



# THE LANDGEEK

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

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

### **Transcript**

**Mark:** Hey it's Mark Podolsky with your favorite nichey real estate website [www.TheLandGeek.com](http://www.TheLandGeek.com). On today's Round Table podcast we've got the 'Nite Cap Meister', Scott Bossman. How are you, Scott?

**Scott Bossman:** Hi, I am doing well Mark thank you and you?

**Mark:** I'm great. I'm great. So, too many people are confused about the 'Dude Buddy' sort of esoteric nickname so you are the 'Nite Cap Meister'. I think it is a good nickname.

**Scott Bossman:** I love it. It's a great nickname, no doubt. I've got my robe right here.

**Mark:** There it is. Speaking of great nicknames we've got Erik 'The Technician' Peterson. Erik, how are you feeling man?

**Erik:** Doing all right. I got a good night sleep finally last night. So that was good.

**Mark:** Yeah. We were all dragging post-Bootcamp Orlando Bootcamp except for Scott Todd because he's only a little two-hour drive which is why the 2019 Bootcamps are as far from Florida as possible simply to get back at Scott Todd. But we don't want to start poking the bear yet because we still have to introduce 'I love it when you call me Big Poppa', Tate Litchfield. What's up, Tate?

**Tate:** Good. I was surprised that there were some people in Orlando that didn't know about the Notorious B.I.G. Wasn't that kind of shocking?

**Mark:** It was shocking to me. It almost like people are just shut off to some of the finest rap in the country.

**Tate:** Justin Bieber can like get a million views on a music video but people don't know who The Notorious was. It was sad.

**Mark:** It's you know.

**Tate:** What do we do?

**Mark:** Yeah, it is. Yeah.

**Scott Todd:** We live in a Post Malone period man.

**Tate:** Look at Scott. Scott, drop it.

**Mark:** Yeah, Scott's got to be two teenagers he knows what's going on. Speaking of teenagers we've got 'Bear Land' Aaron. How are you, man?

**Aaron:** Well rested.

**Mark:** You were missed in Orlando.

**Aaron:** I missed you guys.

**Mark:** But we did talk about you a few times so you were there in spirit for sure.

**Aaron:** Awesome.

**Mark:** Then, I feel very centered, very calm, very balanced, when the 'Zen Master' Mike Zaino is on the podcast. Mike, how are you feeling man?

**Mike:** I'm doing really well, excellent. It's great to be here. I feel pretty rested. I'm an East Coast guy too so it was just a quick ... I watched a documentary on Robin Williams by the way phenomenal if you haven't seen that, "Inside His Mind", HBO did it. It's incredible. You saw it?

**Mark:** I did incredible.

**Mike:** It's sad but it's just crazy. But anyway that was just as long as my flight so I'm rested.

**Mark:** Oh that's great. That's great. Tate and I are very bitter. Anyways speaking of bitter you know him you love him, **Scott Todd:** from ScottTodd.net, LandModo.com and most importantly if you're not automating your Craigslist and your Facebook postings, PostingDomination.com/The Land Geek. Scott Todd, how are you?

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

**Mark:** I'm good. I'm good. So you're okay for hazing you about your little two-hour jaunt?

**Scott Todd:** Listen man, I'm well rested. I feel good. Look, if you guys need to take it out on me no problem because normally like I don't know like three times out of a year I'm the one that's exhausted. So I'm kind of like laughing like you guys now you know how it feels.

**Mark:** We're giving you three hours. We're giving you the gift of time when you cross to our time zone

**Scott Todd:** Then life sucks it back away, man with brutal force.

**Mark:** Scott, you get to complain to your family look how hard I worked this weekend. I got to sleep for two days. Then you get two days off.

**Scott Todd:** You do the same. You get the same now.

**Mark:** Whatever. Let's just let's just start the Round Table for today. We're like the McLaughlin Group, "Eleanor, Gee I think you're swell-inor." Scott Bossman what was your biggest takeaway from Orlando Bootcamp?

