



THE LAND GEEK

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, 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. It's been so long since I've done this I didn't even know if I would get the intro right, but I remembered it. I've taken a full month off. It has been relaxing but it has also been a little anxiety provoking. Like after a while like you got to get back to work and this doesn't even feel like work. This is like a family reunion getting back to it, seeing everyone at Bootcamp. So it's really great to start with the Round Table Podcast again and the interviews as well. So without further ado let's go through our Round Table panel of Land Geeks. We've got Bear Land Aaron. Bear Land, how are you?

Aaron: Hi doing well everybody, big rrrrr.

Mark: Awesome. Jeannie Morem, how are you, Jeannie?

Jeannie: Great, glad to be back.

Mark: Awesome, awesome. We've got the new nickname Erik "The Technician" Peterson.

Erik: The nickname is approved and it's good to be back. July was a quiet month.

Mark: It was a quiet month. All right we will talk about that. We've got Mimi "The Terrorist Hunter" Schmidt. Mimi, how are you?

Mimi: I'm great and I had such a great time at Bootcamp. I've met so many great people.

Mark: Great. Scott what were you going to say.

Scott: I think that you owe someone an apology, Mark. I think that you just skimmed over the chance to do it too.

Mark: To Erik?

Erik: No, no, no, no, you know who.

Scott: You know who we are talking about.

Mimi: Oh-oh.

Mark: Erik's mom.

Erik: A proper apology yeah.

Scott: Yes.

Mark: I was going to do that after the intros.

Scott: Okay, all right.

Mark: I was going to let Erik tell the story.

Scott: Okay, all right. That's cool, okay. Sorry. Sorry to derail you. Back to the intros, Mimi.

Mark: Mimi the terrorist Schmidt. By the way, Scott is there a drone hovering over your house.

Scott: Not my house. It's coming to be your house after what you just said.

Mark: That's Mimi and this is [Indiscernible] [00:02:40].

Mimi: Let me make the phone call today I will be right back. Dial one up.

Mark: Did you guys see the drone exploded over the Venezuelan president yesterday. It's like an assassination attempt. It was crazy. We've got the Zen Master - breathe in the mailing breathe out the marketing, Mike Zaino. Mike, how are you post Bootcamp?

Mike: Today it's full recovery. Yesterday a little gruggy, we had a red eye. But feeling great, reinvigorated, saw everybody. It was amazing. I love this time of year because October is like right there. It's going to come quick.

Mark: It's going to come quick, absolutely, absolutely. Of course, we've got I love it when you call me Big Poppa, Tate Litchfield the Big Poppa. What's up Tate?

Tate: Not much. Yeah, I'm with Mike. Yesterday was rough, the Bootcamp hangover, I was exhausted. I feel much better today.

Mark: We should film our own little short movie called "The Bootcamp Hangover" instead of *The Hangover*.

Mimi: Like a Disney short? Wouldn't that be funny?

Mark: It would be. Like we come home and there is a pile of mail and offer letters to go through. You know suddenly you can't find your computer like that's the thing and like you're searching all over town for the computer and you end up getting a tiger from the zoo and it's taking off.

Tate: Scott ends up with like a face tattoo. Yeah, it would awesome.

Mark: Scott gets like a Land Geek tattoo.

Mimi: There you go. What happens at Bootcamp stays at Bootcamp.

Mike: Unless it's a tattoo.

Mark: Unless it's a tattoo. Of course last but not least you know him you love him his new nickname is the brain. Scott Todd from ScottTodd.net, LandModo.com and most importantly if you're not automating your Craigslist

and your Facebook posting, PostingDomination.com/TheLandGeek. Scott Todd, are you fully recovered?

Scott: No I'm not actually. I kind of didn't recover yesterday. I just kind of got back at it a little bit and today this morning I felt the pain getting up. So I have busy today. Two Flight Schools are ending tonight Mark, two of them. So we are breaking out the fireworks for two classes tonight.

Mark: Well, those graduates should get on a call with Mike Zaino or Scott Bossman to learn about the next level Top Gun and getting their call assigned in that advanced group. So the learning, the training continues. It's Kaizen. It's continuous improvement. So for those Flight School grads, we still have more training goodness for you. Learn more about that and schedule a call. Just go to TheLandGeek.com/ training. You can just scroll down there and schedule a call.

