



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

**Mark and Scott talk with: Erik Peterson - LandOpia.com, Tate Litchfield - FrontierPropertiesUSA.com, Mike Zaino – TheLandGuru.com, Aaron Williams – BearLandProperty.com, Jeannie Morem and Mimi Schmidt on the Land Geek Round Table**

**Transcript**

**Mark:** Hey it's Mark Podolsky the Land Geek with your favorite niche-y real estate website [www.TheLandGeek.com](http://www.TheLandGeek.com). In today's Round Table podcast we've got a good one, we've got the usual suspects, Bear Land - Aaron, we've got Mimi 'Terrorist Hunter' Schmidt. We've got the Zen Master - Mike Zaino, the Technician - Erik Peterson. We've got Jeannie. Jeannie, we've got to give you a nickname. What's your nickname Jeannie?

**Jeannie:** I don't know. We've got to figure one out.

**Mark:** I know what it is, it's 'Good God Great Sex' Jeannie Morem here on the podcast.

**Mark:** We've got Tate 'The Big Poppa' and of course you know him, you love him Scott Todd: [ScottToodd.net](http://ScottToodd.net), [LandModo.com](http://LandModo.com) but most importantly if you're not automating your Craigslist and your Facebook postings [PostingDomination.com/TheLandGeek](http://PostingDomination.com/TheLandGeek). Today's podcast is sponsored by

Flight School. September Flight School is almost filled up. Learn more go to the [LandGeek.com/training](http://LandGeek.com/training). Speak to the Zen Master or Dude Buddy Scott Bossman and learn more about Flight School. So Scott, not Scott Mike let's just get into it. We got a big Round Table coming up or actually by the time this goes out there are going to hear it next week so if you missed this week's Nite Cap and you're listening to this podcast you got to go back and listen to it because it's going to be-

**Mike:** They are going to still be recovering.

**Mark:** So tell us what this week's Nite Cap is all about?

**Mike:** The one that just passed.

**Mark:** The one that just passed.

**Mike:** It's going to be the Nite Cap the musical. At this point people listening they probably now realize that I have an incredible voice not but I'm just not afraid to bring it out there. By the way, I was going to go with the Go-Giver with Jeannie. I like The Go-Giver. I got the podcast but she's The Go-Giver. You know the book there, she totally reminds me of that.

**Mark:** Jeannie, Good God Great Sex - Morem or the Go-Giver?

**Jeannie:** Actually I've had a lot of people listening to our podcast after you advertised me but I got to go with Go-Giver. I don't want to advertise my podcast on Land Geek because this is what I love.

**Mike:** Well, it is a great podcast. Jeannie and Kurt sound amazing on the air. Like they have crisp voices, they get along so well. So I know we are not here to promote it but that's an awesome podcast.

**Jeannie:** Thank you.

**Mark:** Yeah I mean you know it's interesting because they get along. Isn't like the cliché there's nothing more boring than a happy couple?

**Jeannie:** Yeah. Well, you know that's why we do the podcast because we try to keep it really exciting.

**Mark:** Okay, okay good. All right I digress. Tell us about Nite Cap, Mike. The Nite Cap that just went on about the musical.

**Mike:** Basically the whole idea behind it was that since this is already going to be happening is basically you know songs that relate to the business. So you know maybe you would change the word love to land. Well, it's already going to be out by then but I don't want to give it away to you guys because it's starting tonight and I've already been told that we're going to have Alex Trebek aka Scott Todd who is going to show up at a Flight School and so that's exciting.

By the way, this may be the week that if you're listening to this that Scott Todd may be back on the Nite Cap. The first time we had to use an interpreter because BeLive which I'd never recommend was pretty horrible and we couldn't hear Scott so we had Matt Forbes interpreting. It was really awkward. So this night, if you're listening to this week, could be the week it's coming right, Scott? You promised to come back on so we could treat you right.

**Scott:** Yeah, I told you I'd come back but I'm not singing. I'm just telling you.

**Mike:** No, no this is the week after. This has already happened. We're talking about -

**Scott:** Not this week. Okay, I'm with you. No problem.

**Mike:** We are going to have you come on and critique it.

**Scott:** Oh boy. Okay. Wow, maybe Tate and I need to like be panelists. Like if you could just bring us in as panelists like Simon Cowell and Paula Abdul.

