



# 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, and Mike Zaino – TheLandGuru.com 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). We've got the usual suspects today on the Round Table. Breathe in the mailing, breathe out the marketing, Mike 'The Zen Master' Zaino. What's up, Mike?

**Mike:** Not much. It's great to be here and see everybody.

**Mark:** It's great. It's great. We've got 'The Technician', 'The Irascible', Erik Peterson. How is it going, Erik?

**Erik:** It's going good. Good to be here.

**Mark:** Good to have you. Good to have you. Of course, whether you're a Biggie fan, a Tupac fan, it doesn't matter to Tate. 'I love it when you call me Big Poppa', Tate Litchfield. What's up, Tate?

**Tate:** I'm good, stoked to be on the podcast again.

**Mark:** And of course you know him you love him, 'The Professor', 'The Mini Bat', 'The Brain' Scott Todd from LandModo.com, ScottTodd.net, and of course if you're not automating your Craigslist and your Facebook postings, PostingDomination.com/TheLandGeek. Scott Todd, how are you?

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

**Mark:** Why are you excited?

**Scott:** This is now like entering into my favorite few months in the land business like from now through tax time. This is like my favorite time in the land business because I feel like people have money and they are buying more in my business.

**Tate:** Wallets are open.

**Mark:** Well let's just bring it to the panel. Tate, is this your favorite time?

**Tate:** Oh yeah. This sets the tone for next year because like I said everybody is in the mode of spending money so you might as well spend a little bit with me.

**Mark:** Absolutely. Erik, how about you?

**Erik:** Yeah, I mean with the holidays coming up and everything we definitely offer some special deals and yeah I think in general I have a history of selling a little more at this time of year.

**Mark:** Nice. Zen Master?

**Mike:** I totally agree. I also like this time of year because we're winding down on a macro goal of the year and get to reset it so it's a good time of the year. Love it.

**Mark:** Speaking of macro and micro, if you're not watching Nite Cap it's every Wednesday or Thursday night. You have to go to the official Land Geek Wealth Creation Mastermind group, join from the Land Geek Page. Also if you don't even know what I'm talking about, schedule a call and learn more about our training so you can start building up your passive income without dealing with renters, rehabs, renovations, or rodents. Just go to TheLandGeek.com/Training, talk to the Zen Master himself or Scott 'The Night Cap Meister' Bossman, about that. So, Tate, we've got an interesting topic for the Round Table today. What've do you got?

**Tate:** This one is good question. For those of you who don't know if you're involved in our Private Coaching Program, we run with 12 Office Hours and Office Hours take place on Monday night. Typically each day hour long conversation where different coaching students will come and they will kind of do like a quick Grill the Geeks or a Q&A with the coach for that hour and they will present certain topics and they will say, "Hey how would you handle this?"

It's a really informative hour and it takes place on Monday nights. Last night I had the privilege of putting that on and one of the topics that came was regarding the Deal of the Week. Those of you on this call know that this is something I'm pretty passionate about. I love the Deal of the Week. I think it's probably one of the best-kept secrets in this land business when done correctly. The question that people were posing was how much of a discount are you marking down your properties when they get sent to your Deal of the Week or your buyers' list. I think that's a really good question. I shared my opinion but I kind of wanted to see what everyone on the panel was doing. Are you guys giving a sweet little discount for your Deal of the Week email to go out every week? What are your thoughts?

**Mark:** Mike Zaino, what are you doing?

**Mike:** I agree totally and I've talked to people as well about this and some people were like not sending any kind of discount. I think it's good to have some sort of hook personally, right? I think that we ask people to be in our buyers' list because we want to engage them with deals that would not be available to the general public or just advance notice. So sometimes just the fact that there's advance notice that in itself is a deal before it goes public. But yeah I think if you have a half off your doc fee or no doc fee. Anything you can do to [indiscernible][ 00:05:16]. Sometimes we do just send out coupons like maybe they will have a couple hundred dollars off and they can use that anyway you know towards a down payment or towards a first monthly payment or off the cash price something like that. But I don't really have a set percentage myself, no. I would say no not a set number.

**Mark:** Not a set number. Erik Peterson how about you?

**Erik:** I definitely don't have a set number. I do a lot of different things everything from a dollar down plus a full doc fee to a reduced doc fee reduced down payment. Sometimes I adjust the terms, the length, the amount of the monthly payment. Sometimes I offer a bigger cash discount. I mean I really do a variety of things will match down payments, all sorts of different stuff. Honestly, I really use it to kind of experiment with the market and test different things. So I mean it really just comes down to what did I

buy the property for and what am I comfortable selling it for and you know whatever that number is I might test the market with that. It could mean that I'm discounting a property by a thousand bucks or it could mean I'm discounting it by a couple of hundred dollars. It really depends on that particular property.

