



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

**Mark and Scott talk with: Erik Peterson - [LandOpia.com](http://LandOpia.com), Tate Litchfield - [FrontierPropertiesUSA.com](http://FrontierPropertiesUSA.com), Aaron Williams - [BearLandProperty.com](http://BearLandProperty.com), and Mike Zaino - [LandGuru.com](http://LandGuru.com) on the Land Geek Round Table**

### **[Start Transcript]**

**Mark:** So, Erik why don't we start with you? How do you set your goals for the year?

**Erik:** I guess you know I try and operate on the 12 weeks year system. So, every quarter is essentially a year but looking at 2018 as a whole, as well. I kind of look at both of those aspects when I'm considering my goals and kind of ramping up through the year.

**Mark:** Okay, okay. Bear Land - Aaron what about you?

**Aaron:** We also use the 12-week year system. I'm kind of somebody who's not very good at systems like that. My wife Bear Land - Melissa is much better at it but each period I try it again and even if we don't get through a program like that it helps tremendously to have a roadmap because it definitely keeps you on track to an extent. So, I mean I think a lot of times we can get into an issue of all trying to do too much, too many goals. So, going into 2018 I've kind of decided that I'm going to make sure that I get this completed and I am just doing one main goal, so I don't get myself

distracted by other goals and that sort of thing. So, we are like getting one main goal that we're going to go full force on and make sure it happens for 2018. Well actually, like Erik said for the first quarter 2018.

**Mark:** So really, it's four big goals for the year.

**Aaron:** It is four big goals for the year.

**Mark:** So, broken down into quarters. I like that.

**Aaron:** Broken down into quarters using the 12-week year system.

**Mark:** Right. Mike what about you?

**Mike:** Well, I think somewhere I think we all love these 12-week year, the micro goals, we have a macro goal. I think we had some kind of frontloaded. At the end of this year I think I've told you before 4000 mailings, so we have a ton of properties coming in right now which are setting the stage for this coming year. So, we met with our team of people which I think one thing we did really well in 2017 as we close down and look back is really employed some good people as part of our team and we're really ready to move forward into 2018.

So, to get ready for that we've had some kind end-of-the-year brief meetings and just talked about the goals but it's good to have that macro goal for the year, but also those micro processes that are going to make it happen. So that's extremely important and I think that we just really, we're excited to kick it off, but you know in terms of the goals yeah. I think that we're just hitting upon the key topics. You've got to have a macro goal for what you want to do for the year, but you need to break it down to micro components and then enjoy the process step-by-step. This is something that is going to happen moment to moment, so you know enjoy the process so we're doing it. We're getting ready to really enjoy the process of a New Year whole bunch of new properties, our inventories are going to be jacked, and it's going to be really fun.

**Mark:** I love it, I love it. Scott Todd how about you?

**Scott:** I reverse engineer everything. So, I start off with the big goal of what I wanted to do in the year and I start backing back down into it. So, for example, if I wanted to make a certain number of sales in the year, I know I have to buy like that many properties or more. So, then I just start doing my math backwards. If I'm going to... let's see in 2017 at last count, we sold 225 properties this year. So, if I'm going to do that again in 2018, I

know I need to start buying X number of properties per month and in order to do that I have to mail a certain amount. So, you just start backing into it to achieve the goals that you want, it could be sales, it could be passive income. Maybe you want to have \$10,000 a month in passive income by the end of the year great divide by 52. You know how many sales you need to have, and you know how many properties you need to buy. So, start buying them, start mailing.

**Mark:** When you guys are setting your goals like I know for me like I had to do like several drafts of goals because sometimes I'll think oh, I want to... Like I've got Grant Cardone on one shoulder, then I've got like Leo Babauta on the other shoulder who is like you know, keep it very simple. Like do not even set goals, like just live in the moment and then like I've got Grant Cardone kind of like 10X it. So, like I have this internal conflict of goals aren't high enough or you know just do my best, don't stress out about it. Goals aren't high enough, just do my best, don't stress out because it kind of takes the joy out of it in a way.