**Mike:** Oh yeah.

**Tate:** I like that a lot

**Scott:** I'm just going to be Simon Cowell and Tate is Paula Abdul, just saying.

**Mark:** Wow. First of all, Tate doesn't even know who Paula Abdul is.

**Scott:** He's googling it right now.

**Mike:** Paula Abdul.

**Tate:** Is that spelled B?

**Scott:** Never heard of this girl.

**Mike:** I think the reason why we're kind of doing it or we did it is just kind of shake it up, get new energy before the fall because it is school and I know that's kind of part of the thing we are talking about today is the back to the basics, right? We're talking about land investing and basic so you know we're trying to just reset things with a Nite Cap and that's our way of getting you know.

Just like kids are going back to school right now and they need to reset themselves from that summer energy over to that fall energy. So yeah, just kind of shake things up and get ready for a transition. I always love it like I'm in my yard right now that's why I got the tapestry behind me because I'm outside and it's like I could feel fall in the air, right? I could smell the pumpkin lattes, the pumpkin beer. It's all coming. So this is New England in the fall. But anyway it's a good change of energy, right? I think we talked about what a few weeks ago the August lull and how sometimes that can be tough. But here we are rolling into the fall. So I'm excited.

**Mark:** Yeah I mean it broke 106 the other day here and it felt just like fall.

**Mike:** My God guy it's like a brick wall.

**Jeannie:** Mark is right. It did.

**Mike:** Why can't I hear him talking? It's all the heat in the middle like you can't even hear people talk to each other.

**Mark:** Yeah I mean I only had to take two showers yesterday instead of three and it just feels like fall here. Right, Jeannie?

**Jeannie:** It's under 100 today.

**Mark:** It's under 100.

**Mike:** [00:06:03] [indiscernible] pumpkin.

**Mark:** Yeah. I mean we're all wearing long sleeves. The leaves aren't dying now.

**Mike:** Look at it they are all falling around me right now.

**Mark:** Yeah.

**Mike:** You know what that means? It's time to get wooden sword out.

**Mark:** Before I go into a deep seasonal depression let's segway into back to basics like back to school. So I'm just going to ask the panel as we go through our topic when you think of back to basics in the land business what's the first thing you think of? Bear Land - Aaron I'm like McLaughlin group.

**Aaron:** Mailing and marketing.

**Mark:** Mailing and marketing.

**Aaron:** That's the basic basics.

**Mark:** The basic basics. Breathe in the mailing breathe out the marketing.

**Mike:** Appreciate the breath.

**Mark:** Yeah, yeah. Mimi besides mailing and marketing what do you think of when you could think of basics?

**Mimi:** I think it's really easy to get distracted by the current fire. Oh I told so and so I'd get their note paperwork out by yesterday, right? So for me, it's reinforcing what I intend my schedule to be so that I keep the distractions in the minimum and still making forward progress on biggest goals. Of course, mailing and marketing is always my biggest priority. But once that's out of the way then what do I do next? Well I'm I working on an automation project, right? Don't let these other little fires get in my way. Stay focused on what my weekly schedule is.

**Mark:** I love that. So, Mimi, do you plan your next day the day before or do you do it in the morning?

**Mimi:** I do it in the morning.

**Mark:** You do it in the morning?

**Mimi:** Yeah. You know I don't use a fancy app. I just have a book and it's got my top priorities and the calls and emails I have to make. So I just kind of organize my day before I get started. Why are you laughing at me for Erik?

**Erik:** I'm laughing at Mark. Look at him he's like, "A book? What's that?"

**Mark:** A book?

**Jeannie:** Yeah. It's what I showed you last time. I have all these books. So yeah I get organized with it that way.

**Mark:** Did you find it in like a museum? Like where do they sell these things?

**Mimi:** Now that I don't wear a suit every day everything is Lily Pulitzer. It has all these colors and crazy patterns. I'm having such a good time. All my suits are sitting up there gathering dust.

**Mark:** You know I hate but I'm really enjoying my Rocketbook. So I think there's something about pen to paper.

**Mike:** The Blues Clues book.

**Mark:** The Blues Clues book? All right Mike Zaino when you think of back to basics...

**Mike:** [00:08:46] [indiscernible]

**Mark:** I'm skipping you, Mike. Erik, what do you think of when you think of back to basics?

**Erik:** I think of county research that's where it all starts. So when I think a basics that's what comes to mind.

**Mark:** Yeah, I was thinking that as well not to steal your thunder. Go-Giver - Jeannie Moreau what do you think of when you think back to basics?

