of success. So let's kind of tackle each fear and how you know you guys

approach it. So let's just start with Tate. Tate let's start with when you first started what was your biggest fear personally?

Tate: I mean I guess my biggest fear must be the fear of failure. I think that's most common because here you are going on. You're taking this leap of faith, you're diving into a business where you might not know anybody personally within your inner group of friends or your inner circle that's done this before. It's not like flipping houses where you can go talk to just about everybody and they've had an experience with it. When it came to land I didn't know anybody and so that's why I really bonded to our community it's because I was able to link up with people that were doing this business and were having success in it and they were able to you know kind of guide me a little bit and give me that positive affirmation that I was on the right track or I was doing the right things.

I think with that fear came fear of letting myself down, fear of letting my family down, fear of just failing. I didn't want to fail at something but once I kind of accepted the fact that there was going to be a risk no matter what I chose, what avenue I approached I was much more at ease with it and realized that I could prevent failure with my action. Action was the key to success. I certainly know it's key in this business, right? If you want to have success you want so land what do you have to do? It's quite simple post a bunch at market ads, market it like never before, be on top of things and you're going to have success. So that was my biggest fear when I started.

Mark: All right. How about you Erik Peterson?

Erik: Well, you know I think I can identify with Tate there. A lot of what he just said is you know exactly what... Is there an echo?

Mark: Yeah. I think it's Scott because Scott doesn't have a headset on.

Scott: I'm sorry.

Erik: I think I felt a lot of the same things and you know I think I also did a lot of the same things to overcome those. You know just a matter of taking action and doing something and proving it to yourself you can start to I guess alter your mindset and see that there is room for you to have success and to be successful in the business.

I have been talking with a family member recently about the Land Geek Program and they're considering buying the Tool Kit or doing Flight School and you know. I mean they're having all those same fears that I can remember having when I started. You know it's like well do I want to put

this money into this, is it really what it says it is and can I have success in doing this and you know it literally took just you know taking that step and doing it. Making the purchase and then doing the education, watching the videos and taking action as opposed to just sitting there and wondering well you know should I get this list here, should I get it there, how do I even do that you know instead just going after it and get it done.

Mark: Yeah, yeah. How about you Scott Todd when you first started your biggest fear? Oh wait, I'm sorry I've got you on mute. There you go.

Scott: I think my biggest fear was you know like all of the things. Like the fear of failing but you know like what I kept telling myself when I had self-doubt is man if these two guys can do it then I can do it and remember I was listening to the old podcast. I'm like well they seem like smart guys but I think I'm smarter than them. So it was kind of like that self-confidence that you instill in yourself like I can do this, I believe in myself and I think that's the first thing that you can overcome or you need overcome with any successes is the belief in yourself. And then I think that you get these other things like man am I really going to be able to sell these properties or you know am I going to run out of money and I think that what happens is if you just keep going through the process these fears it forces you to attack them.

Mark you know Grant Cardone has a great mind. You and I kind of laugh about it but you know it's create new problems for yourself. Because you're so comfortable; you're so comfortable in your little lifestyle, you're so comfortable in your little cocoon, you're so comfortable because you are so afraid of like messing that thing up that you don't grow and all of a sudden when you just like power through things and you're like boom we're going to do this and all of a sudden you're faced with a situation that you don't know how to handle you've created a new problem for yourself and it's a heck of a lot better than the old problem that you ever had. So I think that that's one of the things; it's like I'm just going to keep mailing these things and if I don't have any stupid money to buy more land guess what I'll figure it out when I get there.

Mark: Yeah, yeah and you know for me personally I remember I've gone through all these phases of fear. The first was fear of failing. There's a lot at stake of the line for me especially after I quit my investment banking job and then things started going really, really well then I had this fear of running out of property, will it continue and then I had a fear of oh my gosh especially when I started doing terms deals I'm running out of money. So each one of those things I had to like step back and honestly like for me I had to talk to somebody else. I really needed to bounce off my fears to someone else and have an outside party whose kind of gone through an

entrepreneurial journey tell me that, "Hey look what you're going through is normal and you know everyone goes through it and you're going to be just fine." What separates people that make a dent in the universe and those who don't are that the people that make a dent in the universe they feel the fear it's not like they ignore it. They feel it and then they take action anyways despite it where they don't let it paralyze them or they don't make impulsive decisions that are fear based.