**Scott Bossman:** My biggest takeaway from Orlando Bootcamp? You know I love it that Bootcamp just propels people forward into something better. So they may be mailing to a degree and then after Bootcamp, they are ready to take massive action with that. They may be marketing to a degree after Bootcamp they are taking massive action. I think no matter where you are it rejuvenates you. It energizes you. No matter where you are in this business I think it really does slingshot you forward into taking massive action. So that's what I love about it.

**Mark:** I love it. I love it. 'The Irascible' Erik Peterson. Erik what was your biggest takeaway?

**Erik:** Well, I think after spending time with many of the people there, you know one thing I found myself talking a lot about with them was just kind of the idea of being diligent and finding a way to spend time on this business every day. You know if it's something that you're looking to grow and turn into a business, you know I get it. You know you've got other things to do probably a job to work on and all that kind of stuff. But if you could find just a couple of hours a day to devote to this land business you know you can see some dramatic growth over time. So we had lots of conversations about those type of things.

**Mark:** Yeah, yeah. I feel like we're excluding 'Bear Land' Aaron because he wasn't in Orlando. So 'Bear Land' Aaron when you come to Bootcamp what is your biggest takeaway?

**Aaron:** Well, actually first I'll tell you that this weekend I was channeling Bootcamp. I was getting the energy from all you guys. Because I was thinking about you know what it's like at Bootcamp and I was trying to remember some of those things and kind of revitalizing myself even though I wasn't there. It's hard to say I mean there's just so much excitement coming back. You're tired but you're excited to try the new things that you've learned and put some things in a place. Like this weekend it snowed here a little bit and I was thinking man I wish I was in Orlando.

But at the same time you know I decided to go back and on some things that I learned early on in Bootcamp and through Posting Domination and kind of revamp my posting strategy a little bit and that kind of gave me some excitement and that sort of thing. But those little things that you can work on when you come back, you know, a different way to do something that might go from making something be a struggle or just kind of going at a certain rate to then clicking in and really working well and that sort of thing. Those are the awesome things that usually I bring back home from Bootcamp. So those are my biggest takeaways usually.

**Mark:** Phenomenal, phenomenal. 'Zen Master' Mike Zaino what was your biggest takeaway?

**Mike:** Honestly I was really excited to see the success that both the coaching clients but also the people inside the Flight School were experiencing and the way that it kind of played out too. Because I talked you know to everybody at the Bootcamp and they were a few people in the beginning who were just brand new Tool Kit owners, right? So really just dove right in, got the Tool Kit, came to Bootcamp and still playing in the back of their mind maybe not so much in the back of their mind or even at the moment they are like, "Yeah we came to see if this is real. We are not really sure." They were kind of tentative right now. Is this a real model? Is this the ...? Then to talk with of those people at the end of Bootcamp and what happens is they are in that community of people that are there that networking. They listen to all the people and these are real people having real successes at the end they have this epiphany that this is real and now they're excited.

So the transformation that comes from someone who comes there because we have such a diverse group of people. Some come there right after getting the Tool Kit like they have like a week and they are there. All the sudden you know they're wondering well is this real, then, that transformation that comes over that because these are real people there, right? We do Grill The Geeks. We have people just you know telling them stories. You know you brought someone up to show a website and how they just sold a piece of land from I think it was the on buyer's list or neighbor up in Colorado or something on the first day you brought someone up. These people literally their mindset shifted like this is real and possible. So I thought it was really extraordinary and that's my biggest takeaway that this can compel people to take massive action and actually change their lives when they see other people succeeding.

**Mark:** Yeah, yeah. One of our most popular segments is Grill The Geeks and we just get people who have been doing the business and they get grilled by the attendees. You know it's just one of those organic...

**Mike:** The growth of this week too because we just keep growing.

**Mark:** It was great and then you know you just never know what comes out of it. But ultimately what people see is like you know I can do this if people are doing this and they're successful at it and it's a lot of fun. 'Big Poppa' biggest takeaway?

