



# 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, Aaron Williams – BearLandProperty.com, and Mimi Schmidt 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 on today's Round Table podcast we've got the Big Poppa, I love it when you call me Big Poppa - Tate Litchfield. Tate, how are you?

**Tate:** Great, happy to be on the show again.

**Mark:** Great, great. We've got Erik "The Technician" Peterson, Erik how are things?

**Erik:** Things are good. School is starting back up and summer is coming to a close so it's kind of a transition time but all is well.

**Mark:** I will tell you that my wife and I went through a tough week last week back to school and then we started comparing notes with like all our friends, they all hated each other and their kids back to school week. Like

the stress number went from one from summer all the way up to ten. Like it was crazy and people were throwing elbows and staples like, "No that's my binder. No that's my notebook." It was insane. But we survived and the kids liked their classes and their teachers. It's only 109 here. It's great to go back to school and just sweat. Bear Land - Aaron?

**Aaron:** Hey.

**Mark:** How are you doing? Good to see you.

**Aaron:** Pretty good. Have to agree with the back to school bit, so kids just went back today. Bear Land - Bryce only got one day between the summer of drum corps and going back to school so I feel a little bad for him.

**Mark:** Awesome, awesome. Mimi "The Terrorist Hunter" Schmidt. Hi, Mimi.

**Mimi:** Hi. How is it going?

**Mark:** It's going great. It's going great. Good to see you on the Round Table.

**Mimi:** I'll take my son to college tomorrow so we're very excited for him and I'm a little heartbroken for myself. So I won't be on the Mastermind call tomorrow because I will be driving to Virginia Tech.

**Mark:** Wow. That's big doings, the proud mama, but a sad mama.

**Mimi:** Yeah.

Mark Yeah. We've got one more year. So, my wife, I don't know she's got like one foot like please leave and then one foot like, "No my baby." It's just crazy.

**Mimi:** Yeah.

**Mark:** The Zen Master breathe in the mailing breath out the marketing Mike Zaino, Mike how are you?

**Mike:** Doing wonderful, how are you?

**Mark:** I'm good. I'm good. Last but not least to round out the Round Table, you know him, you love him Six Sigma, the brain, Scott Todd from ScottTodd.net LandModo.com and most importantly if you're not automating

your Craigslist and your Facebook postings  
PostingDomination.com/TheLandGeek. Scott Todd, how are you?

**Scott:** Mark, I'm great how are you?

**Mark:** I'm good I'm good. We've got a lot of things to talk about on this Round Table but I do just want to mention that today's Round Table is sponsored by my 21st anniversary coming up this week. I'm really excited and I just found out that my wife actually listens to some of these podcasts. So honey if you're listening I love you. I appreciate you and I just want to let you know that it's been 21 years of unadulterated bliss. Not one argument, not one fight, and I appreciate you so much and I appreciate all the hard work that you put in so I can actually do these crazy Round Table podcasts. Because without you there's no way I would be able to do anything. Happy anniversary if you're listening

**Scott:** Happy anniversary.

**Mike:** That's like a mic drop. That was really good. That's like a mic drop.

**Mark:** That's good yeah. That's right.

**Scott:** How do you know she's going to listen to this one though?

**Mark:** I don't. I don't.

**Scott:** I think you need to keep saying that until you've confirmed that she's listened.

**Mark:** Yeah it's like a little Easter egg. We'll see. We'll see.

**Scott:** Yes.

**Mark:** Yes. I'll do that. So I think the first topic and this kind of got brought up in the official Land Geek motivation group, I put up an article I think it was from Time you know how to prepare for the recession. We are now in the longest real estate recovery I think in history. So this is kind of making me a little nervous because it just seems like it's inevitable. You know we're always in a cycle, that cycle has to come to an end at some point. Tate the last cycle ended 10 years ago. What was that recession like for you? It was a really tough one.

**Tate:** I was 18 so I can't say that it was particularly bad for me. I was starting school, college. I do remember that gas prices were really

expensive. But other than that I mean I just remember hearing a lot about it and you know everybody was talking about it on the news and online and I remember thinking, "This has got to be really bad. Glad it doesn't affect me."

**Mark:** Unbelievable. I feel so old. Erik Peterson, how about you?

**Erik:** Yeah. At the time we were living in Florida. So I mean we saw some drastic housing prices falling drastically I should say. So yeah it was an interesting time. I think it was, I don't remember exactly when during the market collapse there that we were actually selling a house and moving to a new one kind of in the midst of that. So yeah, it was interesting for us but you know it is definitely a learning experience. So prior to that we had always bought and sold real estate and made money on it. So you know that was the first time that didn't happen.

**Mark:** Yeah, yeah. Do you think that there is an impending is that the right word impending? Do you think the recession is coming and if so what's your prediction and how bad would it be?

**Erik:** It's always coming, right? I mean it's a perpetual cycle that continues you know? The values go up and then eventually they're going to come back down. I don't feel like I've got the knowledge to be able to predict when that is, but you know it's sooner or later, right?