So, what makes like for me think it's almost like this feeling of okay once I write it down it doesn't feel too unrealistic but it's also exciting. Like even if I don't hit it, if I get half of it I'm pretty excited about it in a way. So, it's like will it kind of keep me excited and motivated it has to be big enough to do that but it also has to be not to the point where like I'm going to beat myself up if I don't hit it, you know what I mean. I mean Erik do you have the same kind of conflict with the actual like okay what is my goal going to be in and how do I write this down and like commit to it?

**Erik:** Yeah, I do. I mean I think for me often times when I'm setting goals, I tend to probably not set them big enough. I guess I kind of... it is not that I feel like I can't accomplish it but a lot of times it's just like you know you start to think about numbers and different goals along the way and it's easy to look at and say 10X or 5X or 3X you know whatever you want to do it to look at that and say man that's just so much bigger than I did this last year. Like is it really possible for me to do? So, I certainly have an aspect of that and I try to find it kind a healthy balance in there that seems like it's going to take some serious work to achieve. However, it doesn't seem so big that it just isn't practical and doesn't feel possible. So I try to find that balance.

**Mark:** Yeah, I like it. How about you Bear Land - Aaron?

**Aaron:** Kind of there's this duality of being able to accomplish the goal and having it challenging enough and yet having it big enough to be significant, so you do get that energy and that excitement over accomplishing your goals. I think it depends on where you're at in your life and so forth.

Because there's a lot of people that have that syndrome of keeping what they want to accomplish in her head and not writing it down and we know from books and you know a lot of people that when you do that you often won't accomplish it because on I guess it's a dream and not a goal. So I think the most important thing is writing it down, getting it into a place that you can review it off whatever that means to you.

But if you're maybe newer to setting goals you don't need a 10X it. Make it something that you can accomplish with some effort that is more than just your days' worth of doing something. Make it just big enough and kind of get some momentum there. Get some goals going that you can accomplish and start to get that feeling then you can worry about 10X'ing them and that sort of thing or whatever. If you're somebody that is very goal oriented, has been doing this in a long time then you kind of know where you're at. You know when you write down your goals, you get them out of your head you know if it's going to be a challenge or if you need to make it bigger that sort of thing. So, it kind of depends on where you're at, and your station in life, I think on what goals and how you need to approach that. But I think the key absolute key to it is getting them written down where you can review them in whatever way that works best for you because otherwise, they're not a goal they are a dream.

**Mark:** I like it. How about you Mike?

**Mike:** Yeah, I think goal setting is interesting. I mean what's it like a million-dollar, billion dollars? It's a huge industry right people talking about this, but it's important to realize a couple of things. One that it's like cause-and-effect. So, it's not so much about making up these lofty you know the way we want things to be. It would be realizing that if you do this, if you mail this then this will happen right. These many mailings this is cause-and-effect process. If you just do something then something else going to happen, in fact by doing nothing you're still creating something. So, you just have to take the correct actions. I think it can be a little bit almost scary with this business in the sense of how big it can get and how good it can be because and that can kind of...

I know for me it's like all over sudden things start happening and you realize you're on track to do something like bigger than you thought maybe initially possible and it can be little overwhelming on the good side, I guess to realize how big this business truly can be and how simple it can be as well. Once you employ like the delegation and the automation and the software it's pretty scary.

The final thing is like what you're saying Mark and I do agree with that. It's like this whole idea of setting this goal, but then living in the now. So, it's like oh no I don't want to do that my mind always and I liken that to the fact when I go out to eat, I want into a restaurant I always immediately scan the area, I sit down so I face the door all these things. I would have talked to someone which I had they're like, "You're paranoid." Well I'm not because what I do is, I do that and then I sit down and I enjoy my meal and I forget about it. Because if something was going to happen, I already have it all pre planned out.

So, I think goal setting is the same way. You make this huge goal set for yourself that you're going to accomplish but then you live in the now. You know it's there and you readjust it. You know you're going into a new environment you readjust it. So, I can kind of agree with what you said you need to be present in the moment to make these all enjoyable and to make it happen, but you need to have that larger vision as well.