**Mark:** Yeah. I mean you know when you said the dollar down plus the doc fee. I used to love doing that type of promotion. You know essentially we'd be getting \$500 down but the fact that people saw a dollar down our clicks were a lot higher and ultimately it was a way easier way to sell. Now, what we did find was that sometimes those people that put a dollar down ended up defaulting. Not that it was a bad thing but... So I really think it's really smart to experiment. Use your creativity. Oftentimes we didn't even have to discount the property itself. It was just that hook the low down or you know no doc fee or half off the doc fee, some type of discount to get people more excited and click through. So I thought that was really interesting. Tate, what about you?

**Tate:** So I kind of have a different approach. I don't necessarily give any sort of discount for my deal of the week [00:08:03] [indiscernible] discount that's kind of the bonus that you get. You get to be part of my deal of the week and that includes maybe you know first right of refusal on a few properties. I will run specials where maybe we do a reduced down payment but that's not something I do on a weekly or a monthly basis by any means. I think that most of my property is already discounted.

I'm selling land without a credit check for you know in most cases a few hundred dollars down. That's a pretty big discount in itself. I don't know many other people that do that so I don't feel the need to give you \$500 off or \$1000 off, right? Because I'm already providing such a unique opportunity for you and I have no problem selling my Deal of the Week deals.

**Mark:** Yeah I love it. So you know Mike, and Erik, Tate, would you guys split test a Deal of the Week? So half the list gets one promotion and half the list gets another promotion and then see which one wins?

**Tate:** Yeah, why not? I think that's a good idea.

**Mark:** Do you guys do that right now or...?

**Mike:** I don't right now. But I like the idea.

**Tate:** I'm stuck in my ways. I don't do it.

**Mark:** I mean the three of you are so fat and happy like to even give you another idea is like, "Oh that sounds like work, Mark, new headline, a new promotion?"

**Mike:** Fat and happy? I'm intimate and faster, Mark. You just ... How could you? Jeez.

**Mark:** I meant that as far as affluent and happy.

**Mike:** [00:09:43] [indiscernible].

**Erik:** I do split my headlines but not necessarily the offer.

**Mark:** Okay, all right. Well, we all know because we're all in Land Modo, Scott does a really unique approach to the Deal of the Week. I saw a generous approach to it so it's not just his deal of the week it's like the members Deal of the Week. Honestly, it's like the Costco of land. I get excited when I see the Deal of the Week come on Land Modo. But Scott what are you doing? If I said to you, "Hey look you can only do one Land Modo promotion for the year and you can only do you know either a low down, a low monthly, a low doc fee, or some combination thereof," what would you pick?

**Scott:** I'd choose the low down. I'm taking the dollar down and then plus the doc fee because it does me no good to have a property in my inventory that is not producing money every month. So essentially that's the way I look at it is look even if I have to do it for a dollar down or \$79, something. You know I don't necessarily need to mess with the price as much because typically people don't care so much about the overall price especially when you're doing owner financing. Where they care about that is when you're starting to get cash you know obviously the lower the price of the land for a cash deal the better.

So like if you could pop something for a \$1000 dollars, beautiful. But you know if you paid \$1000 for the land trying to sell for a \$1000 obviously that doesn't make any sense. So I would rather go for like the dollar down or the lower down payments simply because in the later months I can just start reaping the cash flow from it.

**Mark:** Yeah. Tate is shaking his head. Tate is that your preferred method?

**Tate:** Yeah, I mean the goal here is to get people under contract and making monthly payments. So whatever it takes I agree with Scott.

**Mark:** Erik how about you?

**Erik:** Yeah I agree. I mean if you can start collecting money on a property today versus six months from now I mean you're far better off even if you take a dollar down.

**Mark:** Yeah. Mike?

**Mike:** I would never disagree with my big brother in land investing.

**Mark:** I mean is that just the fear of the Mini Bat talking or do you really feel that way?

**Mike:** I really feel that way. I wouldn't disagree with him. He's typically spot on when it comes to land investing.

**Mark:** Sometimes I find myself agreeing with Scott out of fear.

**Tate:** Can I say one thing though? Like I do think there's a time and a place for like a one dollar down but that doesn't mean every property you sell, right?