So let's talk about our biggest Bootcamp takeaways from the Scottsville Bootcamp. So you know let's not be mean to Bear Land because look he can't make every Bootcamp. So let's just start with Bear Land Aaron about a favorite takeaway from his last Bootcamp that he attended.

Aaron: Okay. The last one I did was in Vegas. The first one I had gone to was kind of the VIP breakout rooms and that was pretty special because we got to discussing things at a higher level and learned some things that the main room isn't obviously ready for because a lot of people are just beginning there. So that was a really neat thing.

I think we went over some things about swim lanes and some things about organizing our business and acquisition manager kind of stuff that was really good to hear some new information. That was my big takeaway on the last Bootcamp. It was a really good thing and I can't wait for the next one which I plan on going to see what kind of nugget I can get from that one.

Mark: Awesome. Orlando, it's going to start filling up now. Go to TheLandGeek.com/Bootcamp start registering. That was awesome. That was awesome. Jeannie Morem what was your biggest takeaway? This was your first time in the VIP back room. How was that?

Jeannie: That was my favorite was the VIP room and you know what? I really enjoyed listening to Tate and Scott. Scott actually challenged us when it came to time management. It was a little rough for me because he challenged me to delete my Facebook app and I did. I didn't know how addicted I was to Facebook because I was going through withdrawals the whole weekend. I could see where that's at a time zipper and that's where a

lot of my time is going not on Land Geek where it should be. So that was great for me to be kind of held accountable, loved it. There was a lot of nuggets but that was powerful because I took action and I could feel the pain. I had to jump on Facebook before on the last day or so but I'm taking it off again and good eye-opener. It was great.

Mark: Yeah absolutely. There's a great app that we all downloaded called Moment and it tracks it after a certain time period of being on your phone it actually alarms and stops you from going on your phone. That's one of my favorite apps. Scott and Tate and I were kind of competing for a while there. You know we all haven't done our screenshots lately but you know Scott, Tate, I still do it. Are you guys still doing it?

Tate: I still have mine running. You know I've gotten to the point where I've eliminated any of those apps that are time sucks for the most part.

Jeannie: You know Mark? Hey Mark.

Mark: Yes.

Jeannie: I wanted to add that I really appreciated about Tate and Scott is they were really open in the VIP room and sharing their challenges and stories. I can relate to that because that's how I communicate. So once I understood their challenges I was like, "You know what? I can do this." Because it was inspirational for me because they're doing really well but they could relate to us and let us now, "Hey we've been where you've been. You just keep doing it. You know you'll get there." They were really encouraging, really powerful.

Mark: That's great. That's great. Yeah I mean it's a struggle for all of us. Like no one rides for free in business and you know we all go through it together. Some of us just have gotten sort of immune to it at a certain point like we're just like, "Okay what's today's problem? How are we going to tackle it?" Where other people are more shocked by it and it takes them a little bit longer to maybe solve it or there's more self-doubt there. They still get through it just probably takes a little bit longer now than Scott and Tate have to go through, but it's always there. They don't go away. So that's really good feedback and takeaways. Erik Peterson, what was your biggest takeaway?

Erik: Well I feel like I always say this but you know again just being able to see everybody in person from all the new people to coaching clients and everybody else really. I mean it was the biggest Bootcamp ever. So it was pretty special time from that point of view. On top of that you know I think

we walked away with some pretty good ideas of some things we could do to improve Bootcamp and make it better for those that come in the future.

Mark: Yeah absolutely. We really take to heart those surveys and in fact, a lot of people from Flight School are like the Toolkit needs a refresh and that is actually coming this week. So the timing couldn't be better. I'm really excited to launch the Toolkit refresh. Now Erik you know in Ali Week and you kind of shared something with me. Do you want to tell a story about your mom?

Erik: There's not much of a story there. She just you know... before Ali Weekend I was with my family we were up in Wisconsin. You know they live up in Illinois and I live in Tennessee so we don't see each other a lot. She was just telling me that she listens to our podcasts from time to time to hear my voice. I thought I was kind of funny. I was just sharing that with you Mark and then you got worried because you often give me a hard time on the podcast. And there was a little I guess challenge made that had one of two outcomes. One was I would come on here and apologize for or just admit that you were right with all your comments Mark or the other outcome was that you were going to apologize to my mom. So I guess here we are.