When I think about my life like all the worst decisions I've ever made or all the things I've ever caused any discord in my relationships have always been based on I had a fear and it's so simple because I know when I'm feeling because I'm overreacting to it. Like if I'm not overreacting emotionally to something I know like okay this is not that big of a deal to me but if it's a huge deal to me I know it's almost never about what it appears to be. It's not about the money it's about my fear of loss or my fear of something else and especially growing up with my parents and scarcity mentality and having this sort of this vision of money kind of inculcated that hey it doesn't grow on trees, you've got to be super frugal you know we don't we don't just splurge. You're not entitled to all of these things in life you've got to kind of suffer first to have anything good in your life and this was like I would see that. Go ahead Tate.

Tate: I was going to say yeah I understand where you're coming from but then here's another thing that we see all the time and that's the fear of this turning into something very successful.

Mark: Exactly and then yeah right so Tate like as you've gotten more successful.

Tate: Yeah.

Mark: And you were kind of like fast. Your success really came fast what were those fears like for you?

Tate: Well first it was a fear of you know is this legal? Like am I breaking the law here by having this being so successful and then I was sued. I spoke with you and Scott and yet everybody else that I trust in this business and they're like no you're just doing it right and that fear was kind of like wow.

I've either gotten to a point where I had to make a decision am I going to be 100% committed to the land investing journey in this business or am I going to continue to dabble in a little bit and that was a big decision too. When I fully committed to like okay this is what I'm going to do for a long time it was scary because you take your future in your own hands and your own

responsibility and I was comfortable with it because I'd seen the results and that fear of success it was almost more. I think that was more scary than the fear failure because if I failed I mean nobody needed to know about it necessarily. It's not like I was going to lose hundreds and hundreds of thousands of dollars if I failed but if I succeeded and I don't know it was kind of overwhelming. It's hard to explain but I decided I was going to be successful and it wasn't a mental that it held me back for long.

Mark: So we were talking on the last Round Table about goal setting and setting these goals and how we're setting them but then we didn't really get into the weeds of the barriers to execution. What are the things that get in the way where you don't end up hitting your goals? So Zen master Mike what are those things for you?

Mike: I think one of the biggest problems with achieving goals is you know just taking on too many things at once. So if you make your goals too broad or they include too many aspects I mean I've heard you talk about you know you have five things to accomplish for the weeks to keep it simple you know. When you add too many things into the mix it tends to really just complicate things and when things get complicated then you start to get frustrated, when I get frustrated you don't perform at your highest level and then things don't get done. So one of the biggest barriers to goal setting I think is being too broad and setting too many. Let's keep it very specific and that's why all of us employ the mentality of the 12 week year it just keeps things very hyper focused and that should alone help you from straying off this path and going into the no man's land where you're just doing too many things and nothing is getting accomplished.

Mark: Yeah I agree. How about you Bear Land - Aaron what are some of the barriers to execution for you with your goals?

Aaron: Like Mike said you know getting too many things in there is definitely an issue. The 12-week year helps with that but even as far as the 12-week year goes if you're just beginning to implement it a piece of advice is you will have all these things you want to do and they tell you try to limit it to three and sometimes don't even limit it to three maybe two or one because sometimes three can distract you from what's really the most important thing, that one thing. You know there's a book about one thing too.

So really make sure you're working on what is most important and then the other thing that I find is the most limiting to myself is myself. You know for various reasons you can get off track and you can beat yourself up about it and then keep yourself on track or you can start to feel fear for various

reasons. Sometimes even when you're about to achieve your goal you have the fear of what's next you know those sort of things. So you've got to be careful to not let yourself be your biggest obstacle because there are so many ways that you can but just keep it simple and keep moving forward and know that when you accomplish this you will then go through the process again and set your new things. So don't worry about oh what's next and make sure you accomplish what you're trying to and then you can worry about what's next those sort of things. So don't let fear and getting into your own head too much be your biggest obstacle.

