



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, Aaron Williams – BearLandProperty.com, Scott Bossman and Mimi Schmidt on the Land Geek Round Table

Transcript

Mark: Hey, it's Mark Podolsky the Land Geek with your favorite niche-y real estate website www.TheLandGeek.com and on this week's Round Table, we've got the usual crew. We've got the 'Nite Cap Meister', Scott Bossman. Scott, how are you?

Scott Bossman: Good Mark, how are you?

Mark: I'm great. I'm great. We've got Erik the 'Technician' Peterson. What's up Erik?

Erik: How are you doing?

Mark: I'm great. I'm great. We've got the Bear Land Aaron, Bear Land?

Aaron: Grrr.

Mark: I never grow tired of the growl. I don't. We've got the most dangerous woman in the world the 'Terrorist Hunter' Mimi Schmidt. Mimi, how are you.

Mimi: I'm great. How are you?

Mark: I'm great I'm great. Pulse is still normal. Respiration is fine. Then we've got Tate 'I love it when you call me Big Papa' Litchfield. What's up, Tate?

Tate: Hey, happy to be here. How are you?

Mark: I'm good. I'm good. And of course you know him, you love him, 'The Professor', 'The Brain', Scott Todd from ScottTodd.net, LandModo.com and most importantly if you're not automating your Craigslist and your Facebook postings PostingDomination.com/TheLandGeek.

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All right so this week's topic is one that we're hearing a lot. It's easy to buy, but people are having a more difficult time selling, right? So I wanted to talk a little bit about the first issue is why you guys think that this is an issue. Because I know for everyone on this call marketing is not an issue for us. Selling is not an issue. So why is it that way for people in the community or maybe Bear Land Aaron is having a tougher time? Scott Bossman, what are your thoughts.

Scott Bossman: Well, I think there are a number of reasons starting out. But I think that's one of the biggest issues and the biggest themes that I'm hearing in Office Hours calls and from Flight School people and from Tool Kit people is that they're able to acquire land and they get real excited about that but they're having a difficult time selling.

My question to them always is well how are you showing up on the marketing side? When someone says to me well I've sent a few Craigslist ads and that's about it then that's why they're not selling land because it's all about showing up on the back end of our business. It's all about

numbers. It's all about putting in the reps on all of these platforms Craigslist, Facebook, Zillow Land Modo, buyers list. And I just don't think people are putting in the Reps needed in all those different areas to get the leads that we need to sell.

Mark: Yeah, yeah. Tate, what's your take on that?

Tate: It's a lot of work. I mean you're not going to sell property after spending one afternoon posting ads on Facebook or Craigslist or Land Modo. You've got to constantly be watching the market. You've got to be paying attention. You've got to be proactive with this and it's a different type of sale. Selling a piece of raw land is completely different than selling you know an old computer or workout equipment.

This is something really unique. You need to know your property, know what you're selling, be passionate about it, and be able to describe it in a way other than, "Yeah it's just you know a couple acres of land out in the middle of the desert off a dirt road. Annual taxes are low and the monthly price is around 100 bucks. You want to buy it?" I mean that doesn't sell land. You've got to do the hard part which is get to know your properties and people don't. They think oh I'm just going to go out and buy some cheap property and somebody is going to want it. That's not the goal here. The goal is to buy cheap property that people want.

Mark: Yeah absolutely. It's not like anybody is waking and thinking to themselves, "Ooh I would really like some cheap property today."

Tate: No.

Mark: You've got to interrupt them. It's all about the marketing. Erik, what's your take? Why are people struggling still?

Erik: So, I mean there's a number of factors, right? I think number one is just inventory. The more property you have available the better chance you have of selling property. So if you're marketing just a single property it's no doubt going to be harder to sell than having 10 properties to sell that are you know may be different in various ways. So I think that's number one. Number two I think writing ads and putting ads out there is a lot of work if you don't have a process in place, if you don't have a team in place that's doing that for you. So it's a big time investment. You know I think a lot of people just getting started maybe don't have much time available and they're still kind of learning the business. They are learning how to buy property. They're doing their own due diligence etc. So the thought of

having to write new ads every day, place new ads every day, it can be a little overwhelming.

But in all honesty, I mean that's what it's going to take to sell property. You've got to get your ads out there. You got to hit different markets. You've got to use different platforms and reach different audiences, right? All those ads should not be written for the same person. You should write ads for you know maybe you've got a property that people might want to hunt on. Maybe they want to you know live on it or build a cabin or maybe it's an investment. Whatever it is but reach all those different audiences. Don't write ads that try to target every one of those people in one ad. Write three different ads or ten different ads that target those audiences.

And then yeah I mean I think it just comes down to quantity, right? I mean when we talk about it on a regular basis. I mean it takes somewhere around 50 leads for me to sell a property and I think that's fairly a lot of us are seeing similar numbers. So if you're putting an ad out on Craigslist today and you're not going to put another one out till next week, I mean you're going to be waiting a long time to come across that buyer that's going to be interested in that property.

Mark: Yeah. Yeah. Mimi, what's your take on it?

