



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

Mark talks with: Erik Peterson - LandOpia.com, Tate Litchfield - FrontierPropertiesUSA.com, Mike Zaino – TheLandGuru.com, Aaron Williams – BearLandProperty.com, and Jeannie Morem 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 and on this week's Round Table podcast we've got the usual suspects. We've got Tate - I love it when you call me Big Poppa - Litchfield. What's up Tate?

Tate: Not much just hanging out.

Mark: Awesome, awesome. We've got the, breathe in the mailing, breathe out the marketing the - Zen Master - Mike Zaino. Mike, how are things?

Mike: Doing fantastic. Thank you for asking.

Mark: When are you and Scott going to do another musical Nite Cap? That was like the best ever.

Mike: I don't know. We may have some musical segments. I came to find out we have a pretty musical you know network of people that work with us as well. So it's a really great topic.

Mark: All right awesome, awesome. We've got -The Technician - Erik Peterson. What's up Erik?

Erik: How are you doing?

Mark: It's all good. It's all good and of course - Bear Land - growling Aaron Williams. Bear Land, how are you?

Aaron: Doing great.

Mark: And last but not least making us all better people - The Go-Giver - Jeannie Morem. Jeannie, how are you?

Jeannie: Great. It's raining here. It's pouring.

Mark: It's pouring so badly here Jeannie that I had to I had to turn back on Shea this morning because of the flood and so we were all going the wrong way on Shea.

Jeannie: I must have passed you because I just came off of Shea just a little while ago and it was pretty ugly over there.

Mark: Yeah. It's insane. I took some video it's like a raging river.

Jeannie: Yeah.

Mark: Yeah, muddy. So I'm glad that we are all safe and sound and healthy but we have a really good topic because next week is our final Orlando Bootcamp. Then the Bootcamp dates are going to be coming out very soon for 2019. San Antonio, Vegas, and twice in Scottsdale, so very excited for 2019 Bootcamps. But Tate you're bringing up a really interesting topic that I thought we could discuss and if you wouldn't mind just kind of telling everybody what that was.

Tate: Yeah. So basically my question is everybody on this podcast has attended Bootcamp at least once as an attendee and if not more than once as some sort of instructor or facilitator. But we all enter Bootcamp with the same goals regardless of where we're at in our land investing journey and that's to further our education.

So the question I kind of wanted to pose to the Round Table was how do you prepare to go into Bootcamp? What do you do? How do you get your mindset in the right place to where you know, hey the next three days I'm going to be totally immersed in all things land? How do I take that knowledge and apply it afterwards? How do I prepare myself mentally and almost physically for what we're going to do because it's a lot it's a lot? It's a lot.

Mark: Yeah it's a really good topic. Let's start with Jeannie. Jeannie, how do you prepare for Bootcamp?

Jeannie: Well my first Bootcamp I was overwhelmed because there was a lot of information. So I would encourage those that are attending, first of all, I know this might sound really simple but to get a lot of rest. You know get a good night's sleep the night before and go to bed early. But you have to get into the frame of mind that you're going to have or even hear a lot of information and you're just going to have to relax and just let it sink in and not put too much pressure on yourself because I do when I go to the Bootcamps. Because I want to take everything in and I want to accomplish ... You know what? No, I want to be like you guys, you know and I can't. It takes a long time to educate yourself and have lots of experiences. So get lots of rest and relax, enjoy yourself, take tons of notes. That's how I prepare.

Mark: Alright, I love it. I love it. Bear Land Aaron how about you? What's your advice?

Aaron: Well I kind of want to address this in two like two sides of it. If you're going to be somebody going through that first time like Jeannie said it's very overwhelming drinking from a fire hose kind of deal. So you want to go in with an open frame of mind. Just like prepare your mind with the willingness to learn, ask questions, take notes, and that sort of thing and just know that you're not going to get everything. Don't freak out about it because as you get going through the business those things will catch back up with you and you'll absorb that information or it may make sense later.

If this part two is not your first Bootcamp you already kind of know what to expect. Like when I go I like to like really prepare my mind frame to going in a way that hey I'm going to learn, I'm going to get something out of this. Even if it's everything I've heard before there's going to be something you know we always talk about that nugget that you can bring back from Bootcamp and stuff and that's so true.