Mark: Yeah, it's so true. How about you Erik?

Erik: Well I like what Aaron said. I definitely think ourselves are you know a big thing that gets in the way. I mean whether it's us not believing in ourselves or just not executing or any number of things. But what I would add to that is probably just general distractions get in your way. So you know that's why it is important to write down your goals and review them on a regular basis whether you're rewriting them every day or you're looking at them once a week or whatever works for you but you know don't let shiny objects syndrome get in the way. You know you hear about a new whatever it is you know Bitcoin going crazy or whatever it is at the moment and not letting those things distract you from what's your focus is for these 12 weeks and then the next and so on down the line. So one great way to do that is just to establish good habits and make that part of your routine and follow through on that and that will keep you on task and if you've done your reverse engineering and looked at all those numbers and various aspects of your business, if you build habits around those things it's going to help you that much more to achieve your goals.

Mark: Awesome. How about you Scott Todd?

Scott: I think that you just have to be committed. You just have to like commit to the goal and don't stop and don't let the self-doubt kind of get into your head. It's easy for the brain, the inner voice to start talking to you and say like what you doing, what makes you think that you're good enough to do this, what makes you think that you can do this, what makes you think that this is going to work for you, what makes you...? I mean it's that inner voice and we all have it. It's amazing I was listening to a podcast the other day with someone that was like extremely successful, extremely successful and I was blown away by the fact that they were talking about the inner voice. Like their brain was telling them you can't do this and I think that what makes successful people and what helps you to achieve your goal is just doing it anyway.

Mark: Let's just start about what it was like doing our very first deal. Tate Litchfield let's rewind the tape what was it like? What were the emotions? Let's do like a Barbara Walters see the tears streaming, really get to the core of it. What was the fear of doing your first deal?

Tate: That I would mess up or I think more than that was the fear that the person would give me money go out and see the property and then decide that they wanted their money back. That was what scared the most; the refund and I followed up with the person who bought my first property from me and they were so happy, they loved it. It was exactly what they wanted and after that experience it kind of gave me a little boost and confidence and I thought you know what people want what I'm selling and I guess that was my main fear. I just didn't want somebody to be unhappy with me, I don't know.

Mark: What about like the process? Like was there any fear of you know talking to the buyer or even closing with the seller or going through any of that?

Tate: My biggest fear was like not necessarily talking with people either on the buy side or the sell side it was doing the paperwork correctly and I was worried about deed prep. I didn't want to mess up with it and put an incorrect legal description or mess up the APN's and I was so new to it that I thought that there was no workaround for that and if you did make a mistake it was game over and it was little bit later on that I realized all these things can be corrected and there is workarounds for it and it's okay. I mean mistakes are inevitable and I don't know it seems like with technology and with the software that we have now that's not even a fear of mine anymore. I mean with LG Pass is basically virtually 100% eliminated that from me and now it's just a click of a button and I know it's going be good to go and so to me that's one of the biggest benefits of it. Does that make sense? I guess I was really worried about docs.

Mark: No, it totally makes sense. It totally makes sense. Bear Land - Aaron your very first deal take us down to the emotional level of it.

Aaron: Well there really a lot of emotions going on. I remember there was a lot of excitement you know because we just started the program and we'd gone through Boot Camp and it was probably shortly after that. So there was a lot of kind of being stoked about the whole thing but then when it came down to it I guess... yeah actually the docs like Tate was saying was kind of that's where the fear started settling in. I wasn't yet on LG Pass so I had to create my own doc and it was a matter of if I say something wrong is this going to come back on me or is there any way I can get sued for this or

if I am just a little bit off on a phrasing on a deed is this all going to wind down on me or am I going to have to like give someone money back and what if I don't have money at the time and just there's a lot of things like that that were going through my mind.

Like Tate said most of that is alleviated especially with LG Pass but also with the coaching program because I had a coach to lean on and say hey how do I need to do this or what should I do with that and that really helped as well. Because I think we had started coaching just before our first sale so there was a lot of emotions but there's a lot of excitement too, a lot of good emotions. This is not all bad emotions. There is a lot of really exciting things looking towards the future and that sort of thing too.