**Jeannie:** Well I agree with everybody. But for me, I have to create momentum. So I listen to motivational speakers in the morning. For example Ed Mytell I don't know if you've ever heard his podcast but he's like a Tony Robbins. He is good and I wanted to bring him up because Mark I think if you've never heard him I think you would really like him because he talks about in business that exposure is more important than knowledge. That goes back to what you keep talking to us about marketing and mailing and mailing it's about volume. So you can educate yourself on Land Geek all you want but it's about mailing and marketing you know and that was pretty powerful. So I like to listen to motivational speakers as I'm getting ready to do mailing or marketing because it keeps me motivated especially all the crisis I've had to go through this year. I've got to keep up. I've got to stay positive.

**Mark:** I love it. So his name is Ed Hytell?

**Jeannie:** Mytell.

**Mark:** Mitell, M-I-T-E-L-L?

**Jeannie:** M-Y-T-E-L-L and this man net worth is like 40 million and he came out of nowhere in the last year doing this podcast. He's like a Tony Robbins but he communicates in a different way that if you don't grasp it with Tony you can really get it with Ed. He has so much information you're going to only want to listen to like 15 minutes at a time because it's a lot to digest.

**Mark:** Oh wait is it Ed Mylett?

**Jeannie:** No, it's M-Y-T-E-L-L.

**Mark:** I just Googled him and Ed Mylett came up.

**Jeannie:** Oh okay maybe it is. Okay, sorry about that.

**Mark:** Okay, millionaire mindset what everyone struggling needs right now, broke to 400 million?

**Jeannie:** You're right. I just saw it yeah its Mylett sorry about that.

**Mark:** Nice. Okay, Ed Mylett I will check him out. Mike Zaino, what do you think about when you go to basics, get back to basics? Oh, you're on mute. Here we go.

**Mike:** Oh you can maybe take it back to school and I think Flight School I think the professor down the diagonal to me it's Scott Todd I think that you know everybody is going back to school. We have this Flight School starting in September. I think that Scott Todd and Flight School because it is the fundamentals, right. It's the basics about how to really get up and running. I always tell people it's like college level one on one land investing thing how to be an effective land investor. So he's like the professor. It's a compliment. He's looking at me like I'm saying something wrong. That's a compliment.

**Scott:** I'm just thinking of the professor from the *Gilligan's Island* man. I don't know.

**Mike:** Mary Ann, no, no.

**Mark:** Maybe we should change his nickname from The Brain to The Professor

**Mike:** Well he is like a college professor. This is one on one. This is land investing one on one. This is how you become an effective land investor. This is how you go through Scott Todd's college course in land investing Flight School.

**Scott:** Flight School, all right.

**Mark:** Alright. Tate Litchfield, what do you think about it?

**Tate:** I'm going agree with Erik on this one and go county research. You know you mess that up you're going to be in ... You're going to stunt your growth and your opportunity to progress. So I agree with Erik on that one and then obviously the M and M's you can't go wrong there. That's the basics for me and then just doing it, staying organized.

**Mark:** Yeah absolutely. Go ahead, Mimi.

**Mimi:** I think that that's very strong the county research comment because I noticed in the Flight School Office Hours, people ask me questions "Do I re-mail if I don't do well in an area?" I think there's a perception that once you figure out what your offer is going to be then it will always be that way, right? But the markets change.

My first market I started out I would get deals for \$2000 dollars and now I'm having people wholesalers who want buy my property for \$6000. Those are just original offer letters coming from three times the price. So in two years, the price that I would offer has changed significantly. So I think county research is very important because the market is going to change.

**Mark:** Yeah, go ahead Bear Land - Aaron.

**Aaron:** [silent]

**Mark:** Oh, you're on mute. Go ahead.

**Aaron:** Another way to get back to basics especially for folks out there listening is if you have access to all those mastermind calls start listening to those. Go through them. Skip parts that you know well and really review some of the answers or some of the suggestions on some of these easier topics that they go into the basics and get different perspectives on that. That's a great way to get back to your basics.



**Mark:** Yeah. I think that's great. Scott Todd besides what we just discussed what's your take?

**Scott:** I would just say that the difference is that the thing you want to focus on is I mean we talked about the basics everything is really about just taking action, right? That's really the basic is just taking action. Because it's so easy to like say well I just need more education. I mean as a human if you ever feel like you know all about the topic well then you better watch out because you're about to get slapped by the great wall because you don't know everything about every single topic. It's always a new learning process.

The other thing is if you're not if running into new obstacles then you're not like expanding you're not growing enough, right? Because there's no way that you should know everything about every aspect of what you're doing. You're never a complete expert and if so like I said you're either like stagnant or you're just not growing. But at the end of the day, we can give you all the education that you need but nothing will happen. You can have all the educational but nothing will happen nothing at all unless you take action. So you've got to execute and take action. That's really the basics for me.