Mark: I would like to make a formal apology to Mrs. Peterson and I just want to be completely clear Mrs. Peterson your son is an invaluable part of our community and there would be a massive void without him. I love and I kid, I kid because I love and that's it. So I get it. I can be a little snarky at times with Erik and I'm not going to stop because it's just too much fun. Look, when you have such a great guy who's so nice it makes me a little uncomfortable and this is the way I deal with my feeling uncomfortable is I have to kind of you know make a little jab now and then. So Erik doesn't take it personally, I hope. Sometimes I will Vox I will be like "Was that too tough?" I will apologize to Erik I just want to formally apologize to you. I'm so glad you actually listen to the podcast. If you like you can email me Mark@TheLandGeek.com any kind Round Table questions. I'd love to know a little bit more about Erik as a child and we can share some childhood stories about Erik and share that with our community because we all like to get to know him a little bit better.

Tate: Baby photos.

Mark: So I hope you'll accept my sincerest apologies. How's that?

Erik: Excellent, couldn't have been any better.

Mark: All right. Thank you.

Aaron: Yeah. I'm with Tate send some baby photos too.

Tate: Lots of baby photos.

Mark: Mike what were you saying?

Mike: That's a great idea. We should have a whole show but the only images up there are our baby photos.

Mark: Yeah that would be fun. That would be fun. Like, pick out who's who. Great, I like that. No one's going to recognize Scott with a whole full head of hair.

Tate: Spike.

Scott: Mark. I have a question for you.

Mark: See? See how it goes Erik.

Scott: Mark, Mark, I have a question for you. If I were in a wheelchair would you be making fun of me? For those of you that can't see Mark was just drinking when I said that and now basically he is chocking on the treadmill. I completely floored him with that comment.

Mike: I've never seen him speechless. That was amazing.

Mark: I can't believe he's going there with me.

Scott: I dropped the mic. Boom over! Thank you.

Mark: All right so we're at Bootcamp and I live in Scottsdale and we're driving back and forth from the resort to where we're having the meeting. I'm kind of directionally challenged but Scott's not and he starts telling me how to go where I need to go. I thought, "Are you kidding me? You live in Tampa and you're telling me how to go in my own city." Then it kind of went from there and I said look and they started making fun of me a little bit. I made that comment like if I were in a wheelchair would you make fun of me because I do feel like I'm directionally challenged. Then it just came back full circle like a boomerang to the head and I fully apologize, Scott Todd.

Scott: No problem.

Mark: You know what? We are going to title this podcast "The Apology Podcast".

Scott: "Mark Apologizes". "Mark's Apology Tour".

Mark: "The Apology Tour". So someone that I don't need apologize to. Mimi Schmidt, what were biggest takeaways?

Mimi: I loved your section and Tate went even more in-depth with the VIPs on sales and remembering scarcity, urgency, call to action, anchor, the guarantee. You know we've all learned all that stuff but day in day out you kind of forget. So it was a great refresher and both of those sections were really strong. Then I always love the headings that some of the folks come up with in the group "Where the wild things are", right? "Your exes don't live in Texas". I always get a big kick out some of those headlines.

Mark: One of the past Bootcamps was "I like big lots and I cannot lie".

Mimi: I love it, creative people.

Mark: That's great. Yeah, so it's funny because one of our coaching clients put in Basecamp one of their take away is because they're in the VIP room and Scott gave them like just this very subtle close to get the down payments. Scott, do you want to tell them what you said?

Scott: Basically the situation was that...

Mark: This is team Armenia.

Scott: One of the things that we do in the advanced the VIP room is we kind of go around we kind of look at areas like if you could solve one problem what would it be right now. Essentially what the Armenia said was that, "Hey we lose our buyers like you know we send them the GeekPay link and then we lose our buyers and we can't seem to get them back." Then at one point, I'm just like boom we asked our buyers to pay Visa, MasterCard, Discover, American Express and then we take down the buyer's information. That's it. That's all you got to do.

They were absolutely floored by that. They couldn't believe that it was just like that and he's smiled he's like, "Man it's just that simple huh?" So essentially what happened was he went back and he had a sales call yesterday and instead of sending them the link and saying, "Hey you know go to the link." Basically what he did was he asked them Visa, MasterCard,

Discover, American Express and they pulled over and they gave him their credit card right away and he was like blown away. Boom problem solved.