So you know I think the important thing is preparing your mind to recognize that and to kind of record that and maybe jot a quick tentative action plan on that. So when you get back home you're not trying to remember you know what was that? How was I going to utilize that? What were my ideas? Because when you're in the moment, there's a lot of I don't know I'm trying to think of the word but you know encourage vent or you know the ideas really come because of the energy in the room and when you get back home that's not there. But you want to remember that so I think that's vital for me.

Mark: Yeah, yeah that's really good advice. Erik Peterson how about you?

Erik: So I think being prepared going into to Bootcamp as Jeannie said fully rested is a great place to start. But going with an open mind whether you've been before or you haven't been come willing to learn. Because whether you're experienced like Mark or Tate or Mike or whomever there's always something to take from the Bootcamp. Something you're going to learn from someone else that makes a comment or something that's taught. You know it just never fails. So that's number one.

Number two, I like to kind of get ready coming up to Bootcamp. You know I remember early on I'd go back and I'd listen to Mastermind calls, listen to Round Tables, you know different podcast that can kind of prepare me for the information I'm going to be learning so it's kind of fresh in my mind. Then a lot of times in my travels you know I'll listen to audiobooks on you know different business things whether it be techniques on negotiation or you know productivity what have you. All those kinds of things that you can kind of do to prepare yourself and just be in the right mindset to take in new information that's kind of what comes to mind for me.

Mark: That's really great advice. If I was going to say to you okay Erik and I know you love the drive so this is not practical at all. But you can only have one audiobook to prime your mind to listen to prior to Bootcamp what would it be?

Erik: I think the one that maybe has the most broad appeal for no matter where you are in your journey I would say !Rich Dad, Poor Dad. You know I think it's all about kind of adjusting your mindset to look at you know your job and what you're doing a little bit differently. So I think that one is a great place to start.

Mark: It's great. That's great. Zen Master - Mike Zaino, how do you prepare besides a deep meditation? Wait, Mike, you're on mute. Hold on. There you go.

Mike: Is that better?

Mark: That's better.

Mike: I love what everybody said because it's in line with what I do. You know if there's any side projects we have going so everybody is always working on something when you're trying to get a mailing out whatever it may be I just suggest you get that all done so you can really like almost like physically clean your desk so it's like empty, right? You don't want to come home to this. You want to just have this empty mind ready to learn. So I think that's kind of you know I think it's kind of related to like if you have a desk right and it's full of all papers all these things you're doing like try to get that all sorted out cleaned up. Get everything just you know so when you come back you've got that bare desk and it's ready for you to come and apply the new knowledge that you have just learned. So don't leave projects half undone.

So if we are a couple weeks out now or this is a week out rock that stuff up. Like, get that stuff done. Get your mailings out. Get whatever website work you want to do, whatever marketing you're working on, a VA hire, get all that done. Make that a real goal to have it done so that when you go to Bootcamp because you'll be inspired in so many levels that you're going to want to take action in different directions so be ready to do that. Don't come back and then all of a sudden go, "Oh wait a minute I never finished this, this and this." Have that all that and just have a clear desk, a clear mind, and ready to just take action.

Mark: Yeah. You know what's so funny is I feel so much better when I clean my office or I get my area clean because I am like walking chaos. I'd be so embarrassed if you saw my desk right now. But for me, this is pretty good.

Tate: I've seen your desk. I've seen your desk.

Mark: Yeah.

Tate: It's bad. It's like a tornado went off in there.

Mark: I know which by the way is a sign of genius. Just saying.

Tate: Where did you read that?

Mark: Somewhere where I think they make it really disorganized...

Mike: We get the point now or you can quote yourself.

Erik: It's in his dream book probably.

Mike: He wrote a book he can quote himself now.

Erik: If it's true.

Mark: Exactly. I did write as much in *Dirt Rich*.

Erik: The great Mark Podolsky once said...

Mark: Yeah, yeah, exactly.

Tate: But Mark something that's kind of interesting is people don't realize how long and how intense Bootcamp actually is, right? That first day yeah we start at 9:00 but we go till what is it 6:00 o'clock?