Mark: That's very cool. That's very cool. Yeah, I think you know that that was a huge luxury you had that you had that Sherpa kind of going in with you where a lot of people don't have that luxury. So they're not as excited they're more on the other end of it like. "Oh, oh what if I mess up then what happens?" Zen Master Mike, your first deal what was that like for you?

Mike: I think the biggest part about it the difference if I would have contrast I feel like I was like ... I really thought I was going to get stuck with a property. I really felt like I was groveling with people to buy it. Like just paying people to buy it, like almost any concession, "Okay, yeah, yeah." You know like just so much in fear that I'm going to just end up with this piece of land and no one's going to buy it. I remember when you got a couple of somebody interested you feel like you would just concede everything, right? Like, "Okay you want \$500 off? Sure. You want me to pay this? Sure." You just want the deal done so you feel very kind of you don't feel really like solid on the ground. You don't feel confident. You don't have that.

So that's huge because to contrast that to where we all are today you know that every property does sell especially the way that we buy them. So the fear was baseless, right? I mean there was no basis for that because they all sell and we don't need to concede to people. We don't need to jump through hoops. We can be very firm with our negotiating and very secure in knowing that we have a solid piece of property that has value and we know what the value is. So I think that's really that just... unsure of like not being able to sell the property.

Then really not sure if you want to tell anybody what you're doing. Not that I'm big on kind of keeping myself to myself right but like my parents are like, "What are you doing over there? Oh, you're a land investor. What do you mean? You buy land the other side of the country." Try telling someone in your family that doesn't understand our model they are all going to think

that you bought into some big Ponzi scam. "You bought land on the other side of the country?" It's like "Yeah. But there are these guys and they do it really well," Till you prove it to yourself and now, of course, my family gets it how much it has changed our lives, all of us. It's so positive and they are behind me and very supportive and they are actually very proud of my successes so it's a complete turnaround.

So there's all that mixed in, right? It's like you're kind of like trending like you are dipping your toe in like, "I think I will be a land investor. Let me see. I will buy a piece of land and will somebody buy this?" Then it's like now put your whole foot in and then finally you just jump into the water and swim around like, "Hey it's not a big deal. There's no sharks in here right. It's not as scary as I thought it was." So I think that's the big contrast of how I think my first deal now that is just... Then maybe talking to people but now once you realize it's just like talking to your friends. It's just you are having a conversation with another human someone that you don't have to be very like, "So I am here to talk about that land parcel." No, it's just like hey we're talking and you have a nice conversation. It's very easy and you have an end in mind but it's the way you get there that's very fluid and relaxed and it's just so awesome. Now I can talk to people and have that experience and confidence as opposed to when you are new and then it's like they ask questions, you're not sure if you have the right answer and you've just got to go ask somebody and it's just like very different, very contrasting.

So I think the biggest difference is it's so enjoyable more now. The process is enjoyable. Like when you quote Mark it's like... I'm sorry but it's like what we always say it's not a sprint it's a marathon. But the funny thing is you are going to be running faster miles at the end. It's like your miles at the end are going to be faster than your miles in the beginning. So it's kind of a weird contrast. It's not a sprint it is a marathon but you might be doing 15-minute miles in the beginning then you're going to be doing four minutes, five minutes, three minutes, and then you get down to where the automation you are like running like the Flash. That's how fast your miles are going. So it's a big difference.

Mark: I love that Barry Allen reference as well.

Mike: Yeah, you're just a Barry Allen and I could see you being the Flash.

Mark: Look I love that show and then of course-

Mike: It is awesome.

Mark: Of course the show runner gets in trouble and that's all best. You know what you said kind of reminds me of that famous quote by the Stoic philosopher Seneca, "We suffer more in imagination than we do in reality." It's kind of like a lot of it is so much in our heads that fear and then once you kind of do it you're like, "Oh, that wasn't as bad as I thought it was going to be." I almost feel like that's everything in business and in life. It's never as bad as you thought it was going to be, right?