So you know really cool to see someone put that into place. That's kind of like my key takeaway is the fact that you know it only takes literally one thing, like Aaron referred to it as a nugget, right? Like one nugget one piece, one little thing, you do that and you get that takeaway and it literally pays for the entire trip. Just that one thing. You know the Armenias like I don't know what their trip cost. There are only about that. All I can tell you is that if they just keep repeating that thing their trip was free. It paid for it with just that one thing as opposed to just struggling.

Mark: Yeah that's true. I think their trip wasn't as easy as other people. They are coming from Connecticut. So that's a big-time flight for those East Coast people.

Scott: Yeah. Definitely, like rough Mark. We are definitely rough.

Mark: Whatever. You get there early. You know you're by the pool. You're hanging out with your daughter. Mimi got there like a week early. She's making it her vacation. I have no sympathy for you East Coast people.

Mimi: All five of us.

Mark: Yeah. I mean come on. So Big Poppa, how about your takeaways?

Tate: You know Bootcamp is always amazing. There's always something that sticks out to me. One of the things that you know kind of going along the lines what Erik said is it's always fun to just go and eat, spend the weekend with people who share your same vision and same goals. So that's always inspiring.

Then the thing that I love most about Bootcamp is all the sales that happened in the days following Bootcamp, right? The Armenias had some. Erik had two yesterday and I know a few other people have had like kind of post Bootcamp sales. So that's one of the reasons I love going to boot camp because we either sell something during Bootcamp or we sell a handful of properties after it. I think it's just that motivation right? You go you get your batteries recharged, you apply those nuggets and you know you capitalize on the energy that you've just gained. It's really awesome so I love Bootcamp.

Mark: Yeah for the Bootcamp attendees we can call it The Bootcamp Bump and make a little shoot out of that. So that will be like the sequel to *The Hangover*.

Tate: The Bootcamp Bump.

Mark: The Bootcamp Bump. Zen Master how your biggest takeaways? Need that coffee drink. Is that bulletproof coffee?

Mike: No. Well, Laura and I actually went on let's see our last meal was Sunday at 4:00 o'clock your time and we didn't eat again until today. We did a nice little fast after Bootcamp. I know Scott and I had this conversation but he's tired because the time change and he was telling me there's no such thing as a time change but that's why he's tired.

Scott: No, I'm not tired because of time change, Mike. No, there's no such thing as a time change.

Mike: No, it's because you mentally kept up.

Scott: No, I didn't get enough sleep. I was exhausted. You know one down.

Mike: Actually I will say that even though I making fun of you it was a reframing moment because ... I'm poking fun at him because it was actually true what he was saying I was talking about the time change. He's like Mike and really what he was saying was more Zen than me it's like the time is what it is, right? It was actually although I make fun of you Scott look I'm looking at you like you can see me looking at you over here. But although I make fun of you it was actually a very good point and I thought that was excellent.

My takeaway other than that fantastic dinner topic was I think the magic of our business is conveyed in stories. One of the best stories there honestly Mimi yours was raw and uncut and I think it was incredible. I know that talked to several people that that resonated with them. I know that it was a little bit difficult because I was emotional but you should know that that really impacted a lot of people and they were really taken back. When we do that grill the geeks and you hear people go up there and they convey their story. Well somebody may not relate to me or somebody else but they'll relate to that individual up there because everybody's different and that is so powerful. The people came there and the magic of our business was conveyed in the success of people have already gone through the struggles and I think that's magical. That raw and uncut one you did Mimi was awesome was phenomenal.

Mimi: Thank you.

Mike: That was actually life changing for people because people were motivated by that to take action and develop their businesses higher so very good.

Mimi: Thank you, Mike.

Mark: Yeah I'll admit it. I'm not afraid to admit it. I'm getting goosies just thinking about it.

Mike: Awesome.

Mark: No, it's was really powerful and real we are going to devote a full podcast just to Mimi and her story and her journey to where she is now. So everybody can hear it and just you know kind of devote one podcast to that. People love those podcasts too. So I'm excited for that.

Jeannie: Hey Mark?

Mark: Yeah Jeannie go ahead.

Jeannie: For our listening audience could you just kind of summarize or give us a little taste of what that podcast would be like Mimi's story. Can you just give us a nugget of what happened, her story?

Mark: Yeah. Mimi you want to tell us just one nugget.