**Mark:** Right. How about you Scott?

**Scott:** You know Mark, I think that one of the things that people kind of confuse when it comes to goal setting is that you don't have to do it all yourself either right. Like a CEO of a company when they plan their 2018 they're not saying that well I'm going to achieve you know. Jeff Bezos for example, isn't saying I'm going to achieve this you know me personally. He's building, he's got a team, and he's got that vision going. So, for like an Aaron for example where he was saying that man I've got my notes, I've got it written down, you know that's great to have it written down but essentially I think you have to come out from the perspective of a business owner. You know write down the business plan.

What are the goals for the year? I like to write them down and then who's going to do the work? Because I can tell you it's probably not going to be me. I want to do what you're saying just live in the moment. Like did we achieve the goal, let me check at the end of the year did we achieve the goal? Why not? What happened? Of course, you can't to do that you've got to check in more frequently, but man don't conceptualize this it's like I'm going to put it in paper that means I have to do it.

**Mark:** I like that and I really like my compass worksheet sort of methodology. Where I have it right next to me and I've got my one goal for the year and then I put it on the week. Then I've got my most important goals and it's usually like five or six and these are like the big, big goals for that quarter but then I've got the weekly most important tasks and usually that's like five or six things for the week and just that's what is going to

move the needle and then I've got the 10 X goals that kind of really get me excited. So I kind of have it all right there. I can look at it and you know it kind of gets the heart pumping a little bit, you're excited, it's concrete and then it also allows me to kind of just not ever waste a moment with decision fatigue. Because if I'm looking at my calendar and I've got a break and I think to myself what should I do right now I can just go to my compass worksheet and it just like oh that's what I need to get done and it's just right there. So, it really helps that for me as well.

### **[Scratch]**

**Mark:** So, we were talking on the last Round Table about goal setting and setting these goals and how we're setting them. But then we didn't really get into the weeds of the barriers to execution. What are the things that get in the way where you don't end up hitting your goals? So, Zen master Mike what are those things for you?

**Mike:** I think one of the biggest problems with achieving goals is you know just taking on too many things at once. So, if you make your goals too broad or you include too many aspects, I mean I've heard you talk about you know you'll have five things to accomplish for the week keep it simple. When you add too many things into the mix it tends to really just complicate things and when things get complicated then you start to get frustrated. When you're frustrated you don't perform at your highest level and then things don't get done. So, one of the biggest barriers to goal setting I think is being too broad and setting too many. Keep it very specific and that's why all of us employ the mentality of the 12-week year it keeps things very hyper focused and that should alone help you from straying off this path and going into the no man's land where you're just doing too many things and nothing is getting accomplished.

**Mark:** Yeah, I agree. How about you Bear Land - Aaron what are some of the barriers to execution for you with your goals?

**Aaron:** Like Mike said getting too many things in there is definitely an issue. The 12-week year helps with that but even as far as the 12-week year goes you know if you're just beginning to implement it a piece of advice is you will have all these things you want to do and they tell you try to limit it to three. Sometimes don't even limit it to three maybe two or one because sometimes three can distract you from what's really the most important thing, that one thing. There's the book about *The ONE Thing* too.

So really make sure you're working on what is most important and then the other thing that I find is the most limiting to me is myself. You know, for

various reasons you can get off track and you can beat yourself up about it and then keep yourself on track or you can start to feel fear for various reasons. Sometimes even when you're about to achieve your goal you have the fear of what's next, you know those sorts of things. So, you've got to be careful to not let yourself be your biggest obstacle because there are so many ways that you can but just keep it simple and keep moving forward and know that when you accomplish this you will then go through the process again and set your new thing. So, don't worry about what's next and you know. Make sure you accomplish what you're trying to and then you can worry about what's next and those sorts of things. So don't let fear and getting into your own head too much to be your biggest obstacle.