**Mark:** Yeah, I mean it's hard to argue with those points. I think that's right. I think you taking that action and even weaving in what everybody said. Because like I think what Jeannie said really important because if you're not in a state where you can even take action because life has knocked you down in some way, right? First, you even start with just that self-care, right? Kind of waking up and getting yourself in a mindset where you're motivated first to take action then going back to that point okay what's the first right action to take? In our business that basic is going to be what county do I go to? Why am I going to a county? Then going into that county research. So I think it all sort of weaves in together and then what Bear Land - Aaron and Mimi said which is okay now you got to get your mailing out. You picked your county. Let's go back to the basics let's get our mailing out you know pricing and then we are going to start the marketing piece and doing all that.

Not getting sort of overwhelmed with the details of the business. You know as much fun as it is for us to talk about you know a Zapier integration sometimes for some people that might just be too much like go back to basics. So I think it's a really great topic and just a reminder that as we sort of go back to school like think about school, right? All of this is repetition and it's just kind of going through the basics and they add one more layer of

complexity but they sort of always go through review and go through the basics and do all that. So Mike Zaino are we good on that, on the basics? I hear something in the background you guys hear that? Someone listening to the radio? What is it?

**Mike:** That is a wind here in New England fall.

**Mark:** It could be the wind. I don't know. Bear Land - Aaron are we good?

**Aaron:** I think we are great.

**Mark:** Yeah. I think it is the wind. I'm going to mute Mike. All right, I think I'm hearing noises. So we're now at the point in the podcast where we're going to ask for your tip of the week a website, a resource, a book perhaps a quote something actionable where the Art of Passive Income listeners can go improve their businesses, improve their lives. I believe it's Mike Zaino's turn. Mike? Is it not yet your turn? I can't hear you.

**Scott:** He can't talk. Look at that. He can't talk.

**Mike:** He's not on mute.

**Scott:** Right. He is not mute.

**Mark:** Yeah, unbelievable.

**Mimi:** That was funny. That was funny.

**Mark:** That was awesome.

**Scott:** You did pretty good though man. I was starting to buy it.

**Mark:** Now I'm going to start watching the video podcasts. I think we throw these up on YouTube and the Mastermind group. Mike, are you now ready for your tip of the week or is it Erik's turn?

**Mike:** Well I'm not going to lie it was really Erik's turn.

**Mark:** It's Erik's turn?

**Mike:** Yeah, I'm not going to lie. I can't lie. It's Erik's turn. I don't want to steal his thunder. Far be it for me.

**Erik:** I got you, Mike. I got you.

**Mike:** Thank you.

**Erik:** So we'll go with BuzzSumo today. BuzzSumo I think it's just BuzzSummo.com is a kind of a research tool that you can use if you're looking at developing content. Say you know you're writing blog articles about land you know trying to generate traffic to your website using a tool like BuzzSumo might help you kind of determine what to write about next.

**Mark:** Very good BuzzSumo, BuzzSumo.com I think that's from the AppSumo guys, Noah Kagan.

**Erik:** I think it is.

**Mark:** Yeah, phenomenal, phenomenal final tip of the week. Well, I thought this was a really short and sweet and fun podcast. Mimi, what is so funny?

**Mimi:** Tate, just put a link in a chat with a great new idea for how to use land. You can have a dog rescue.

**Tate:** It was the first thing that popped up. I've used BuzzSumo and I typed in land in the first one that comes up is "Man adopts 45 dogs and sets them free across four acres of land."

**Mark:** You know what I'm thinking right now, a Florida man.

**Tate:** Don't search it. I just did. There's some crazy ones that just came up.

**Mark:** Tate do you want to tell everybody the joke?

**Tate:** I mean I think everybody should know the joke already. It's just every time if something terrible happens it seems to happen in the state of Florida and the news articles always report it as a Florida Man.

**Erik:** It's not even so much that it's always terrible it's just crazy weird things.

**Tate:** Like I said the other day I saw an article and it said, "A Florida man dies after he tried to microwave a microwave."

**Erik:** Yeah, that one is right there in BuzzSumo.

**Tate:** Yeah.

**Mark:** I feel like where Scott lives is like for the intelligentsia. Like if you live in Tampa like you're sort of outside that that Florida.

**Scott:** Oh no, we get the picture of representation on the Florida man.

**Tate:** Listen to this one, "Florida Man tells cops he didn't drink while driving, only at stop signs."

**Scott:** Mark just the other day in my city they got video of a pickup truck going down the road and they got a Grandma on the back of the pickup truck like on a wheelchair or whatever like she strapped down in the back of the pickup truck going down the road.