Mimi: Well part of it is I've made some really dumb mistakes and learned that as much as we worry about not making mistakes that when we do that they're overcomable. Then for all the folks that work and are commuting and listening, finding Mark through podcasts and you drive to work everyday dream listening to that podcast thinking, "Maybe I can do this. Maybe I can do this." There is another side of it. There is another side of it. So does that work?

Mark: That's great. That's great.

Mimi: Yeah. You get to a good side where you're not in pain wishing you weren't commuting to work and where you're actually loving your job and working in the business every day. But you know what? It takes a lot of hard work. So I guess those are the big takeaways.

Mark: Yeah absolutely. I mean you know Mimi is living proof of that Zig Ziglar quote, "If you'll do for the next three to five years when other people won't do, you'll be able to do for the rest of your life what other people can't do." You know it's really powerful. So I'm really excited for that podcast where you know Mimi opens a kimono and tells us the full story. So it'll be exciting.

Let's move on to our last topic because I know Tate's got a hard stop which I think is so pretentious by the way, "I got a hard stop." Oh really.

Mike: I love that expression.

Tate: I learned it from you, Mark. I never even heard of that phrase until I started hanging out with you. It's like hard stop you taught me that.

Mike: That's so true.

Mark: I want to apologize to you for calling him pretentious when he's using my pretentious terms. So that's my third apology for the podcast.

Tate: Who haven't you apologized to yet? I guess we got to keep going until we are done there. Two more to go.

Mark: Yeah. I want to apologize to Bear Land Aaron for the constant

Mike: No you don't.

Mark: Subtle references [indiscernible] [00:26:39]

Mike: Oh tell them the new term for Uber where you are, Thumb.

Aaron: I thought we were going with the carrot.

Mike: Oh carrot, even better, carrot.

Aaron: Just write an article an Amish guy is doing his Uber. He drives through town and you have to whistle him down and he will give you a ride for five bucks.

Mike: Love the carrot.

Mimi: Oh my God.

Mark: That is priceless. That is priceless. He can't even go on TV and be like, "Hey we hired a new CEO and we've really changed the culture of our company because you know the horses before were little gassy and now they are not. So it's a way more pleasant experience."

All right it's August and this is typically the slowest month of the year. How are you going to prepare for the inevitable sales slump? It's back to school for a lot of people. My kids are back to school today. So a lot of people just aren't focused on buying land in August for a variety of reasons. How do you handle the sales slump Bear Land - Aaron?

Aaron: Well our inventory is a little bit low right now anyway. So what we're doing is increasing our mailings. I've actually added a county and doubled our output of mailings. So you know hopefully by increasing the inventory I can just give more choice of offerings to put out there to catch that person that's looking for that one thing. Because obviously if your inventory is a little bit low you're limited on what you're putting out there and you put the same stuff all the time and it's a little bit harder to catch that one person that's looking for that one thing at that precise moment.

So the more offerings we can put out there it's just going to lead to a little increase hopefully in sales and that will also propel us well into the fall. You know kind of getting ready to get into there and hopefully, we can get some momentum with that. So doing it as a lead measure I guess by putting the mailings out one of the things I can control so that is what we're doing.

Mark: I love it. I love it. Jeannie how about you?

Jeannie: Sorry I had to un-mute myself. You know what? I haven't really noticed a slump actually. We're buying some property. I have five pieces of property I'm buying today. So once we get done today I'm writing checks.

Mark: Wow.

Jeannie: Yeah, I just got to be marketing better. That's what I need to be doing. So we just kept going and mailing. You know I re-listen to Flight School you know Scott's Flight School and I watch those videos again. I got that mailing drilled in my head. I mean it's just mail, mail, mail, mail, mail. I don't care what season we're in just mail.

Mark: Yeah. It's really great advice. It really is. Erik, 'The Technician Peterson', how about you?

Erik: I think just hitting all the channels right for selling. So I mean get those Craigslist ads out, be on Land Modo, look for other opportunities for selling. Consider wholesale. Just don't limit yourself to any one solution for the sale.

Mark: Sure, sure. Mimi how about you?

Mimi: Well now I have a little more time since I'm doing this full time. I'm going to go into two more counties. One of my counties I'm finding the summer, the one is slower. So I'm just expanding. I think more counties help. Not too many but another county will help diversify a little bit.

Mark: Right, right, absolutely. Tate?