**Scott:** No you can't do that.

**Tate:** Yeah.

**Mark:** Because not all of your deals are Deals of Week, right?

**Scott:** Yeah like Black Friday, man, one dollar down. But if you're doing Deal of the Week, if you're doing a dollar down every week then it loses its impact, right? Like you might have success and then it comes back down again. So you really have to like change it up but I think that there is this belief that I got to discount it. You don't have to discount it. But you know what? I got this from Mike Zaino's other big brother in land business and you know what I learned from him was, see we all learn from each other, right?

What I learned from him is and Mike actually kind of mentioned this too, is the people on my buyers' list I'm going to cherish them, right? Those are the people that have entrusted me with their email address. So I'm going to make sure that big brother to them or you know like Uncle Scott in the land business always looks out for them. So I don't go and lower my price on Craigslist or I don't go lower my price somewhere else before I take it to them my buyers' list and I'm like, "Listen, here's the deal. I've got too many

of these. I messed up, right? I bought too many of these things. Therefore you get to win.”

So what I would do is I would lower my price, not to the external market like Craigslist, Land Modo, or whatever in the market. I would first lower my price to my own buyers’ list and I’m like, “Listen if you go look anywhere else even on my website, this thing is listed for you know \$10,000. But because you’re my VIP club or whatever you want to call your group man I’m looking out for you I’m going to offer you \$2500 off the property.” So if you’re going to do that don’t go and affect the whole market.

Like we saw one guy that was literally selling 40-acre properties for cash just like for a wholesale price. So he’s going out to Craigslist saying, “Oh buy these 40-acre properties for you know \$6000.” I’m like, “What are you doing? Oh whoa, what are you doing?” He’s like, “Well that’s not my term price that’s my cash price.” “Well then why not take that to your buyers’ list and like leave the market where it is. Take it to your buyers’ list and like hit them like boom you guys get cash you can get this wholesale.” So you want to me you want to cherish those people that are on your list.

**Mark:** Yeah, I agree and. I think you know from a technical point of view you know we were talking before the podcast some people haven’t even signed up for one of these email service providers or ESPs, right? Like a like a GetResponse or Constant Contact, Aweber, or you know Erik and Scott use a fancy one. Which one do you guys use?

**Erik:** ConvertKit.

**Mark:** ConvertKit for the super geeky among us that you know like that. But what’s great about those email service providers is you can see in real time your analytics. You see your open rate. You can see the deliverability of that email and then you can segment it so within your buyers’ list, right? So these are people that have already bought from you and maybe you have a well then you give us a sort of even more granular buyers list where you give them the best deals or maybe you show them just Arizona properties or Texas properties or you know for the Grateful Dead list just the Colorado properties, right? So you can even segment it even further which there is a happy medium there because you can go crazy with it too. And then you spend all day on a deal of the week that we can actually not send it out which isn’t good either. So I thought that was a good topic. Is there anything else you guys want to mention about the Deal of the Week discount, Tate?

**Tate:** Well I would just say more than anything about a discount, just send out your Deal of the Week. I think that's the most important thing. Just get it done.

**Mark:** Just get it done, yeah? Erik?

**Erik:** Is it worthwhile to mention the tools we're all using? We've mentioned ConvertKit and some of the email marketing platforms?

**Mark:** Yeah absolutely. What do you got?

**Erik:** So I think I pretty much use all the same tools more or less that Tate uses. I use ConvertKit. I know that's different but, Animoto for video content, Lead Pages for our actual landing page for the Deal of the Week, and Geek Pay for the down payment.

**Mark:** Yeah, GeekPay.io. By the way, if you want to sign up for Geek Pay right now just go to the [LandGeek.com/GeekPay](http://LandGeek.com/GeekPay). You can do the automated subscription or the manual subscription. See how I snuck that in?

**Erik:** That was good.

**Mark:** That's good marketing right there. You can learn a lot about marketing just by listening to the podcast because we're being helpful but we're also generating interest in services. Mike Zaino any final takeaways on the deal of the week.

**Mike:** No. I thought that was a great topic and I think cherish is going to be now fully associated with the Deal of the Week. I heard Scott say it a few times. I love that cherish. Stop and cherish the list. I don't know.

**Mark:** Well I think it's interesting Scott like how do you not cherish the list? What would you do to burn out the list? What would that look like?

**Scott:** Well I think if you are abusing the list like you know emailing them three times a day to me that's kind of abusing the list. I don't really think that there's a problem with emailing them more frequently than what we do because I think the people kind of take that cherish they are like maybe I'm going to email them once a month which is a terrible idea because people are going to forget who you are. You've got to show up every week at a minimum if not more.