Mark: Well we go to maybe like 7:00.

Tate: Yeah we go to six and then there's this social hour after which normally turns into like a social two hours afterwards. I mean people are there making no connections and making friendships and just networking. That's a long day. You do have a break for lunch, but again you're networking. You're working on the business. You're thinking about your next move and how you're going to put what you've learned into practice. So Bootcamp is really, really intense and then on Saturday and Sunday we have the only sessions and those bonus sessions start at 8:00 a.m. So it's all day it's full gas.

So I kind of agree with what Jeannie's said go into it well rested knowing that hey you're going to learn a lot of information. One thing that you know helps me and even though I'm not the best at it at Bootcamp is trying to get up a little bit early and doing some sort of exercise just to get the blood pumping a little bit and get me ready. Since I'm flying to Florida it's a hard transition for us on the west coast. So I'm going in a little bit early. Get ready. Get on that Florida sleep schedule. That way I'm as ready as I can be to take in and share what we what we want to share with the attendees.

Mark: Yeah, yeah. I mean I think my advice is well I mean and this is all great advice is revisiting the Toolkit as well. because everyone in that room is you know either at the minimum we are singing from the same song sheet with Investors Tool Kit and then you've got Flight School people who are going to be more advanced and then you've got the really super advanced

people in the VIP room the one on one coaching clients. But what I would say is revisit the Toolkit at a minimum and have an idea of where you might not be clear on so you can get that question answered if it's not answered for you at some point during the weekend. So you kind of have that there.

Then I would say you know I'll just reiterate what everybody else said like you know to be physically ready. You know get a good night's sleep. Do some exercise in the morning? It's a really long day. You know we do provide snacks and we'll keep you fueled up and you know obviously I'm a coffee fiend there's going to be coffee to kind of keep you going. But I would also say that that weekend between the networking and the information but the total immersion no matter where you are in the business you will walk out of there a different person with your business. That is a guarantee.

So you know as you're going through the day and I remember like just being in high school I remember looking around the room and everyone was kind of getting it except me. I felt like everyone's getting this except me. You might feel like that at some point. But that's where you go during the break and you grab Zaino or you grab Erik, you grab Tate, which for now you won't see Tate because he will be in the VIP room but you grab somebody and say, "Hey..." and you ask that question. Everyone's super cool. Everyone's willing to share. You won't walk out of there with sort of any ambiguity left in the business. Everything will be super clear. Those clouds will dissipate. But you know Tate I want to ask an ancillary question to all of this is do you have to be at a certain point in your business to fully take advantage of Bootcamp? What do you think?

Tate: I think the answer is yes. I think and that point is you've got to decide you're going to give this a shot. You don't have to have deals done. You don't have to have offers out. You just have to decide hey this clicks with me. It makes sense. I like it. I want to meet Mark Podolsky. If you're at that point where you're thinking I got to know more about this then you're ready. Then you're ready to just give Bootcamp a shot. I mean you don't have to have property or inventory or anything like that. That's the point of coming to this to learn about how to acquire those things and that knowledge. But you have to commit to giving it a shot.

Mark: I love it. Erik, what do you think?

Erik: I agree with Tate's statement there. I think in my experience at Bootcamp I've definitely met people that have just bought the Toolkit, haven't even gone through it yet, but yet they're at Bootcamp and they're there to learn and they're excited about getting into the business. So I don't think aside from deciding that you want to learn more about it I don't think

there's a wrong spot to be. You just need to know that you're ready to know more about it and from there I mean you're going to get a lot of information.

Mark: Yeah, yeah. Jeannie, do you want to argue with the Technician? You want to play devil's advocate?

Jeannie: No, I really agree with them because the first Bootcamp we never had property. We were just coming to check it out. So even if there's listeners out there that are even just thinking about it I would suggest going because it'll change you. It really, really motivated us because if people are ... Sorry, my mind is going so fast.

If people are wondering how they actually do this and the process at the very first time I met you in that very first class you just went over it and over it and over it you just kept repeating it so we got it and then I understood it. So every time we've been to Bootcamp it's been more. We've learned more and things made sense. So I think no matter where a person at if they did get the Tool Kit you know it's a good thing to go.