Tate: You know I'm going to say pretty much the same thing as everyone else. We don't really notice too much of a slowdown. We just try to keep the machine working at the same steady rate all year. Yeah, I mean we just keep doing the basics and you will see pretty much the same results that you always want. There are so many people to target. I know you used the example of your kids going back to school and other people's kids going to school but there are a lot of people who have gone past that point in their life and their kids aren't in school. So I don't know. There are always people buying land.

Mark: You know absolutely. That's the best attitude to have is that hey this is 365, seven days a week. I'm going to control what I can control and not let the market dictate what's going to happen and I'm just going to do what I can do. Zen Master how about you?

Mike: Well, first of all, I think you can treat it like in a macro micro wave. You know people often ask at Bootcamp they talk what happened. You were around when the economy went a little sour and I think a very good point listening to you there and what you can do in this business is if you buy right you can always reduce your terms, your down payments. You can make specials. You can always move land. It's been fairly busy for us. I think about right now in the last few weeks about \$75,000 in sales we processed and we have another one pending. So I don't think it's really tremendously slowed down. I just think that if it does slow down for you my new thing is I'm in a sports person. Just like we saw some guy in the airport he was like a super ball guy. I didn't know he was. This guy was chewing his ear off and all these famous people in Arizona but anyway. What's the race where you had the baton off?

Tate: Running?

Scott: Relay.

Mike: Relay. Tate's laughing. So I would look at it like work. If you slow down work on you pros like it should be like in your business you've got the baton you give it to the next guy and it goes to the next guy. It shouldn't come back, right? It shouldn't go backwards. You don't run one leg in a race turn around and hand it to the other guy and he runs back over here. You go to the next person, the next person. So your team is like that baton like handing the baton off. So when you're slow my new favorite quote which is going to be in our office soon. It will be out there maybe next week. It's going to be, hopefully, Laura ordered it for me, it says deal flow solves everything. So it's like this idea of like you go through the deals and you go through these processes rinse and repeat.

So if you're slow great embrace it and work on that. It's a great time because now everybody is not really on your team or maybe you don't have someone in a certain spot put them in there and get them ready. Scott Todd was giving me an awesome advice. We were talking about building processes in anticipating of growth. I think it's a great opportunity for that to happen right now. Build your processes and anticipate because that growth will come. That economy will spring back. This little micro slow down if you're having it will change. So that's another thing Scott showed me. See that's why Bootcamp is awesome, little nuggets.

Mark: Let's give Scott the last word and you know he's got a few nicknames. He's the mini bat, the brain, and the human GPS because he told that story about...

Mike: How about the nugget?

Scott: How to get you back around Scottsdale.

Mark: Exactly.

Mike: He's like a super computer

Mimi: Just so everyone knows that was a three-mile drive.

Scott: Yeah. Mark literally was Googling.

Mark: The stakes were very high.

[Cross talk] [00:34:33]

Mike: A three-mile drive a three-hour tour it's all the same.

Scott: Yeah we almost went on a three-hour tour. That what was happening. All of us were like, "Okay let's see where taking us." It's like turn left and he even doubting he's like, "It's not right. It's not right." "I know it's not right, Mark. Just turn right here I got your back."

Mark: You know what the worst part about it was Scott, the most humbling part about it? Is every single time without fail Tate chimes in, "How did the bus beat us?"

Scott: Zaino and Laura are getting off and walking to their room before us.

Mark: Yeah. I'm using Ways. I don't know.

Scott: Hey Mark the deal is that's the thing is everything has an ebb and a flow. Think of a wave like there is peaks where the wave is high, there is throw offs, there is all these things and it happens all the time in every single business. Business is never flat. It's never consistent month to month and it will never be. It's not always growing. It's not always going down. There is ups. There is downs. Just think of that wave, the wave on the ocean. Every one of them is a different size and you are going to have those I call them shorter periods. So you have a shorter period, a peak and then another shorter period. It's the way it always is.

During those shorter periods, you really need to think about pulling out all the stops. That is where you got to be firing on all summers. You cannot stop your marketing because that's the time to add more, add more mailing, add more marketing. It's all the time where it's slower. Once you do this business enough like long enough you start to realize like for your business August is a slower month for us. That is just the way it is. It doesn't mean it's a swing and a miss. It did the first August for me. But that said it's not that it's a swing and a miss. It is there are still there but you have to hustle. You have to hustle harder. That's when you got to push harder through those shorter periods and then after that, you start to get to your peaks again. It's just like retail for example.