**Mark:** Okay that's a good politically correct answer. Bear Land Aaron how about you?

**Aaron:** I don't know. The last one didn't affect me too much. The business I had wasn't really very affected by it. Most of the industries that I worked with were pretty stable through it. I did listen to a lot of information when it did happen and I think if we have another one which we eventually probably will it can be caused by so many things. I don't necessarily know that it will be a crash in the real estate market this time. It would be affected of course but the government kind of fixed some of those things that caused some of that lending that led to it.

But they didn't fix a couple other things like you know maybe reining in the derivatives markets things like that. I think when it starts to look like there might be some trouble ahead you know I think the Fed is going to just keep markets propped up until all of the sudden they just can't hold it up and that stick that's propping it up finally snaps and then it'll be a pretty bad one, you know? So we do need to be prepared for it in some way or another. I know you have some ideas. It never hurts to have some assets that are on hand

physical assets to help weather it whether it be land or even some precious metals or something like that. But you know we have a pretty good thing here that is a good hedge. So you know that's kind of my take on it.

**Mark:** Yeah. Mimi?

**Mimi:** I remember we moved back from Japan in 2008 and we bought houses before but that summer we had to rent a place to live because the lender wanted us to have multiple appraisals to see within a month or within two if the value of the property was declining while we were trying to buy it. So we never had that happen before.

But I feel like we're just getting into the strength of the economy. It was just what two years back when the GDP was only one percent now it's four percent? So I feel the economy is really getting strong. So it would surprise me if we were looking at something happening next year already. If it's the longest recovery then maybe it will be a longer time that we can stay up the up and up. But I have to remember what you said I won't get in too much debt. I have to make sure that I don't get too leveraged and make sure that I have enough cash on hand so that when it does come I can take advantage of the deals.

**Mark:** Yeah absolutely, absolutely. Zen Master?

**Mike:** Well it's kind of interesting. I do remember now being a firefighter and a blue-collar type job. I remember what came before it. I remember everybody getting these zero interest loans. I remember we had firefighters that were actually pedaling these loans. We had a little song for one of the guys because we always make fun of people. I remember sitting at the table 12 guys he's like, "I can get you this you know zero percent interest. It's going to be great." Well, what will happen in a few years?" "Well you can just do it all over again and you can just get more money," I recall if you guys did so I really remember that. You know it was just crazy. Everybody just got money everywhere you know taking these zero-interest loans and refinancing their house or taking equity loans. I watched "The Big Short" and movies like that and I see the flip side. I remember that time. Everybody was becoming like this ... Is a broker the right word, Mark? Everybody was becoming the one that could you know they were hiring all these guys they could go in and just talk to their friends and get them a loan. "I can get you money." It was crazy.

**Mark:** Yeah, yeah. I mean you know people were flipping houses left and right. It was crazy.

**Mike:** Oh my God. It was insane.

**Mark:** You could get a signature loan. You didn't have to have a job. You had to have a heartbeat.

**Mike:** It reminded me when I was in college everywhere in college they had like these applications to get a credit card and it says you know what do you have for income? This is back in like the 90s, right? It would say parents. It would say what do you call them from parents what do they give you?

**Tate:** Allowance.

**Mike:** Allowance, parents' allowance. I feel like Scott Todd does this thing at Bootcamp I'm like, "Look at this cash comes out I'm getting a leather jacket." So my dad gets the bill and he's like, "Mike, what's on with this?" I'm like, "I got a credit card." So that all kind of reminds me of all that all that swirl and that bustle and then you know I don't think that our job, our income, of course, the negotiating with the city for raises and all that. But what I remember is people they over-leveraging themselves.

You know at the time when it crashed I had just got divorced. So I was renting a house and I remember the landlord left. They were getting ready to go and I got a notice in the mail and I was like, "Hey what's going on?" They were like, "Oh no worry about it. I'm going to walk out." I go, "I will put all the money in a bank account in case you do leave. When you get it fixed let me know I'll give it to you." They left and a year later I bought the house for half of what they bought it for. It was weird like I kind of benefitted from it.

So anyway that was my experience of that whole thing. It was just a crazy time. People taking more money they should. I ended up in debt you know from that type of scenario and that's where the land business came. That's like the precursor to me getting with land is that whole frenzy right and then the debt that ensued. So you know I think that now I'm much more prudent. I have a little bit of credit card that we have paid off. We traveled to Bootcamp so we get points on you know I want to be a JetBlue prefer guy just because I like that.

But I think listening to someone like Scott talk about profit first of these buckets and things like that I think that has been extremely valuable. Surrounding ourselves with people that have gone through even worse things and then listening to you with your wealth discussion at Bootcamp which is always very well received by people. I think that just keeps it fresh in my mind to live within your means and to keep things safe. So you know I

don't know if it comes great but we could still buy land so cheap but we can make money. Come on we there'll be a buying frenzy for us. I mean really.