Mark: Alright, I love it. Bear Land Aaron what about you?

Aaron: Yeah. I wholeheartedly agree with Tate and Erik. But I do want to say that Bootcamp whether by just the way it is or design it's kind of like one of those literary work or those musical pieces where there's layers upon layers upon layers and what point you are in your business you're going to get a whole kind different Bootcamp for each time. You know like if you go in knowing nothing you're going to learn the basics on how to do this business. If you go in there hey I already got my list of what do I do with it it's going to be a whole different Bootcamp for you. If you've already got a property and you're trying to get it marketed it's going to be a whole different Bootcamp for you. So no you don't have to be anywhere other than committed wholeheartedly to giving it a shot. But depending on where you're at you're going to experience a whole different experience each time.

Mark: Yeah I really love that answer Bear Land because that is the exact answer that I give other people. Where they will ask me when's the right time to come or should I come to multiple Bootcamps? I'm always like yes. It's almost like you're different and you're different when you know you come to your first Bootcamp and you're different in your business when you come to your 12th Bootcamp like Tom Willis and you get something different out of it. Not because necessarily all of the information is so different but you're in a different place.

You know the first time I read let's say the *12 Week Year* I was in a different point of my business. Then by the third time I read it you got something completely different out of it. It's just like you know reading that good book that when you're different you get something different out of it. You know as long as it's not too basic. Zen Master - Mike I'll give you the last word on this.

Mike: Well I'm going to kind of echo what everybody said especially Bear Land Aaron. I do get asked that question quite a bit. I'm fortunate to talk to people as they beginning their land investing journey and coming to us and it's a very common question, right? The way I describe it is you know I went to a lot of martial arts seminars when I was younger and you could have this teacher this master teaching the room and have people in that room of all different capabilities and levels. Well, the thing is some people are looking at him saying, "Okay that's the way I move my feet," and other people are saying, "Well I've already got that down," and learning how to use their hands. Other people are saying, "Well I've got them both now how do I move in conjunction?" Then you get the people that are really advanced that are looking like a spiritual level. I don't mean spirit like religion spirit meaning putting energy into it. Okay, you have the footwork, you have the hand, and you have the motion, now you're going add energy to this and really make it your own and really make it vibrant.

Well, same deal at Bootcamp. You've got people that don't even know what a mailing is. You have people that do but now they're looking on the marketing. Then you've got people that have that whole package and that's like the spiritual aspect of land investing. Again not religion but they're inserting energy into their business. They are going to like how you overcome obstacles? You talk about the part when people get you know they are going to get knocked down and how do they have the intestinal fortitude to stick in and get the business back up and running and all those other parts of it, right?

So it's like you know like spiritual investing so the guys that are the real ladies are really advanced. So everybody is getting something out of it because the person teaching, the teachers there are teaching from an extremely high level that allows people of all of us to benefit. So it doesn't matter where you are. As long you made that decision as Tate and Erik identified that you want to do this, right? You have that intention that you're going to be successful then you're ready for Bootcamp and you'll get what you need to get at that time.

Mark: Yeah, yeah. You know selfishly I know Tate you will agree like even when we're teaching a Bootcamp like even you know the teachers get

something out of Bootcamp. I always get at least some kind of nugget because we're just one person. But you get a room of 80 - 90 really smart geeky people we are going to learn something different and we'll look at it from a different lens. It's valuable for everybody. I have been doing this full time since 2001, 17 years of the same thing and I'm learning something new every single 90 day Bootcamp. It's really remarkable. Jeannie, go ahead.

Jeannie: You know I would also encourage someone who is nervous and scared to go because I'm not a coach like all of you so I'm more of a newbie. I can tell you from my perspective for anybody listening if you if there's any little bit of fear actually turn it around to excitement and come and learn it will change your life. It will change your business. So I really encourage those that are that are nervous and scared just change your perspective and I encourage you to go.

Mark: Yeah absolutely, absolutely. It's great advice and you know what's great is that most of us are kind of more introverted so we're kind of like you know ... It's not like you're going to be intimidated by anybody there. You know what I mean? We're all kind of there to have a good time. We are all there to learn. The only person who was kind of intimidating Jeannie was Kurt with his big guns but other than that like you just get over it like you just get used to him.