But I really think that what you have to do is you have to bring value to their inbox. So you know like Mark I know like you've heard this thought of hey



let's go and produce some general content you know four times a week and then sell to them twice a week or something. I don't do that. What I do though is I kind of take that approach of, if I'm going to hit your inbox I'm bringing you some deal, some value, some economic value. It doesn't always have to be like, "Hey here's a tip you can use to buy land." That's not what I'm trying to do. I'm trying to let them know that hey I'm in your inbox again and you should open it because it's a good deal if you are in fact looking for land and if you're not I'm okay with you unsubscribing.

**Mark:** Yeah I love it. I love it. Well, that brings us now to one of our favorite segments the tip of the week where we vacillate between Erik 'The Technician' Peterson and the 'Zen Master' Mike Zaino.

**Mike:** Take it away Erik.

**Mark:** Giving the tip of the week but clearly Mike knows it's his turn this week and he tried to preempt it.

**Mike:** All right. So I do have a quote of the week and it's from my ... It's it's not a Zen quote but it's from someone that I ... You know who I love out there who I listen to around the clock on Audible because the book's so long that it never ends, Ray Dalio. It just never ends, the gift that never stops giving. The guy is phenomenal. I'm sorry I just ... Anyway, I got a simple quote from him and I think this pertains to the business particularly people who are thinking about getting involved with the business, right? That are maybe listening to this podcasts or you know have done some research, listening, you know and they're on the on the edge. They are ready to join but they're not sure. So the quote from Ray Dalio is, "Listening to uninformed people is worse than having no answers at all."

So if you're thinking about doing this and you start running around work asking friends, asking people in your family this is a very interesting niche, right? There's not a lot of us that do this and there's basically nobody that can teach it the way we do. So you're not going to find all the answers from the general public. So if you're going around saying, "Hey I'm thinking about investing in raw land and making some passive income," you might as well be talking like another language to people, right? They're going to be like, "What? What are you talking about?" It's not going to make any sense. It's not going to help you. So I would suggest that you talk to one of us, right? Schedule a call with myself, Scott Bossman, and let us talk to you about it. Because this is something that not only do we do well we do extremely well all of us here. So don't listen to uninformed people. If you're thinking about doing this, get the facts because there are some real answers to what we do and how we do it.

**Mark:** Yeah. I love that quote where you know, "if everyone thinks you're crazy you're onto something."

**Mike:** Yeah

**Mark:** That's like a Silicon Valley sort of thing as well it's like now I know that you know this is worth exploring because everyone thinks it's nuts.

**Mike:** Right.

**Mark:** So maybe you know that could be a good litmus test too if you're at the water cooler and you say, "Hey I'm thinking about investing in land." Everyone is like, "Land?" Okay, then you schedule a call. Go to [LandGeek.com/Training](http://LandGeek.com/Training) and learn more

**Mike:** It's proof of how tight our niche is. Nobody knows about it.

**Mark:** Yeah absolutely. I mean I think the fact that you know Scott and I turned out multiple offers a week to go on HGTV and star Flip This Land show really shows how you know niche-y this is.

**Mike:** How come we don't show that at Bootcamp anymore Scott? Did I see it this year, did I miss it?

**Scott:** Yeah, yeah. We showed it.

**Mike:** You played it?

**Scott:** Yeah.

**Mike:** I missed that. That's one of my favorite parts at Bootcamp other than Mark's opening line which I don't give away.

**Mark:** San Antonio Bootcamp is coming up. If you want to be part of this special weekend January 10th through 13th, sign up at the [LandGeek.com/Bootcamp](http://LandGeek.com/Bootcamp) as well.

**Mike:** Well, the Chevy Chase was pretty memorable too. I don't know.

**Mark:** Mike you're giving away all the Bootcamp secrets.

**Mike:** They don't know what I'm saying. I'm trying to attract them to the Bootcamp.

**Tate:** Bootcamp is amazing.

**Mike:** Scott didn't even have me. It's okay.

**Scott:** I've heard you man like ...

**Mike:** He just stood me out.

**Mark:** Oh no. Well, I do want to thank all the listeners and to steal a word from Scott Todd we do cherish you. We do value you and ultimately we hope that even though we're having a good time in the Round Table podcast, Mike and Scott have a good time on the Nite Cap. I always quote Mike you know we take our business very seriously ourselves not so much.

Certainly, if you want to help us please just do us a little favor subscribe, rate, and review the podcast. Send us a screenshot of that review to Support @TheLandGeek.com. We're going to send you for free the \$97 Passive Income Launchkit. So please do that. Gentlemen, are we good?