**Mark:** Yeah, it's so true. How about you Erik?

**Erik:** I liked what Aaron said. I definitely think ourselves are a big thing that gets in the way right. I mean, whether it's us not believing in ourselves or just not executing or any number of things but what I would add to that is probably just general distractions get in your way. So, you know that's why it's important to write down your goals and review them on a regular basis whether you're rewriting them every day or you're looking at them once a week or whatever works for you, but you know don't let shiny objects syndrome get in the way. You know you're about a new whatever it is you know Bitcoin going crazy or whatever it is at the moment and not letting those things distract you from what your focus is for this 12 weeks and then the next and so on down the line. One great way to do that is just to establish good habits and make that part of your routine and follow through on that and that will keep you on task. If you've done your reverse engineering and looked at all those numbers and various aspects of your business, if you build habits around those things it's going to help you that much more to achieve your goals.

**Mark:** Awesome. How about you Scott Todd?

**Scott:** I think that you just have to be committed right. You just have to like commit to the goal and don't stop and don't let the self-doubt kind of get into your head. It's easy for the brain, the inner voice to start talking to you and saying like what are you doing? Like what makes you think that you're good enough to do this? What makes you think that you can do this? What makes you think that this is going to work for you? What makes you...? I mean, it's that inner voice and we all have it's amazing.

I was listening to a podcast the other day with someone that was like extremely successful, extremely successful and I was blown away by the fact that they were talking about the inner voice. Like that their brain was telling

them you can't do this and I think that what makes successful people and what helps you to achieve your goal is just doing it anyway.

**Mark:** Yeah. How often does Parkinson's Law of Time get in the way for you guys? Where what I mean by Parkinson's Law of Time is work will expand to the amount of time you give it. So, if you give yourself two hours to complete a project it will take you two hours. If you give yourself two weeks to complete that same project you will actually take two weeks. Is that ever a thing for you guys? Bear Land - Aaron you're shaking your head.

**Aaron:** Yeah, absolutely it's a huge thing you know, and I guess that if you're pusher you can compress those time spots down a little bit so you can accomplish more. If you're worried about accomplishing it all you definitely want to make sure that it's within your goals timeframe. The worst thing you can do is leave it open-ended because it may never get done. It's a real thing, it's huge you know and while you're back engineering your goal, you know that's something you need to think about. Like how long should these steps take and give yourself that. Because if you do if you give yourself too much time you'll take too much time it's human nature even the best most mentally strong people have that as well. So Parkinson's Law is definitely something to be aware of when you're doing that and I think that the best way to avoid it is when you're back engineering to pre-figure that out and only give yourself that amount of time that's necessary to do it and are not make it too easy on yourself by giving yourself these time gaps to let yourself stretch it out.

**Mark:** All right. How about you Zen master Mike?

**Mike:** I think it's an important topic and I think that on the flipside don't take it to the other extreme and give yourself not enough time to do something because then you will be going through the process we were talking about on the last podcast where you are not enjoying the moment. You're so fixated on that short amount of time that you've dictated or set aside to do something that you're not giving it its full due, you're not giving it the attention it deserves. It's like listen to your son or daughter tell a story when you know you have to be somewhere else and unfortunately probably all that mess you're just kind of like aha, aha, aha and you know you're not giving them that full due and then you suffer in the long run from that. So just on both sides of the equation definitely don't prolong things but if something is going to take a certain amount of time don't try to squeeze down if it's going to take away from the experience of doing it and doing it correctly.



**Mark:** Yeah. I have just finished listening to this book *Do You Hire for Your Bliss* by Eric Weiner and his NPR correspondent and he goes to all these countries and tries to extract like why are the Swiss happy, why are they so happy in Iceland. But one of the places he goes is Thailand and in Thailand they all say the same thing if we're not having joy with our work then what's the point. Like it should be fun right, and they extract joy out of everything they do and like the smile there is a big thing. Like they will even smile at a funeral. There are all different types of smiles, it's very interesting. Erik Peterson what are your thoughts?

**Erik:** Well I think Mike...

**Mark:** Parkinson's Law of change, sorry.

**Erik:** Now, I think Mike and Aaron both covered it pretty well. For myself I guess being sort of a perfectionist of sorts or maybe wanting to maintain control of things I think that's something I can easily get into. Where I let tasks take longer than they need to or what have you. It is very rare for me to rush through something and do a poor job. It's usually the opposite to spend more time than is really needed. So, something I'm constantly trying to keep a check on and keep a balance to.