Mike: That's so true.

Mark: For the most part. I mean maybe you know the lines at Disneyland could be worse but typically it's not as bad as you think.

Mike: The action is always easier than the thought. You're right. My father used to tell me when I was younger, "You spend all day thinking about something than doing it." It's like just do it! But you can make things.... That's a huge water, look at the size of that thing.

Aaron: Hey Mark if you're Flash does that make [00:26:52] [indiscernible].

Mark: Mike has water bottle envy.

Mike: I don't know. I kind of picture Mark being one of the ... I forget his name, who's the other guy that comes in that is the evil guy right?

Aaron: Zoom.

Mike: No, no, not Zoom the other guy that ends up being on their side. Well, the second one is on their side. He's from the other world. He's the scientist real smart. That helps you know Flash and everything

Mark: Oh yeah, yeah.

Mike: But I think he had a three-foot water bottle too.

Scott: I don't think that water bottle is three feet, just saying.

Mike: Of course you're not seeing what we are seeing. Mark just has a huge ... It's very good he's hydrated. I like that.

Mark: Yeah. I'm staying hydrated.

Mike: He's also doing curls.

Mark: I'm glad you guys are enjoying this. For those of you in your car you've got to watch the video of my water bottle.

Mike: Is that illegal?

Mark: It's legal, baby.

Mike: The water bill is going to huge too.

Aaron: It's like a Snapchat filter that doesn't quite fit the picture or something. I don't know.

Mark: You know can dock your jet ski into this thing it's so big.

Mike: It's got a reservoir. A reservoir in a cup, what a great marketing strategy.

Scott: Too bad nobody in Arizona has a jet ski Mark because there is nothing to go jet skiing there on.

Mark: All right, now it's getting nasty. This is what I was waiting for. Scott Todd, how do did you feel doing your first deal?

Scott: Oh I was scared because I had allocated a certain amount of money to land investing. I had allocated a certain amount and the very first property I was buying I was buying it from another land investor. It was 40 percent of my capital. It was a 40-acre property and it had this dirt road going down the middle of it and it was in a place that I could never even imagine like going. I had never heard of this place before. I'm like, "Where even is this place and what's around. Nothing's even around there." If this is so great, Mark, this deal is so great this land buying stuff why is this other guy selling it for what looks like a loss on paper?

So I had all of these questions and I was talking to him and again he was land investor he told me, "I sold this thing on terms for a while. I got my money back out of it. I'm just looking to kind of cash out now. I want to go do something else." I'm like, "Yeah right you know whatever." I really had doubts about the whole process. But I had committed like this is what I'm going to do and so it was almost like it's time to leap. So I kind of like mustered up the courage to write the check.

I did not follow the formula at all which is like don't go write a check. I'm like, "This guy is a land investor it's all good." He sent me a contract, we signed it, I mailed him a check and the check cleared. I noticed that on

Craigslist because that's where I found him, I found him on Craigslist, I noticed that he refreshed the ad and I dinged him I'm like, "Dude what's going on, man? I see you refreshed the ad and I thought we had a deal. What's going on?" He's like, "Okay calm down. I've been out of town. I haven't gone to my P.O. Box to check on it yet and I just refresh all my ads at the same time." I'm like, "Okay." So, sure enough, he sent me a deed saying, "Hey here's a copy of the deed." I'm like, "Is this recorded?" All good, all good. I bought it and then I started buying anything.

I just started buying more in that area. But overcoming and buying that very first property you've got to think through like what are the worst-case scenarios. I mean there's always three potential outcomes to any situation. There's the worst case scenario. There's the scenario that's most likely to happen or the scenario that's like if it happened it would be fantastic. So that's the way like whenever you're dealing with fear of any kind whether it's doing your first deal or whatever that's kind of the mindset that I go through is what are the three likely outcomes. You know what's the worst case scenario?