**Tate:** So my biggest takeaway wasn't necessarily a very good one. What I mean by that is I've learned that a lot of people don't value their time very much. We heard a lot of people who are spending their day doing, \$2, \$3, \$5 an hour work you know scrubbing a list. So like if you only have two hours to work on this business why are you scrubbing a list? Outsource that. Spend that time working on marketing. So I guess if anything what I learned is that I value my time very highly and if there's anything in the business that I'm doing that doesn't necessarily help me make more money then I need to outsource it and do it immediately. So that was my takeaway. Don't waste your own time.

**Mark:** Yeah. You know it's so funny. You know during some of the networking hours I was talking to people and they are like you know I want to do a few deals myself first and then you know I'll get in a Flight School or you know go into One on One coaching. I always kind of shake my head because Scott Todd has done over 700 deals and I'm thinking to myself you know just in... Scott what three years?

**Scott Todd:** Actually by the time this comes it would have been four years since I ordered the investors Tool Kit because I did it on October 28th, 2014. So we're coming up on four years now.

**Mark:** Right, right. So it would be like you know going up to the person that trained Bobby Flay and you said, "You know I really like to cook and I think the food can taste good. But you know I don't want to take a class with Bobby Flay." But you can have an opportunity to take a class with Bobby Flay and if you just follow his recipe you're going to have like this beautiful dish that comes out of passive income for the rest of your life. You just want to like go to the supermarket yourself and learn how to chop and learn how to dice and maybe you under season, maybe over season, you know. The dish comes out horrible. You lose a bunch of money on that dish. You go back to another grocery store you try it again and you're like, "Oh wait why don't I just have Bobby Flay teach me how to do it and just follow the recipe?" That mentality I don't get.

**Tate:** Me neither.

**Mark:** It's interesting how people like Tate said don't value their time or want to sort of kind of suffer through something when you have you have this incredible opportunity and resource to just have this you know incredibly successful person show you to follow the recipe and take up the land investing mountain. There's no better Sherpa. I don't get it. Scott Todd why? Why? Why do people resist? You know what it's like.

**Scott Todd:** Ah man I wish I knew. Like there was one moment in Bootcamp where, you know, like literally I just wanted to hang my head in like not disappointment but hang my head in like I failed. Like, I as a teacher felt because someone asked like, "Oh man ..." This is someone who went through Flight School they like, "Oh man I'm overwhelmed with everything. I don't know where to start to kind of get people to help me like to build a VA team." At that point, I just felt like ... It wasn't just one person. You hear that all the time or you see it you just feel like man. I didn't get that message across.

Because you know when I was trying to break free, when I was trying to get out of the corporate gig, if I would have spent my two hours a day like scrubbing a list or you know writing ads I never would have broken free. What it took was it took me getting that chomp work, as I like to call it, get the chomp work off your shoulder so then what do I focus on? I'm focusing on the high dollar stuff. I'm focusing on the sales and calling people back and following up with them. I'm focusing on you know like buying and giving out and maybe not buying off at one point. But essentially the stuff that you know that's the important stuff I didn't let that fall and slip.

But there's no way that you can break free and do two hours a day without more time. I mean I may have been working two hours a day in my business to grow it but I probably had 10 hours a day, 8 to 10 hours a day of people doing work for me, right? So it's not about my two hours which I think a lot of people think. Like I hear in the Grill the Geeks like, "Oh how many hours are you working on this?" Well, that's the wrong question if you ask me. The right question would be how many hours are you working on this and then how many hours a day do you have VAs working on this. Because ideally if you could get to your own time is zero and have VAs doing all the work, well that is the ultimate success to me.

**Mark:** Right, right. I mean Tate you've done over 200 deals so far this year is that right.

**Tate:** Yeah, yeah.

**Mark:** How many hours a day you're working?

**Tate:** I mean some days I'm not working to put it that way.

**Mark:** Yeah. So you know it might be I have a feeling and Scott Bossman and Mike Zaino you guys let me know. I have a feeling that when I'm talking to that person that says hey I want to kind of do it myself first and prove it to myself first that it works, there's almost a fear of success. Because if you

go into Flight School and you don't follow the recipe there's no other person to blame except yourself at that point. So in a way, you sort of let yourself off the hook by saying well you know this or that and then you ultimately bypass that fear. Fear of failing and fear success like it just didn't work for you, right? Is that is that fair?