**Mark:** Yeah, I mean if we're positioned correctly it's a great thing for us. Scott Todd, what do you think? Am I being too cautious, too pessimistic at this point?

**Mike:** He's muted.

**Mark:** I can't hear you. You're muted. There you go. There you go.

**Scott:** Man you guys missed my whole dissertation on the economy. Look the funny thing is that there's a lot of people running around talking about recession, right? If you just look at it from a very logical standpoint it makes sense right? Like we know at some point it will happen it's not if it ever happens it's when it happens. So you know calling the recession will be like hey it's going to rain one day next year. Yeah we know that it's going to come, right? The issue is that when like no one knows when. There's all these little things that you can look at. You can look at I saw an article about Warren Buffett indices that says it's at an all-time high and last it was it was all time high there was a recession. Then you know even Warren Buffett would say well that's not the whole story. That's like one index that I look at but it's not the whole thing.

Then you look at you know you kind of look at other things like the period how long it's been. You're like, "Oh it's going to come any day now." Look it could come tomorrow. We just don't know. I think that what you have to do is I think you always have to kind of play into the cycle and then kind of prepare and have something in your brain of okay well if this happens well what's going to happen? You know run through those scenarios because the reality is that it will happen at some point and time. It will happen tomorrow or next week? I mean none of really know. We just kind of have to see what happens. Mimi brings up a good point like the economy is firing on all cylinders.

There are typically precursors that you can see take taking place. You know like you start to see... You know like when I worked at the rental car company you know one of the things that we always looked at was, hey what are companies doing? Like what are our reservations doing? Because when companies start to get hit well then they start to limit their travel and when they start to limit their travel what happens is people rent less cars. So you know when you look at companies like a rental car a travel company and they're saying hey based on our reservations because they're looking for the reservations based on our reservations things are looking pretty good.

That's kind of our indices, but that doesn't mean that like the whole thing couldn't change tomorrow and everybody canceled their reservations. But you tend to plan out events to plan out things based on where the market is and how your company is doing. Then you know they're not saying anything those companies are kind of having good numbers. They're giving forward guidance that's positive. That's kind of a precursor.

You can look at certain areas like I know that Erik and I both live in southwest Florida and Southwest Florida is known as like the precursor of you know like a bellwether if you will towards future things because there's a lot of travel that takes place in that area. There's a lot of people that buy second homes. So you can kind of look at what the real estate market is doing in that particular market and kind of judge. I think that really the best way to prepare yourself is right now like if you have debt man get the debt down now. Like if you can literally wipe out all your debt wipe it out. So that you've got a boatload of credit cards or whatever that if you need to live on that's the time to kind of leverage the bad debt I think. Then you know in the periods like this now you've got extra room to pay down that stuff. So kind of get that free now if you can at all cost. Maybe keep the mortgage but beyond that credit card.

**Mark:** Yes absolutely. I mean I'm the only one in this group has actually gone through the cataclysmic recession of 2008 and you know my business wasn't affected until 2010. So it really took a while for land to get hit. Now it was like 45 to 50% of my note portfolio went away. Because it was between groceries and their land note and they chose groceries. However, it didn't take long to get those properties back on the market and extend my ROI. So I think ultimately we're really well positioned. We are in the right niche for whatever the economy's doing. Because when there's a recession if we are positioned correctly it's easy to buy, right? We can buy a lot easier if people are going to get washed out and then it might take a little bit longer to sell but we can make it irresistible like a car payment. People are always going to want assets. They're always going to want that good deal.

Now if we're in the market where let's say there's irrational exuberance people are flushed with cash. They're spending like crazy. We also benefit from that because there might be a little tougher to buy in those markets but it's super easy to sell. The nice thing about our niche is that we can see it sooner because housing and commercial get hit first and then we can start preparing and sort of battening down the hatches sort of thing. So Tate, fear not. You can navigate it.

**Tate:** I mean honestly I'm not really that worried about it. I've seen the numbers, right? I know what's happened to other land investors during that



time. If you play your cards right and do what kind of everyone discussed on this call and you're prepared for just life this is the way I view it just prepare for normal life situations you're not going to run into much trouble or many problems. I mean personally what we're doing is we're getting ready for that so we can go on a buying frenzy. You know it'll be a good time to be a land buyer at that time.

**Mark:** Yeah. I mean you know I worry about those FP Amazon people because when consumer spending stops those people are going to be really hit. They should start coming into asset-based type of investing like oh I don't know, raw land, right? So they can work forever and do that, but you know that's just me. I do think an excellent video Mike and I talked before is "How The Economic Machine Works" and it kind of walks you through it by Ray Dalio the billionaire Bridgewater hedge fund manager. Mike and I love Ray Dalio. So also why not plug the book *Principles* by Ray Dalio?

**Mike:** Great book.

**Mark:** Great book. So, anything else about the recession for anyone? You know I've been hearing that if it's going to hit it's probably 2019, 2020. But it's something to think about. I don't know.