Retail stores they have peak months then they have shorter months. Like right now if you're clother guess what? You're all in for school shopping. That's just the way that it is. Come September, October, it slows down, November, December picks up for the holidays. January might be a little slow. Back February for Valentines Day. It's just the way that it is so make the most of it. Be a little bit more aggressive in those months and then in

the other months you can kind of coast off in the marketing while everything else is coming back in again but don't stop.

Mark: Absolutely. I mean I always think of a slump like I love basketball so you know Steven Curry could go one for seventeen. That guy keeps shooting. He wouldn't stop. Baseball players they are in a slump what do they do? They keep swinging. They spend extra time doing batting practice. If there is a sales slump you just keep doing what you're doing and eventually you will get out of it. It's when you stop that you know you can really get off track. So I thought this was a great Round Table podcast. I mean before we end because Tate's got a very pretentious hard to stop we're going to head to the technician for his tip of the week. Mrs. Peterson, I hope you're still listening because Erik always has tremendous tips even JotnotPro wasn't bad.

Erik: Wow. I'm not prepared for a tip for the week today. So let me take a look here and see what I can come up with. I had no warning.

Mark: Isn't always your turn.

Erik: It's always my turn.

Scott: It's Zaino's turn.

Mike: I've got a tip.

Mark: Is it Zaino's turn?

Tate: I thought it was Zaino.

Mark: Mrs. Peterson it's not Erick's turn and I apologize.

Mike: Just wanted to rig on him again, oh man.

Mark: I just wanted to use the nickname the technician and tip.

Erik: We are supposed to have that apology before the podcast starts.

Mark: I apologize again. Mike Zaino what's your tip of the week. Is Mike frozen?

Mimi: He might be. I loved his deal flow solves everything. I'll put that up on my board.

Mark: I'm going to put it on my board. Deal flow solves everything. That's a great tip of the week.

Mimi: Yeah.

Aaron: Hey Mark...

Erik: Oh go ahead Aaron sorry.

Aaron: I think it was Wayne Gretzky that said you miss 100% of the shots you don't take.

Mark: You miss 100% of the shots you don't take. I like it.

Aaron: So when we're talking about doing those things even when it's slow take those shots because if you get back up...

Mike: I didn't just sign off to avoid the tip. I have no idea what happened.

Scott: We got you covered Mike, don't worry. Got it

Mike: All right. Well, I had one but next time.

Mark: No go ahead. You want to say this?

Mimi: Let's hear it.

Scott: I'm sure it's a quote and quotes don't really count as tips anyway.

Mike: It's not a quote. For the first time, it's not a quote.

Scott: Okay, I got hear it.

Mike: I'm excited about this. But you all may have already seen this but Mark turned me on to this because my new fascination is Ray Dalio I think the guy a modern-day Musashi. He is insane. His YouTube 30 minute Principles for Success has absolutely knocked it out of the park. Like you watch that and you don't have to read the whole book if you don't want to read this huge book. A lot of people say it's huge. But Mark, that's the one. Has everybody seen that one? I'll put the link up.

Mark: I have it. It's a great tip. It's a great link. I even have the app on my phone and I watch the videos from time to time. Ray Dalio is the billionaire hedge fund manager of Bridgewater Associates the largest private hedge

fund in the world and he wrote the book *Principles* and he's sort of like one of these enlightened business cats you know? Is that a great way to say it?

Mark: Yeah. Listen, Miyamoto Musashi was this guy that was like undefeated in swordsman in Japan. He sat down at 60 in a cave and wrote all those principles of success and a lot of people. The book of *Five Rings* still relate to that today. When I heard great Ray Dalio start talking and he was like he reached this point in life he's going to write his principles I'm like this guy is the real modern day Musashi of business. He's amazing. So I don't want to sound overexcited about it but he's awesome.

Mark: He's actually the guy that I quote in *Dirt Rich*.

Mike: Really?

Mark: Yeah. So he's even in the book *Dirt Rich*. If you don't know what I'm talking about go to TheLandGeek.com/DirtRich to get \$500 worth of bonuses with your investment of the book. So it's on Amazon and I appreciate all the reviews too. We almost have 100 reviews so it's great. It's been great. So I want to thank everybody for being on the Round Table Podcast. I especially want to thank the listeners for putting up with all the apologies and us having a good time. So I hope you're having a good time as well listening on the podcast. You can tell we're having a great time as well.