**Scott Bossman:** I think it's definitely fair. I think fear is the major component for a lot of people in moving forward. They are not confident in themselves. They're not confident in the business. But that's like you know as you always say Mark that's a big elephant to eat on your own, right? So I mean when you get the Investor Tool Kit and we always say this there's no lack of information the information is there. There's just an execution gap. When you have Scott Todd who is there as your Sherpa able to help you execute that fear goes away and that right there is worth your time investment and your capital investment. Because you save so much time in the end as you and I mean you get from point A to point B making less mistakes. So I think it's fear of the unknown and fear of taking the leap.

**Mark:** Right, right. Scott Todd, what do you think?

**Scott Todd:** You know, Mark you over the weekend you gave me a book suggestion. It was *The Courage To Be Disliked*, right?

**Mark:** Right.

**Scott Todd:** I'm still listening to this book and I love it by the way. I think it's great. I would tell you that in the book just based on what I've read so far he talks about the fact that you get the life that you want. Like you create the life that you want and your past has no bearing on your future. It's the baggage that you bring to it. But ultimately if you say like well that's not going to work for me or that didn't work for me it's because you created the reality where it didn't work.

There's just so many people that you see out there doing deals you know that I've got to tell you something there's not... I mean like there's nothing special about me. There's nothing special about any of us. That like oh we are the lucky ones. Look, no what we did was we just do the job, right? We just do it and then we created what we have. It's crazy because I think that's what's cool about Bootcamp is when you get to Bootcamp now you're not talking to you or to me or to anybody on this call. Now you're talking to other people who are doing deals and all they're doing is doing it, right? They're not doing anything special but it's a lot of work. It's hard work. But if you just do the work then you will have the success but you're going to create the world that you want.



**Mark:** Yeah I love that. It's such a good book. I actually bought that for my son as well. He won't read it but it's in the house.

**Scott Todd:** You should pay him. You should pay him to read books.

**Mark:** Bribery. Yeah, but how am I going to know?

**Scott Todd:** [00:19:29] [indiscernible] or he's got to recite it back not recite it back. But he's got to have a conversation with you about the book. So what do you think about this piece? What's your take on that?

**Mark:** How much would I pay?

**Erik:** Better yet have him write a full summary on the book for you like an executive report. You know kind of the main points of the book.

**Mark:** It's not a bad idea.

**Scott Bossman:** I don't know why you guys are paying your kids to read books.

**Scott Todd:** To read a book. Hey, Mark, I will tell you, there's an author out there that I know and he home schools his kids and he does that. He'll give them a list of books to kind of read and say, "Hey, listen if you read these books I'll pay you \$10 an hour." But there are books that he's chosen about business because he wants to give them a real education. So he actually will pay them based on kind of the, what do you call it? The Audible version. So if it's a six-hour book he'll even pay them to listen to the Audible. So six-hour book I'll pay you \$60 if you can tell me what your key takeaways here. Three key takeaways and he knows like did you do it or not do it.

**Mark:** It's not a bad idea.

**Scott Todd:** Then what you do is you pay them with Amazon money, the fake Amazon money.

**Mark:** Exactly, exactly.

**Mike:** It looks real.

**Mark:** Yeah, yeah. Well, we're at that point now in the podcast where we get to put the 'Zen Master' on the spot and ask him for his tip of the week, a

website, a resource, a book, maybe even a quote something actionable for the Art of Passive Income listeners.

Mike, I want to say before you give your tip of the week today's podcast is sponsored by none other than Flight School. Want to learn the recipe? Want to have Bobby Flay teach you how to cook? Easy, just go to [TheLandGeek.com/training](http://TheLandGeek.com/training), schedule a call with the 'Nite Cap Meister' who might even teach you how to drink Jagermeister and help you get into land investing, same thing with the 'Zen Master' Mike Zaino. Anxious like me? Talk to Mike. Either one you're going to come out with some great information. Just go to [TheLandGeek.com/Training](http://TheLandGeek.com/Training) and learn about Flight School. All right Mike what do you got?