All right let's move on to the next topic which is always a fan favorite procrastination, procrastination. If you are in Flight School, you are on one-on-one coaching, you're going to Top Gun, and we see it all the time. People sometimes like to procrastinate. It's very natural, right? The only reason we procrastinate is because we are avoiding some type of pain. Not physical pain but some type of mental pain. So if you mention to me, "Hey Mark you've got to do your accounting this week." I feel some type of pain. I'm like, "I will go find something else to do than do my accounting." So it's a very natural thing you need to be kind of aware of like the areas in your business where you are procrastinating, where you're hiding, where you're just playing business you're not really doing business. The one that we always like to pick on is, "Hey I'm working on my website," right? Well, that doesn't really make you any money. So Tate Litchfield how do you handle procrastination?

**Tate:** You know it doesn't matter what point of the business you're in there's going to be things that you hate doing. What I try to do is identify those things that I hate doing and ask myself, "Is there a way for me to never do it again?" So the way I prevent procrastination is outsourcing. If there's something I loathe then ... I mean I enjoy what I do on a daily basis for my business. If there's something that I don't enjoy doing and it doesn't bring

me joy I can guarantee I will find somebody who will do it for me and they'll do it for...

**Mark:** Yeah. But what if you don't like sales? You can't really outsource it.

**Tate:** You're right. You can't outsource sales. Well, you got to learn to like.

**Mark:** I mean you could but yeah, yeah.

**Tate:** You got to like it. I mean the way you got to view it is every time you pick up the phone or everyone you talk to they potentially want to give you money. Now if that doesn't get you excited then I don't know what will. You've got to have that mindset change where you say, "No I don't hate this." It's not like I get up early in the morning to go ride my bike every day. It's not like waking up in the morning is my favorite thing to do when it's dark and hot outside but I know that once I do I'm going to be happy. Once I'm on my bike, once I'm riding with the guys, right? So there are certain things in life that you just have to deal with I guess. I don't know maybe I don't have a great answer for how to combat procrastination other than you just got to do it sometimes and I don't know. Have your goals written out clearly identified and you just got to embrace it sometimes.

**Mark:** I love it. I love it. Erik Peterson how about you?

**Erik:** Well I agree with Tate that when you can outsource those things, that's ideal right? I mean move them off your plate and then you don't have to think about it. But the things you can't I find myself that if I schedule those things out and kind of you know I think I've talked about it before you know theming your days and having a certain day where you take care of that one thing you don't like or whatever it is. If it's at least scheduled so that you know that you don't have to worry about it today but you got to take care of it tomorrow for me that makes it easier. Of course, when the day comes I still don't want to do it but I know that that's the day or the week I do that particular thing and once it's done I don't have to worry about it for another week. So in a sense, it's a little bit rewarding from that perspective but that's how I deal with it.

**Mark:** Yeah I do like the idea of giving yourself a reward for getting it done like just that little bit of motivation as well. So that could be like a little hack if you will. Bear Land - Aaron how do you handle it?

**Aaron:** Well I've had a lifelong battle of procrastination and it's still tough. I've got kind of two things that cause me to procrastinate. One is something that I don't necessarily know specifically how to do or don't have a process

for I will often procrastinate on that just because it's the unknown maybe. The other thing is things that just take a lot of time you know because there's you know things like that maybe writing a long ad or accounting or you know making up video lesson for VAs. Stuff that just takes a big chunk of time I often procrastinate a little bit on too because I think of all the other things I need to do that I won't be able to do because of that big block of time. But to help with that problem or those problems you know and I'm not always the best at this.

But you know Brian Tracy has got that book *Eat That Frog*. You know if you tackle your day doing the thing you're dreading the most or that you're most likely to procrastinate on then you know you can go on the rest of your day knowing that that was the worst thing you had to do and it's done. The other thing too with the processes and things that you maybe don't know it helps just to plan your day out you know and decide that this is what I'm going to do today. Once you do that then you can look to that list and rather than saying, "Well I don't know how to do to this what can I do next?" Then you end up doing the superficial work that doesn't really move you forward in a meaningful way. You know if you've got a game plan for the day and you follow it then when you complete each task you're less likely to procrastinate by working on the website because you move onto the next meaningful thing and you can move yourself forward. But you know it's a lot easier said than done for sure.

**Mark:** Yeah I know. I love that. I love that you know you can write down like your most important tasks. Then I think a really nice hack is to actually put it into your calendar with an alert and then you're sort of avoiding let's say you do it the night before you're avoiding decision fatigue for that next day. Because you already know exactly you know you already have your time allotted about what you're going to do. So in our business, the most important buckets that you've got to get done are the mailing and marketing. Once those two things are checked off then you can go into some of the other you know they're still impactful. But you know like say like making a system and then sort of knowing okay if I create the system I'm going to create another five minutes for myself and eliminate that for the rest of my life and you know creating more time type of thing. But I think that in order to get it done you actually have to put it on your calendar and allot that time for it with a little flexibility for sure. Mimi, how do you handle procrastination?