**Scott:** We're good.

**Mark:** We're good? Alright.

**Mike:** Short? Fast? How do we do this?

**Mark:** Short and sweet. You know its commute time once you get over 30 minutes that commute is usually over.

**Mike:** Oh I meant the ending. Last time it was kind of –

**Mark:** Oh yeah.

**Mike:** The bouncing ball but the bouncing went a little ... I'm still confused.

**Mark:** Okay. Erik, do you want to lead us with this?

**Mike:** Get the guitar out.

**Erik:** No.

**Mark:** Erik, don't mince words. No seriously.

**Erik:** Okay. Ready? One, two, three ...

**All:** Let freedom ring.

**Scott:** Perfect.

**Mike:** That was actually really harmonized.

**Mark:** It wasn't bad. It wasn't bad. By the way when was last time you guys listened to the Land Geek song?

**Scott:** Oh geez.

**Mark:** I love that song.

**Scott:** Is that how you wake up every morning?

**Mark:** Yeah I have it on a loop. I go to bed to it.

**Scott:** You're going to drive Tate off the call. He's hanging up.

**Tate:** Yeah I got to go guys. I got a hard stop. I'll see you next week,

**Mark:** "If you want to make a barrel of money. The Art of Passive Income podcast is funny." I don't even remember the rest. I do but I don't want to sing. Arlene is a got a good voice.

**Mark:** Scott, you went totally dark.

**Mike:** It's a sign of protest.

**Mark:** Unbelievable.

**Erik:** No comment.

**Mark:** Alright. Well, if you don't know what we're talking about, go to [SoundCloud.com/TheLandGeek](https://SoundCloud.com/TheLandGeek). We've got the song in there. It's also the official Motivation Wealth Group. It's running on a constant loop in my home. So, all good.

**Scott:** Are your kids like walking to the dinner table singing that song yet?

**Mark:** Oh yeah they are constantly humming it.

**Scott:** Yeah. Is that their ringtone too?

**Mark:** Not a bad idea, actually.

**Scott:** When you call them it should be the ringtone, right?

**Erik:** You should make it a downloadable ringtone for everyone.

**Scott:** Oh yeah

**Mark:** You know what? That is smart.

**Mike:** When you go to a coffee place you should have one of the kids go in first, turn on the phone, and play it on the speaker then you walk in.

**Mark:** Uuuuh.

**Mike:** Here he comes, the people look at him.

**Mark:** It's pretty good.

**Erik:** You should also carry around photos of yourself that you can sign and just give them out. "Here I saw you looking. Here you go. You're welcome."

**Mike:** I could pay you or I could sign this

**Erik:** Either way you're getting one of these.

**Scott:** Look, what Mark needs is he needs business cards with his picture on like this is.

**Mark:** Is that your picture?

**Scott:** No, no. It's our pretend money. I mean that's...

**Mark:** Oh yeah.

**Scott:** Can you just imagine walking through town you're like, "Oh you're homeless? Here, I'm going to teach you how to make money," right? Then they are going to be like, "Oh man this dude just gave me \$50. What the heck?"

**Mike:** When the kids are tagging outside the grocery store, "Here you go kids."

**Scott:** I had my son do some work for me I told him, "I will give you 50 bucks." He's like, "Okay great." So he does it he's like, "I did it where is my 50 bucks?" I'm like, "There you go." He's like, "No that's not real money. I'm like, "Did I promise real money or did I say \$50? Like what's the difference between this and that?"

**Mike:** It's a valuable lesson.

**Scott:** It is valuable.

**Mark:** Even more valuable is that money isn't even real. It's just an idea.

**Scott:** That's right. It's crazy.

**Mark:** You know what? But land is real.

**Tate:** It's getting deep.

**Mark:** It's getting very deep here. I'm giving off my kids property instead of giving them a weekly allowance. I'm like, "That's not real."

**Scott:** Listen, Mark, that's really the best idea, man. Like you leave nothing to them in cash you just give them all land and like you teach them how to fish, man like for a salary.

**Mark:** Exactly, absolutely. I mean you know they may hate me personally but I feel like I'm doing something you know long term as a good dad, right?

**Scott:** Yeah. They could just go wholesale it somewhere.

**Mark:** Well, I know Zaino would buy it.

**Scott:** Of course he will.

**Mark:** Yeah. I have a whole list of people that would buy the wholesale property. It's like Zaino and then Zaino and then Zaino and then after that you know it's like this whole list. It's like the list. Unless Erik gives you some of that Colorado property, don't wholesale to Erik.

**Mike:** "No Country for Old Men", there's a reference there. Backpack full of money and a satellite phone going in.

**Mark:** Exactly. I can see Tate's getting hungry. All right, thanks, guys. Thanks, everybody.

**Tate:** Talk to you later.

*[End of Transcript]*