Tate: Hey Mark, One of the things we keep bringing up is this VIP room. Can we tease it a little bit? Can we talk a little bit about why the VIP room is so awesome?

Mark: Yeah absolutely.

Tate: But I think before we talk about it you should probably end the recording on Facebook Live so if people want to hear more about it they've got to download the rest of the podcast.

Mark: Oh I love it. Alright, done and done. So goodbye, Facebook.

Tate: Goodbye.

Mark: Goodbye.

Mark: All right.

Tate: How is that for a transition, huh?

Mark: Yeah it's great.

Tate: Talk about leaving them with wanting more so let's give them a little bit more. So the VIP room this is a room reserved exclusively for our coaching clients. Those are people who are in the business and we're working with them to help them advance their business quicker. Now we're not going to tell you exactly what happens in the VIP room but the idea in the VIP room is you'll have a couple different people you know Scott and myself we are up there we will present a topic and we'll do an activity and then we build on that activity throughout the course of the weekend, right? We work on it as a team and as a group of other land investors and we solve problems.

It's great because we've got Erik in there, we've got Mimi in there, Mike's in and out Scott's there. These guys can come inside and say, "Hey show me what you're working on." Erik can look at what you've done this weekend and say, "This is good but look at this we could tweak it just by doing one little thing or introducing this little bit of technology or just a different set of eyes," and boom you've created a process that went from working to a process that is insanely effective insanely efficient. I think that's where the VIP room really gets its power wouldn't you say?

Mark: Oh yeah absolutely, absolutely. Erik, what were you going to say?

Erik: I don't know that I've got too much to add to that. I mean I completely agree with what Tate had to say there. I mean that VIP room is a special place to be able to get into and as a coaching client you know you do have the ability to go. I can tell you that you know the first time I went to the VIP room I just learned so much more. You know we dove so much deeper into the business it's so worth it. So if anybody is on the fence about it I'd highly recommend it.

Tate: I mean plus you get to hear from Scott Todd. I mean anytime you can get yourself alone with Scott Todd you'd be crazy not to, right? I mean here he is one of the smartest guys I know and he stands in front of people and openly shares his new findings, his new approaches. I mean it's... I don't know if there's a price tag you can associate with that.

Mark: No absolutely not. I mean even the Zen Master is like, "Hey look you're the average of the five people you hang out with the most." From land investing perspective you know that group in that room you're not going to get a better you know more accomplished sort of you know group of five. It just raises your land investing IQ to a crazy, crazy level. So I want to say that today's podcast, speaking of Zen Master, is sponsored by Flight School. Learn more about Flight School and how to take flight. Go to

TheLandGeek.com/ training schedule call with Mike the Zen Master Zaino or Scott Dude - Buddy Bossman. Mike do we still have spots for October?

Mike: We do. We've opened up a new exciting time slot. Scott Todd has been very generous with his time. We're having a 4:00 o'clock Eastern Standard Time slot. So we are going to start doing more of these. That one is already filling up actually because people were very excited about that slot. So we do have some slots left that one also near the end of October there's another class.

But September sold out and I think August sold out. So they do sell out. So I always tell people you know assume not. Because when people get the urge to do this want to this do, right? So it's important to get yourself up and ready. So you know sign up for a call with me or Scott Bossman and let's talk about it.

Mark: Yeah absolutely and as we all know it's always falls to Erik Peterson for the tip of the week. A website, a resource, a book, something actionable where the Art of Passive Income listeners can go improve their businesses improve their lives. Erik the Technician what do you have?

Erik: So I think I went last week and Mike's here today so I'm going to hand it off to Mike unless he's not prepared and then I can pick up the slack.

Mark: We can see you but we can't hear you, Mike. I can't believe it.

Erik: He's totally speechless for the first time.

Mark: All right I'm going to give this to help him out because...

Mike: Did you get that? I just said it. Oh sorry.

Mark: All right you got to go TheLandGeek.com/reading lists, the list. You know definitely do that and see what we're all reading and check that out for sure. All right Mike what's your tip for the week besides TheLandGeek.com/reading lists?