**Mimi:** Similar to what everyone's saying. I think theming the days are great. Erik, I do that too and setting for instance if you work and you don't have a whole day you have your two-hour block in the evening right making sure [Indiscernible][00:28:23]. Then I'm prioritizing mailing and marketing. If

I'm not where I need to be on my mailing and marketing then those big tasks come first. I think that's important.

Then setting goals, right? I need to make sure that I have short term and medium term goals that I'm staying on track with, right? So I put a lot of pressure on myself hold myself accountable on that. About the phone calls right I love that saying that the more nos you get the sooner you will get to the yes. I can't remember, you will remember what book that's from. But yeah I don't really like the sales conversations at first either but I just *Eat That Frog* like you said, Aaron. I go to that thing one more no will get me to yes. That's always motivating for me.

**Mark:** Scott did we have that author you *Learn To Love No* on the podcast?

**Scott:** Yeah we did.

**Mark:** Is that what the book was?

**Mimi:** Yeah, that's what the book was. Then setting time limits I am working on what I need to be working on sometimes I just notice I'm getting caught up in minutiae. I did it this morning I was making a picture from Google Maps on the distance between two places. If I'm done with this by 9:00 I'm just going to stop doing it because I was getting frustrated with myself so I set myself time limits.

**Mark:** Yeah I love it. I mean how many of you just raise your hand are doing Pomodoro timers where you take the task, you give yourself so much time to complete it? Tate, you're doing it? Mimi? Bear Land?

**Mimi:** Yeah.

**Mark:** All right. Mike Zaino is got such a big team now. I don't even know if he's doing anything. But let's ask him? Mike, how do you handle procrastination?

**Mike:** I have been a procrastinator my whole life. My father used to say, "You think about it all day long before you do. You're running in circles." So yeah I can relate to this. I think with our business model it's very easy to get caught in that procrastination mode, right? We talk about this a lot all us there's so much information out there. You know this is where I would just draw the relationship between the Tool Kit and Flight School. I talk to a lot of people and I'm very fortunate to talk to people getting in our business model and people who've gotten a Tool Kit. A lot of times all the information is there. It is always there. All the information is there in the Toolkit.

But then to get caught up in what I would describe to me when I first started the whirlwind, right? There is these things that move the business and there's all this other stuff other papers flying everywhere like you talked about Mark, website, this, that. But there's only a couple of things that really move the needle forward and you have to execute on those. But since there's so much information and there's no information gap there is that execution gap.

So we have a solution for that which is right next to me on this Brady Bunch grid. It's Scott Todd right there in Flight School. This is the solution. I always talk about you know what to do and when to do it. Because you're not going to be at home going, "Okay what do I do today all this stuff that I just saw on this Tool Kit how do I execute today? What do they execute on today? Well, when you have the sharper the guy that says, "This is what you're going to do today and you better have it done by next week or else I'm going to pull out the mini bat or I'm going to chase you down whatever it takes," right? Then action happens. So I think everybody's prone to it.

Finally, of me, I think to talk about the master Ray Dalio habits right? Just like Chapter 800 of 1000 chapters in his book I think he talks about creating daily habits. There are a lot of chapters in the book I'm joking but it's not 1000. But he's got a lot of chapters. But creating habits, right? So you know there's things you do every day that if they're routine enough and it takes a while to make them routine you have to stick with it for a month or whatever then it's a habit and then you've got it. You own it.

**Tate:** Practice makes permanent.

**Mark:** Practice makes permanent. You know I like as far as books there's a great book on procrastination by Mel Robbins called *The Five Second Rule* and it's such a simple psychological-

**Mark:** Don't buy the book just teach them Mark right now.

**Mark:** Yeah. So you just go five, four, three, two, one, go and you just do it.

**Mike:** And write a book on it.

**Mark:** You kind of short circuit that little lizard voice in your head that you know fills you full of doubt and fear and whatever it is that you don't want to do just five, four, three, two, one, go. For her, she tells this very poignant story about having a hard time just getting up in the morning and having

children and a husband how it's affecting your life and I really thought was a great book. Even though you know it's a simple concept but it can be powerful. Scott Todd, I know that you know you probably don't have any kind of procrastination issues.

**Scott:** Oh I do. Oh yeah, I do. Mark, I think that when you're procrastinating from something you know you're probably going down the path that ultimately you should be going down. It's kind of like a clue that hey here's some work that you should be doing. So you know like if you're trying to do this difficult work whatever it is and you're like hey it maybe I should go get a haircut. Well, that's kind of an indication that your mind is like it's that little voice in your brain that's like, "Psss, hey you're not good enough for this." You get that voice and you're like, "Oh yeah I'm just going to go for a haircut. I'm going to go do this." You know I think that's kind of like the clue that you what you need to do is you just need to finish that work instead of putting it off. Because it's telling you your voice is telling you're on the right path. You just need to kind of listen to the voice. I think that that's kind of a hard thing to kind of do over time.