**Mark:** Unbelievable. By the way look at Mike's face, he's so disturbed reading this article. I'm worried.

**Scott:** We can't hear you, Mike. You're pretending to be on mute right now.

**Mike:** There are some really mean things on here. I don't like this thing. There is bad things in Florida.

**Mimi:** Great tip Erik, great tip.

[Crosstalk][00:22:25]

**Mike:** Forget it.

**Scott:** These are my people, man. These are my people.

**Mike:** Don't mess with Scott Todd because that's his people.

**Mark:** You know the thing that's funny is I wonder if the default rate is higher on Florida properties than any other properties. We should look at that.

**Mimi:** I would say the guy or person that pays the down payment and then goes away and never shows up, that never happens to me in Florida knock on wood. But it happens on me much more frequently out in Colorado.

**Scott:** Oh, I get that all time.

**Mimi:** In Florida too?

**Scott:** I don't do a lot in Florida but I get it on a fair basis in Florida. They vanish. Aren't those the best deals like they pay and disappear?

**Mimi:** It's free money. Look, I got a 90-day guarantee I give them their money back if you want it but they don't even bother.

**Mark:** Well you know it's interesting what people do when they're under the influence. Like I'm thinking Colorado. "Let's buy some raw land from Mimi. Let's first make a down payment."

**Scott:** Mike flipped out of Florida man. Him and his wife were like, "No, Florida man we are out."

**Mark:** Oh my gosh "Pinellas Park Man Googled how to rob a bank and robbed a bank."

**Erik:** Successfully?

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

**Mimi:** I doubt it if it was in the news.

**Scott:** He Googled it first.

**Mark:** All right, we're going down quite a scary rabbit hole here. But I want to thank the listeners and I hope everybody enjoyed the posthumous now musical Nite Cap and I hope everyone is getting a lot of value. If you are please do us a favor, you've got to subscribe, you've got to rate, you've got to review the podcast. Send us a screenshot of the review to [Support@TheLandGeek.com](mailto:Support@TheLandGeek.com). We're going to send you for free the \$97 Passive Income Launch Kit.

Again today's podcast is sponsored by Flight School. Learn more go to [TheLandGeek.com/training](https://TheLandGeek.com/training) and get on a call with Dude Buddy Scott Bossman or The Zen Master. Mike Zaino. All right, should do this every one?

**Scott:** Ready?

**Mark:** I'm going to un-mute all. All right, one, two, three

**All:** Let freedom ring.

**Mark:** It's good there's no gong show anymore.

**Aaron:** I did it this time.

**Scott:** I didn't. I didn't. You know I pulled a Mike Zaino. I lippped it.

**Mark:** You lip-synched it? Yeah look at Mike, he's still doing it.

**Scott:** Maybe what we should do Mark is for these podcasts maybe I should go and find the Florida man feature like a real-life Florida man.

**Mark:** No, absolutely.

**Mike:** Are you a Florida man

**Scott:** Tate would know what to do? If I could go and find...

**Tate:** I would look like Mike on this call I'd just be like.

**Scott:** Maybe for the next Boot camp I'm going to have a Florida man there you.

**Mike:** He could just stand on the corner at Bootcamp, "What's that? "Oh, that's a Florida man." He could just stand there.

**Mark:** We should have like Land Geek match where it's like a t-shirt that just says like embrace the suck, let freedom ring, a Florida man, hashtag team Erik.

**Erik:** We can do that.

**Scott:** No, we're killing the hashtags. We killed the hashtag teams.

**Aaron:** Amish guy.

**Mark:** We did? Okay.

**Mimi:** How about Tate's contractors? Can we have Tate's contractors come to the Vegas Bootcamp?

**Tate:** Mimi I care about you too much to give you his phone number. That's how scary it was.

**Erik:** Mimi already knows where he lives.

**Tate:** Maybe on a list.

**Scott:** [00:26:38] [indiscernible] She's got him deep

**Mark:** She's like, "Just have Alison text me. I got her back."

**Tate:** No kidding that might be a good one.

**Scott:** Alison has her own back.

**Mark:** What's that?

**Scott:** I think Alison can take care of herself. She deals with Tate.

**Mark:** I know.

**Tate:** She can handle me.

**Mark:** Absolutely. Well, I want to thank everybody and Jeannie good Round Table?

**Jeannie:** Good. Thank you, Scott, thanks everybody, good stuff.

**Mark:** Thanks, everybody. Well, we will see everybody next week.

*[End of Transcript]*