Just a reminder that the official Land Geek motivation group is now actually very similar to mastermind group except for me. So you get to listen to our coaching calls for free. That has been a huge upgrade. The Tool Kit is being upgraded. Be on the lookout for that. We've got Top Gun. Learn more about that. Just schedule call with Mike and Scott Nitecap is incredible. When's the next Nitecap, Mike?

Mike: Thursday night.

Mark: Thursday night. So we're just you know really doing as much as we can to get as much value as we can to help all of you create that passive income so that one day you're going wake up and your passive income is going exceed your fixed expenses and you're going to have a new problem. What do I do with my time now which is a good problem to have. So I want to thank everybody and you guys ready.

Scott: One ...

Mark: Two, three ...

All: Let freedom ring.

Tate: Did Hope hear that?

Mark: Hope was like so proud of her dad by the way.

Mimi: Oh yeah it was great to meet her.

Mike: Didn't realize he was a celebrity like legit.

Scott: Okay guys. I'll be the first to share mine, here. There you go. There you go. In the chat, I gave you guys a present.

Mark: Oh I'm opening right now.

Scott: First photo of me. Look at that.

Mark: Awww

Mike: It's awesome.

Mark: Wait a second. Is that an Apple watch when you were a baby?

Scott: No.

Mark: What's on your wrist?

Mike: Scott Todd would have an Apple Watch before anybody.

Mark: I know.

Scott: It does look like an Apple watch. Look at that. Look at that.

Mark: Look at that. It totally looks like an Apple watch.

Scott: I'm a visionary. Look at the future.

Mark: That is great.

Mimi: It's cute.

Mark: That is really cute.

Scott: All right so you guys get to throw up your pictures and then we'll have the contest.

Mimi: Okay.

Scott: Hey Mark that might be a good contest for our Bootcamp.

Mark: That would be that would be, absolutely.

Tate: How come yours is in black and white though?

Scott: Oh Tate.

Scott: Oh man. You better apologize to my mum before she comes after you.

Mark: Oh man.

Tate: I had to. I had to.

Scott: My wife's nephew he at one point he asked his grandfather on his grandfather's birth his grandfather you know clearly is not that old but he says, "Grandpa were you alive when Abraham Lincoln was the president?" He's like, "What? No." You might as well have just asked that question, Tate.

Tate: I know you're not that old.

Mark: Yeah. I mean the worst is like we are all in the ready player one and Tate has no idea about any of the references from the 80s.

Scott: You know what's funny here Mark is that we would actually have pictures from our birth. Tate probably lost his birthday picture he put on Snapchat is already lost.

Tate: They are gone forever.

Scott: They are only good for 24 hours.

Mark: All right. If you view if you want to see Tate's pictures you got to go on Instagram.

Mimi: Did you see Mike's?

Tate: Yeah, the Buddha baby.

Scott: Oh Zen?

Mimi: Perfect

Mike: Hey you guys can put it on MySpace

Tate: MySpace yeah. MySpace was when I was like ... I wasn't allowed to have a MySpace account because my parents were not on board. I think I was like 10 when I came out, Mike

Scott: Mike that looks just like you man.

Mark: Yeah. I'd like to make fun of like Jeannie's baby picture but you can see Curt's arms this weekend? His Biceps are bigger than my head and he's like the sweetest guy.

Jeannie: I know. He's a lot nicer than I am. Yeah.

Mark: Yeah. What are you feeding that guy Jeannie?

Jeannie: Protein is all he eats is protein.

Mark: Is that right?

Jeannie: Yeah.

Mark: Yeah. Well, Tate, I'm going to go eat from the Taj Mahal now.

Tate: Oh cheese, I should've stayed.

Mark: I know. I know. That's why I said that. I'm really not. It's too hot. It really is.

Mimi: It is hot here.

Mark: Yeah it's too hot. I'm doing like the ice lattes now. I never had ice coffee. Now I'm like into that and you know it's kind of nice. All right, well I want to thank you guys and Mrs. Peterson if you stayed in for the bonus I just want to apologize again because we really do love Erik. I think that's a great way to end.

Mimi: Yeah.

Mark: Alright. Thanks, everybody.

[End of Transcript]