**Mark:** No, no I remember in corporate America the people that take long smoke breaks or water cooler breaks I'm like, "They're procrastinating something. No one needs this many breaks. They are hiding something." Then all over a sudden, I found myself during the day like oh I need a new cup of coffee like I'm wired all day. But you know there's like this time involved in doing it's an hour like cut down to like one cup of coffee a day and I'm absolutely struggling with it. But I feel better.

**Mike:** You do that now? One cup?

**Mark:** One cup. Mike taught me that trick at Bootcamp because you know like for those of you who have been to past Bootcamps like I chug coffee like Nicholas Cage is chugging alcohol in *Leaving Las Vegas*. He's like, "Mark just drink some warm water. It's like the same thing as the coffee. You're not getting the caffeine." Pretty good, huh? No?

**Scott:** No, no.

**Mark:** It's horrible.

**Scott:** Stop.

**Mark:** I apologize to everyone in Massachusetts.

**Scott:** That's your Jeff Atkins voice. It's Jeff Atkins voice. Not the Mike Zaino voice.

**Mark:** What voice?

**Scott:** That's your Jeff Atkins voice.

**Mike:** I can't even breathe.

**Mark:** I'm working throughout Bootcamp drinking this warm water so that really helped. But I think for me it was a form of hiding procrastinating because that next task for whatever reason was going to cause me some type of pain. I thought, oh this is a way to sort of avoid it and you know do that so now no more excuses.

Which leads me to the tip of the week, are you ready? So I'm giving everyone a break this week. I've got the tip of the week. I'm in Staples it's back to school and I did an impulse buy. Scott Todd was kind of in the back my head and he's been in the back of my head ever since we did that whole Grant Cardone thing and you're writing down your 10X Rules. Not 10X rules but 10X goals, right? He's like handwriting it I'm like, "Why are you handwriting it?" Then I'm like being all judgy about it. I think I did that with Grant Cardone himself. Like, "I don't I want to handwrite." He's like, "Well I'll race you right now." He like wrote down his goals on the podcast.

So I found this thing called the Rocket Book and what the Rocketbook does it takes this FriXion pen and you write on it like you would in a notebook. But then you take a picture with the app and it uploads it into the cloud or email, Evernote, Dropbox, Google Drive whatever you want it to do and now it can even transcribe it. So you get sort of that power of handwriting combined with the power of keeping things organized in say Dropbox or Evernote. I hate my handwriting so this sort of transcribes it if you will and I like it. I don't. I'm playing with it. Scott do you have it?

**Scott:** No, but I've got a notebook here. Little black and red notebook and there is a new one it's got this special paper that you'll see. I don't know if you can see it here but there's like little dots up here on the paper. You can download the iPhone phone app and it does the same thing, Mark. I don't know, paper. Stop running away from paper, man.

**Mark:** No, I'm embracing paper and combining with technology. I think it's very geeky. Then I only have to buy the one notebook. I'm saving paper. You wipe it up.

**Scott:** I'm writing mine right now. It's done.

**Mark:** I don't believe it.

**Mike:** What's the name of yours Mark? What's the link?

**Mark:** Rocketbook. What's the link? Is it RocketBook.com? Let me see. I just have the app in front of me.

**Scott:** What is this, paper? Is this like real paper?

**Mark:** It's exactly like what you have Scott.

**Scott:** But what do you mean you buy one notebook and you use the notebook?

**Mark:** You only buy one notebook because once you upload the page the page into the cloud then you erase it and then you write more, so you only need the one notebook. Oh, here it is., GetRocketBook.com. Thank you, Mike.

**Scott:** But I need a special pen.

**Mark:** It comes with a special pen.

**Mike:** This is kind of cool.

**Mark:** Yeah. You can get like 10 on Amazon for 10 bucks.

**Mike:** But you only need one.

**Mark:** Well yeah but you could lose it yeah for sure and then it does OCR recognition as well. So it transcribes it for you. I don't need to be able to transcribe mine because my handwriting is so bad but if you've got nice handwriting writing it's even better.

**Erik:** How do you erase it?

**Mark:** It comes with the microfiber thing you just dab with a little bit of water and then you just wipe it like that. They have got another one that you can microwave and then it will erase it through the microwave. Erik is like, "I'm not putting anything in the microwave."

**Erik:** That's weird.



**Mark:** So you just erase it and upload it to their cloud. You've got all your goals or notes or whatever it is your journaling.

**Mike:** Can you put it in the microwave. I don't think so, nay.

**Scott:** How much is this thing Mark?

**Mark:** Honestly I don't remember.

**Erik:** 37 bucks for the microwavable one.

**Mark:** It's less than 30 bucks. It's affordable.

**Mike:** You know what? I'm getting it right now.

**Erik:** This is dumb.

**Mimi:** Why is it dumb?

**Scott:** Wait a minute. Wait a minute.

**Erik:** I see zero point in this.

**Mike:** Scott, do we a link for yours? Is there a link for yours?

**Mark:** It's a notebook that you reuse. It's a reusable notebook.

**Mike:** I want to compare it to Scott's.

**Erik:** What's wrong with like a notepad?

**Mark:** Nothing is wrong with it. It's just that once the notepad is done you got to get Jeff Detmer to make you a new notepad.