**Mark:** Yeah. Scott Todd do you ever have that issue or are you spinning the plates?

**Scott:** No. I think we all have that problem. Mark, I think that it's easy to get into. I think that it's you think okay why I have two weeks to do this and then you might start it and then you know like you get down to the last couple of days and you start to stress out. So, I think that we all get into that situation. I think the easiest way to do it is okay I'm just going to get this done right now. It doesn't matter when you set the deadline for yourself just work on it till you get done and then be done with it.

**[Scratch]**

**Mark:** I think that's great which kind of leads us to our next topic which is what happens when you've got momentum and then let's say like life gets in the way. You know Jeannie got the flu. Maybe you know Tate goes fishing for a week. Maybe Scott goes and flies to the Bahamas and takes couple of weeks off. You know Erik is building his wife or built his wife a new office in for four days, right?

You've got these sort of life breaks that you know how it is like after you've been working out every day and you know that once you go back to the gym

... Like you stopped for a week and you go back to the gym and you're anticipating that pain sort of the next day it's like you can't lose your mojo. It's like, "Well you know maybe I'll start Monday." Then I'll go back and then Monday comes around I'm like, "Well you know my sister is in town, so I start the next Monday." Something like that and pretty soon you've lost all this momentum. So, Erik Peterson what are some of the things that you do so you don't lose your mojo and you keep the momentum going when there are, sort of these life breaks in your business?

**Erik:** Well, I would say that I kind of create habits and try to find a way to spend time on the business every day and when I have those situations where I might be out for four days or whatever and not really be spending any time in front of the computer or what have you as soon as you know kind of things are back to normal I want to get back into those habits and get right back at it. You can't just ignore those things and let them go because the longer that goes the harder it is to get back to it. So, I mean really that's it for me is just get getting back into it. You know going back to those habits you were doing beforehand and just pick up where you left off. Don't be overwhelmed by it just get back to it.

**Mark:** Yeah absolutely. Tate Litchfield, how about you?

**Tate:** You know I second what Erik said about habits, but I think it's also important to keep it fun and keep this keep this business a kind of exciting. Because after you do it for a while you realize you are doing the same thing over and over and over again and if you're used to a lot of stimulation this is kind of a boring work environment for you. But I think there's ways to keep it fun and one of those things that I look forward to is my meet up with the with the team and with the other Land Geekers at Bootcamp every couple of months and that keeps it fresh. That helps me recharge my batteries and get it going again. I will be going to that regardless of my coaching or anything. If that's where people are meeting and talking land for three days, I'll be there and that helps me a lot.

I think working with new people and just I don't know knowing that it's for the greater good. It's something that just has to get done and sometimes that's just the way work is. You don't want to get too complacent or are lazy with it because certain things like your mailing and your marketing it's not necessarily fun, but it does need to get done every single day no matter what. Like Erik, I just have a habit of doing those things without fail.

**Mark:** Yeah, yeah. How are you, Scott Todd? Wait, Scott, you're on you're on mute.

**Scott:** Sorry about that. I think the fact that you just keep moving like keep moving, keep getting energized life is going to get in the way and I think the reality is that if you built your business properly with you know teams of people the business is going to continue to grow so that if you're out or enjoying vacation or whatever you might miss some things but the business is going to keep growing because you've built it to be a machine. That's ultimately, I think what a lot of people fail to do is they fail to create the machine in their business, right? The business really should operate whether you're there or not. But until you've developed that business, I think that the best thing to do is really to have that deep-down motivation or the deep down why, right?

Because when you when you're so motivated to accomplish this goal there's nothing going to stop you. Like life can get in the way but that's when you're breaking out your own mini bat and you're like you're shutting it down because you're like, "No I've got to achieve this goal. This is not negotiable." I think that it's that burning desire Mark.

If you don't have the burning desire over something well then you know your goal ... I'm going to steal something from Grant Cardone but look you don't have the desire for something your goal is not big enough. Because you know essentially your goal should be so large that they by themselves motivate you. I'm not saying to work when you're sick or whatever but it's amazing when your goals are so large and larger than life you feel compelled to get them done at all cost. I think that that's kind of like the motivation that you need.

**[End Transcript]**