List them out. What's the worst case scenario? Okay, I lost \$4000. Okay, that's the way it is. But like you always say it's a piece of land right? It's not like a crypto currency Tate that's just going to vanish. It's something that asset you know like it's there I can go touch it. I could live on it. I could hold up forever. It's not going to disappear so that's like the, what's the worst-case scenario? I'm going to lose some money? Well you know if you've ever done anything I mean no one loves losing money. But if that's your fear maybe go lose a couple of dollars just like give it to ... Like, leave it, leave \$5 somewhere. That will change your mindset about losing money. Likely that outcome was that I was going to make some money on it. The phenomenal outcome would have been like I would have been able to retire off this one property right? So lean into it and just do it.

Mark: Yeah, I remember when I first started my biggest fear was kind of like what Tate said like refunds or doing the paperwork incorrectly. Then just having to explain to my wife where the money went that we had earmarked for car repairs, right? Now I told her what I was going to do and she kind of gave me the green light. But we did talk about it she's like, "What happens if you can't sell it?" I'm like, "Well you know just like what Scott said we've got an asset. The taxes are only \$9 a year. It wouldn't hurt us. I could always bargain with it with it. Like maybe we could get free dentistry for a year or something like that." But that for me it was my biggest fear in the process. But I first started with a tax deed auction so I didn't really go through the typical fear of closing with a seller, right? I was just dealing with the county

but it was kind of crazy. Is there any current fears you guys have right now that kind of keep you up at night about land investing?

Scott: Mark, I would say that the thing is that like for me I'm a full time now so essentially this is my income and so it's essentially like man, I think about what will happen when the economy turns because it's not if it's when. Like I mean we're all in a high right now. Life is great but essentially we know you've been around long enough it won't continue forever and there will be a downturn and so I kind of think about those things. Again I go through the three scenarios. What's the scenario? Well, I need to make sure I'm building cash for a rainy day so what am I doing about that profit first, right? I follow the profit first model which we talk about in Flight School. We talk about it in Accounting for Land Investors. We talk about it all over all over the place but we talk about that piece. I think about like the likely scenario is that I'll lose some of my portfolios but I still own the land, right? So it's not like I've lost the land and best case scenario is that this thing just continues to go on forever.

Mark: All right, so guys what are we talking about today? We're talking about sales, sales. So, Scott Bossman, do you want to tell us what happened on Office Hours on Monday?

Scott Bossman: Sure. So last night I led Office Hours with the Flight School folks and there is few people in the group struggling with getting that first sale. They're all kind of itching to get it done. You know that first sale I think is huge because once you get it, it just propels you into a whole new realm of you know you have confidence, you have validation you know you can just rinse and repeat it and do it all over again and I think people are really yearning for that.

But I think early on especially in this was with me too we have a tendency to sometimes overanalyze things and that prohibits our progress moving forward. So I just encouraged the folks last night to try not to over analyze every single stringent detail. If your chain of title looks good, if the numbers are good, sometimes you just got to take a leap and just send that check out in the mail for the first purchase even. First purchase and then you know for a first sale maybe not expect a sale where the numbers are going to be absolutely perfect. As long as it propels you to the next phase what's wrong with the 250% return? That type of thing.

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

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

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

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

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

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

Mark: I think that's really, really great advice and I see it all the time especially with the newbies. There are so excited to get their first sale and then they are so self-conscious and they lack the confidence to actually get that first sale. So they're afraid they're going to do something wrong and

then they feel like well the person didn't buy it so they did something wrong. That first rejection is such a punch to the gut and it takes a few punches to the gut to actually kind of get a little bit immune to it. But then your energy level goes down so you're not posting as many ads and kind you want to avoid that punch.

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

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

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

Then to tieback in what Erik said if you're sounding too desperate, if you're if you're trying to chase this thing, and like you're feeling desperate or you're feeling like man if I don't sell this thing fast I'm never going to be able to continue or my spouse is going to like cream if I don't get this thing sold, just relax take a chill pill and you know it will happen. It just has to happen because you're marketing every day. You're following up with people even though you don't like to follow with people. It sucks.

But you know the thing is Mark that once you do the deal like once you get that first deal done well now you have what I would call as the art of the first deal. Now you're more confident. Now, man, you feel unstoppable. Your confidence is through the roof. Once you get that it's easier to sustain or to

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

[End of Transcript]