**Mike:** Killing trees.

**Mark:** Killing trees, thank you.

**Erik:** I recycle. I recycle.

**Mark:** You're not recycling your notes are you?

**Erik:** I shred them.

**Scott:** How many pages are in this notebook?

**Mark:** Like eight.

**Mike:** Which one do you have, the big one?

**Mark:** I got the big one. They got a smaller one.

**Mike:** It's like twice the size of an iPhone maybe?

**Mark:** Yeah. Yeah I mean it's like letter pages.

**Scott:** It's called the Rocketbook Everlast is that the one you have?

**Mark:** I've got the Everlast yeah.

**Mike:** Did you get the pen?

**Mark:** It comes with a pen. I bought extra pens because I know I will lose them.

**Mike:** I'm getting the bundle.

**Mike:** What do you need the bundle for? Get the regular one.

**Mike:** Because it's the big one, the middle one, and the little one.

**Scott:** Mark, I got to tell you something.

**Mark:** Why do you have to one-up me?

**Scott:** Did you get the Rocketbook sunglasses too?

**Mike:** And the t-shirt.

**Mark:** All right this podcast is off.

**Erik:** You just microwave them and they get cleaned?

**Mimi:** You got to roll to the next podcast.

**Mike:** No, I can wear the sunglasses. Oh my God.

**Mark:** Now I see why I don't do tips for the week anymore.

**Scott:** Mark I will tell you though. Okay, so I'm looking at this.

**Mike:** It's kind of cool.

**Mark:** Thank you, Mike.

**Scott:** I'm looking at it and I'm like it sounds weird. I like the fact that I am writing like with all my Land Modo pens, okay? But I am interested in it.

**Mark:** See?

**Scott:** I do want to get in the car right now and go down to Staples and see this thing.

**Mark:** I don't hear Erik Peterson mocking you.

**Mike:** Oh it's at Staples?

**Mike:** Yeah. Staples or you can order it online.

**Mike:** Oh I'm not buying it I'm not holding it. I'm going to look at it.

**Mike:** Yeah. Erik?

**Erik:** I don't really use paper I don't think it's for me.

**Mark:** I don't think it's for me either that's why I got it. Because I have always been jealous of those people who like to write. There is something special about writing.

**Mike:** It's perfect for me Mark. I go on a fire call I got to take patients information and then I can just ... This is unbelievable.

**Scott:** Okay. But Mark so look I was in a meeting yesterday and I had my notebook with me I had like this notebook with me right here. Not this one but one like it. What was cool is that I was able to go back and like flip through and find things that I actually wanted to share with the person I was meeting with. As opposed to like it's in my phone and then I've got to go find it. I'm like I got to flip through pages virtually online. So there is something about having a notebook that has like weeks and weeks and weeks of this.

**Mark:** Yeah but Scott when you have 20 notebooks it's going to be better off to do it on Evernote and tag and do a hashtag meeting on this day with so and so with those keywords than you would flipping through like all these notebooks like that Mimi has.

**Mike:** I've got a question.

**Scott:** Yeah I don't know.

**Mark:** I mean talk about having a show for hoarders.

**Mike:** I've got to have a clarification. I'm a little on my own hand here. Did he say his patient? Are you a doctor? I could have sworn he just said I was with my patient the other day. Is this another profession you have Scott we don't know about?

**Scott:** No, no I said I was in a meeting yesterday.

**Mike:** Oh meeting. I heard patient, I'm sorry. I thought maybe you had gotten your doctors license on the side now besides the pilot. It just would have really dropped the mic.

**Scott:** Yeah. I'm a brain surgeon Mike. Here hand me the button.

**Mike:** I did it in 12 months.

**Mark:** Right. Good answer. That's right.

**Scott:** I use my spare time to heal the injured. I donate my services, Mike.

**Erik:** He went to the medical school and asked if money weren't an option-

**Mike:** How soon can I be a doctor?

**Erik:** And if time wasn't a consideration...

**Scott:** How long would it take me to finish this deal? They are like, "Six months brain surgeon top one in the country." I'm like, "Let's do it. I want to give."

**Mike:** Plus I'm just going to delegate it anyway.

**Scott:** Owen Wilson's role in *Meet the Fockers* or whatever you know or he's just out there and he's like living the greatest life ever donating all his time to charity and everything. I'm a surgeon Mike, yeah.

**Mark:** So Bear Land - Aaron I'm really scared to even ask you because like when he gets really quiet like you know the hammer's coming. You just know it's coming and then you just feel it. It's like the bludgeon in the back of the head. Is it coming Bear Land?