**Mike:** You're going to love this one, Mark. I know you are. But first of all, I have to say I was looking it up because I must be out of the loop. I thought you were saying that Bobby Filey but it's Bobby Flay. I didn't get it. But I get it now. He's a big-time cook, chef. Okay.

**Mark:** Yeah.

**Mike:** Because not everybody may know what you were saying. I didn't know. I had to look it up I had to look irascible over the weekend. I didn't even know what it was.

**Mark:** No, no, I do have a thick Midwestern accent that a lot of people can't understand.

**Mike:** So a friend of mine recently his son went to an Olympic training camp and one of the things they told them there I thought was magical. I kind of I adapted it a little bit what they said but when you get up in the morning they would say you know it's not what you have to do it's what you get to do. So I basically want to say most people they get in the morning they worry what do I have to do today? They worry about it.

So my idea is now you replace this worry about what you have to do and then celebrate what you get to do especially in this business. Don't wake up and think well I have to go do my hair and I have to do. What do you get to do? We're blessed in this business with the ability... He just logged off. I thought you logged off. You did disappear for a second, Mark. I'm like, "Where did he go?" That took me for a loop. You disappeared. I was like, "Is it that bad? So don't worry about what you have to do. Celebrate what you get to do and take those bold steps every day in this business.

**Mark:** I love it. I love it. Erik Peterson what did you get to do today?

**Erik:** What did I get to do? Let's see. Lead some automations from my intake manager.

**Mark:** Nice. Nice. Scott Bossman, what did you get to do?

**Scott Bossman:** I actually talked to Aaron about this, this morning. On a Tuesday morning when I was a little bit tired from Bootcamp I did not have to set my alarm. I must have been tired because I slept all the way through till you know 8:15 which I'm usually up at 6:30. But it's just like beautiful knowing that because of this I'm able to not set my alarm somewhat.

**Mark:** I love it. I love it. 'Bear Land' Aaron what did you get to do? You're on mute.

**Aaron:** Okay. I got to play with Erik's Airtable base that he had mentioned on the last podcast. I'm really enjoying it because like I said earlier I'm working on my posting strategy and it is kind of a little bit of a game changer in what I'm doing. It's actually a lot of fun to use. He did a really nice job about it. So I'm getting to play with Airtable.

**Mark:** Nice. Nice. Well, you know what I love? I love to get to hang out with all you guys every week and it's the best. It really is the best to have those three W's work. You know where you want, when you want but most importantly with whom you want is really special. So I want to thank all the listeners. Hopefully, you're getting a lot of value from the podcasts. Please do us a favor subscribe, rate, and review the podcasts. Send us a screenshot of the review to Support@ TheLandGeek.com. We're going to send you for free the \$97 Passive Income Launch Kit. Are we ready to do this?

**Scott Todd:** Let's just do it.

**Mark:** Alright, so are we going fast?

**Tate:** Fast.

**Mark:** Tate, are you going to lead us?

**Tate:** It will be like this, do, do, do.

**Mark:** Let freedom ring. Like that?

**Scott Todd:** Wow.

**Tate:** You can handle it. You're big boys and girls. Alright, ready? One, two, three.

**All:** Let freedom ring.

**Mark:** That was fast.

**Scott:** Let freedom ring.

**Erik:** You said fast.

**Tate:** I did. I went one, two, three.

**Scott Bossman:** No, that's not how fast you went. You were not that fast.

**Scott Todd:** You went like this. You went. Let freedom ring. That's slow guys. Let freedom ring. That's what you got.

**Tate:** Maybe we should just see how fast we can say it every week get progressively faster until it's not audible anymore.

**Scott Bossman:** I think we achieved that today, Tate.

**Mike:** 'Bear Land' Aaron just heard the word let.

**Aaron:** That was it.

**Tate:** Mike you [00:26:48] [indiscernible].

**Scott Todd:** He's got freedom right now.

**Aaron:** Freedom.

**Mark:** Wasn't there an SNL skit about like the person that was like 5 seconds behind?

**Aaron:** Ring.

**Mark:** Ring. Alright, thanks, everybody. I'm going to go honor my pretentious hard stop. Have a great one.

*[End of Transcript]*