Mike: Well I kind of selfishly promote the show the Nite Cap because we have a special guest this week. I don't want to give it away.

Mark: That's a funny tip. There's value there except if it's just you guys getting drunk.

Mike: I don't if anybody caught it. We were actually live today for a quick preview. We weren't drinking by the way. It was only like 11:00 am and we had coffee. Did you guys see that? We went in the Land group. We went in there and we had a little teaser.

Erik: Yap, I saw it.

Mark: I'm not on Facebook as much as Jeannie.

Mike: Jeannie did you catch it? Is it good? We came live and we gave a little you know?

Erik: Jeannie, phone check?

Jeannie: I know, yeah.

Mike: I want also encourage people this will be a great tool just like that, see? They should start looking at our social media sites such as Instagram and Twitter because more content coming to the...

Jeannie: That's really good.

Tate: What's the Instagram handle Mike? What's the Instagram handle?

Mike: It's The Land Geek, right Mark?

Mark: The Land Geek.

Mike: The Land Geek and we're going to have a lot more.

Mark: [00:30:12] [indiscernible] [Twitter.com/TheLandGeek](https://twitter.com/TheLandGeek).

Mike: A lot more content coming to those and for people, you might be looking at on the show. Maybe they just don't know it yet. But there's a lot of content coming that and I want to encourage people to go there because actually we have a big following there and we're going to start adding some value.

Jeannie: You've already had 130 people view your teaser already.

Mike: Oh.

Mark: Wow.

Mike: Oh, not bad: Drink coffee and people still watch.

Jeannie: Yeah.

Mark: Yeah. Is there Baileys in the coffee Mike or is it just coffee?

Mike: No, no, no. We don't encourage daytime drinking.

Mark: Okay, okay that's very responsible. I do want to end the podcast with a little gift that Arlene Augustine made for us. So I'm going to share my screen, share the sound and hopefully, everybody can hear this. Alright, tell me if you guys can hear this.

"If you want to have a barrel of money, here Art of Passive Income podcast is funny. Your life doesn't have to be bleak. If it's freedom you seek choose Land Geek. Omnipresent Mark Podolsky will reach you. Scott Todd takes flight and comes in to teach you. You will learn all the rest from the Round Table's best with Land Geek. Mimi won't let you forget to price land right. Erik makes your system tight to the last bite. Bear Land gives you a peek of land with lakes or with creeks through Land Geek.

Then there's Tate he'll help you research the right spot. Jeannie makes your land deals all sound hot. You're on your way with raw land because they're a hold in your hand with Land Geek. Mike Zaino helps you light the fire for deal flow. Scott Bossman gives you faith to know you will grow. Even if you're green you'll succeed when you follow their lead, the Land Geeks. Yes, you just can't go wrong. They might even sing you a song, The Land Geeks"

Mark: Boy do I love that. Thank you, Arlene. That was awesome. So we're going to put that music into our stuff. We are trying to get Erik to play guitar to it and he's like, "No."

Mike: The guitar

Mark: But you know I want to thank all the listeners and you know for sure support us. We really, really appreciate it. Subscribe, rate, and review the podcast. Send us a screenshot Support@TheLandGeek.com. We are going to send you for free the \$97 Passive Income Launch Kit. Are we ready?

Jeannie: Yeah.

Tate: Remember we're saying it fast this time.

Mark: Alright we are saying it really fast. Okay.

Mike: Double time?

Tate: Not double time just like normal speed.

Erik: Just like a normal human would say.

Mike: I'm more confused.

Tate: Ready?

Mark: Ready.

Tate: One, two, three...

All: Let freedom ring.

Erik: That was still slow.

Tate: It was still too slow.

Mark: Not bad.

Mike: I went off your finger cue, Tate. I just followed your bouncing ball.

Tate: We need to have Erik do that.

Erik: Let freedom ring.

Tate: There we go.

Mark: Yeah.

Jeannie: There we go.

Mike: I'm glad we got into that.

Mark: There we go.

Jeannie: There we go

Mark: Alright thanks, everybody.

Tate: Thanks.

Jeannie: Thank you.

[End of Transcript]