**Aaron:** No, I'm good for today.

**Mark:** See? I guess it's just Erik and Tate are the only ones who really don't like it.

**Tate:** I mean I think when you get tired of yours just send it to me.

**Mark:** I'm not getting tired of it.

**Tate:** Because I know you're going to use it for like three weeks every single day and then you're going to be like, "I'm just going to write this on my phone."

**Mike:** That's awesome. Just like the older brother you always get the hand me downs.

**Tate:** Yeah, I will just take your hand me downs.

**Mike:** It's like, "Get some more stuff."

**Tate:** Yeah go ahead.

**Mark:** It's just scary how well he knows me.

**Tate:** I know you're going to try this and you're going to wake up and you're going to write out your goals every morning. You're going to be great. Then one day you're going to know not to do it and then you'll be back on your cell phone. So I will just wait for your hand me downs, right? Like nothing wrong with that.

**Mark:** It's fine. It's fine. All right well I thought this was a great Round Table and I want to thank everybody for taking their time out of their non-busy schedules to give value to the community. Hopefully, the community is getting tons of value from this. Let us know. Give us a shout out on the official Land Geek Mastermind group on Facebook or you know if you want to

submit a tip of the week just email Support@TheLandGeek.com. But I think the best way to really start interacting with the community is with a beverage of choice at Nitecap with Mike Zaino and Scott Bossman on the Reuben swivel. Mike, when is Nitecap next week?

**Mike:** Oh this is going to be-

**Mark:** This is going out next week?

**Mike:** So this will be Thursday night.

**Mark:** Thursday night at 9:00 Eastern.

**Mike:** No, 10:00.

**Mark:** 10:00 Eastern, wow.

**Mike:** Because 9:00 will be 6:00 in the west coast we can't expect people to have a drink. We got to at least make it 7:00, 7:30.

**Mark:** I believe etiquette is after 5:00

**Mike:** We want full participation.

**Mark:** Okay.

**Mimi:** So does it rotate sometimes Wednesdays sometimes Thursdays and we've got to pay attention or is it mostly on Thursdays?

**Mike:** My Fire Department schedule. I know I'm the only one of the group with a real job. I keep telling everybody that. Like I'm harassed, the only one but it rotates so yes. It's because of me.

**Mimi:** That's okay. I just think it's important that expectation is out there, right?

**Mike:** Yes.

**Mark:** I saw a fire truck this morning Mike and I thought of you. I thought these people are just givers. You know? While I was drinking my sugar-free vanilla latte.

**Mike:** Writing in your Rocketbook.

**Mark:** After taking my son to school coming back to the garage but whatever. I don't judge. It's great. It's good for you. So if you don't want to have a commute anymore I think it's really important that you schedule call with Mike Zaino or Scott Bossman and learn more about the Toolkit or Flight School and you can just do that. Go to [TheLandGeek.com/Training](http://TheLandGeek.com/Training) and do that.

But I thought this was great. I want to thank everybody and again if you would please support the podcast. Leave us a review. Send us a screenshot of that review. You've got to subscribe, rate, review, the podcast send us a screenshot [Support@TheLandGeek.com](mailto:Support@TheLandGeek.com). We're going to send you for free the \$97 *Passive Income Launch Kit* and if you send your address I'd love to send you a signed copy of *Dirt Rich* as a thank you. All right, are we ready? Are we doing it? One two three...

**All:** Let freedom ring.

**Scott:** Much better with Bear Land on mute

**Mark:** Yeah, yeah.

**Aaron:** I'm off this so I felt like part of the group but you didn't have to deal with it.

**Mark:** Exactly.

**Scott:** Yeah. I'm glad we didn't have to deal with that.

**Mark:** It's great that you know Bear Land - Aaron can go back and listen to this podcast in real time on his bandwidth thing.

**Scott:** He's hearing the echo right now.

**Mark:** Right. It's like a 30-second delay. He's like, "Melissa let's go listen to the Round Table." They got to drive 30 miles to the public library and get good WIFI.

**Aaron:** Actually, when it comes out it's a week later and that's right about real time for me a week late, next Tuesday

**Scott:** Mark, have you seen the TV show *Live Police* or *Live PD* or whatever?

**Mark:** No, I haven't heard of it

**Scott:** Where they are actually live like they record it live but they delay it for like 30 minutes or so but it's actually like live police action across the country like right then but it's always delayed. That's like Bear Land like it's like live Round Table for him. It comes 30 minutes later.

**Mark:** There you go. I don't know why we're being so rough on Bear Land Aaron. He was so sweet about my tip.

**Aaron:** Yeah and I kind like your tip. Because I've got like 12 yellow notepads that I've got different subjects on. Maybe it will be a good thing. So maybe I will try it.

**Mark:** There you go. All right well I've got some leftover Chinese waiting for me. Everybody have a great day.

**Mike:** Wait, NASA uses that notebook, did you know that?

**Mark:** See? NASA, that's geeky. Take that Erik Peterson. Mrs. Peterson if you're listening, I apologize. All right, I will talk to you guys later. Rachael if you're listening. I love you, happy anniversary. See you guys.

*[End of Transcript]*