Mimi: Kind of what Erik was hitting on. The definition of insanity is doing the same thing over and over. So if you have had the same pricing and not having any luck with it, switch it up. Make it a lower price with longer terms. What are you doing to make it irresistible? If you're doing it on Craigslist, you're not getting any luck, are you doing it on Zillow? Are you marketing on Facebook? Are you working your buyers' list, right? I was bad about this. I didn't start my buyer's list until Scott twisted my arm at the end of my first year of coaching. "Mimi you have one month to get this done." I sold a piece of property my second week. I had 125 people on my buyers' list and the property sold in 12 hours.

But you've got to make it irresistible. What are you doing at December? Now is a great opportunity. No doc fee, one dollar down, no payment till 2019. You have to spend some time making it interesting and irresistible. Then when you send out your buyers' list, who's reading it? Are you following up with those people two days later to ask them, "Hey I noticed that you're interested in this property do you have any questions? What can I help you do? What can I do to help get you in this property?"

So I feel like we got to try different things like Erik said. If you're not getting any luck on your Facebook by sell groups join some new ones in different

areas that are still hot markets for that area, right, for that land. You've got to think of different things to try and get really engaged in it.

Mark: I love it. I love it. 'Bear Land' Aaron, that's a tough one to follow right there.

Aaron: Well, like a lot of students I've been struggling a little bit on the sales side and it's not for lack of doing the things. You know we are on Craigslist every single day. Not just one ad like ads and ads and ads every single day. Well, I should say like at least five days a week I'm trying to make it seven. But right now it's at least five on Zillow, Facebook, buyers' list, all the stuff, still struggling a little bit.

What I've found is that there's I believe there's three elements that need to come into a line to click together and make it happen. One is property in the right area. You're right. Everything does sell but some stuff sell slow. Now if you need sales and you want sales to start happening faster, you need to through your county research find the areas that are going to probably move a little faster. If you're looking at unbuildable lots in metro district, probably not going to sell real fast, you know? If you're looking at you know stuff that ... Well, just look and see what everybody else is selling and kind of model after that. So finding the right properties in the right areas.

Your marketing then has to speak to people. You know like Tate said you can't just throw out some facts and have somebody expect to buy. You know create those avatars and market to those people. Then you've got to market in the right places. So if you have a desert property and you're marketing in the wrong area for people that aren't looking for a desert property, you're wasting your ads.

But the thing is there's nothing out there to say this is and isn't each of those variables that you need to do. It's different for everybody and you need to like experiment constantly and find out what those variables are for you and get them in line. Because if two of them are lined up but one is not it's still not going to work well for you. You need to get them all clicked in into order and then you're going to take off. I know that's going to be the case with us. I am just right now adjusting those variables seeing where all of a sudden they line up all great or you know the slot machine comes into order. So that's my take on it.

Mark: All right, awesome, awesome. Scott Todd, what about you?

Scott Todd: So I mean look there's a lot of good information that's covered in here, right. It's all of these things. One it's a lot more ads than what you

think it is. Two, it's connecting with people. You can throw out 100 ads and if you generate like one lead off of 100 ads you're not connecting with people and that's what it comes down to.

How are you going to connect with people? Three it comes down to follow up. When you get those leads, what is your strategy? It's not like they're going to call you up and say, "Hey I want information on the property." "Okay, would you like to buy it?" "Let me think about it. I'll call you back soon." Well, newsflash they never call you back. You have to follow up with it. You have to work the phones. You got to email them. You got to text them. You got to communicate with them. You've got to hound them. You've got to stalk them. You got to chase them. You got to put in effort. Because no one's ever going to walk up to you and just throw cash at you and if they are you need to be really concerned.

The next thing is, are you are you working in markets where other people are? Kind of like what Bear Land Aaron just said. Are you working in markets where other people are and if so why not wholesale it? Get rid of it. You don't make money holding onto this thing. I don't care. Like we had somebody, Tate and I were talking to somebody at the last Bootcamp and like they had a property and they believed that the property was worth \$12000. They had people offering them \$8000 and \$10,000 and they are, "No, it's worth 12." Who says it's worth twelve? You do? Big deal, you're wrong. Sell it, get rid of it, and move on with life. Celebrate the small wins, the small victories and then you know what you have? Then you have momentum. You have momentum and the more momentum you have, the more confidence, you have. You're going to be on fire before you know it. But it all starts with a mindset shift and a lot of other good things happen at the same time.

Mark: Yeah I love that. You went into like that McLaughlin group gear there. Like, "You want \$12000? Wrong. Go change."

Tate: Big deal, you're wrong.

Scott Todd: Who says? You? You're wrong.

Mark: Yeah, you're wrong. I mean what everyone said I thought... You know this is the type of podcast that if you're listening to it you're having a struggle with marketing, I would rewind and I would listen to what everyone just said again and again and again. Because everyone hit on a different element of it but all of it is right on the head. I think that the mindset of hustling, right, is one that you have to get into. There's only two things that make you money in this business. It's the mailing in the marketing. Well,

mailing is marketing. For mailing is fishing. You're mailing, you're generating interest to potential sellers. It's marketing and marketing. Those are your M&Ms and if you're not getting the results you want something has to change.

You know look let's just be honest, change is hard, right? It really is. But if this were easy we'd all be Tate and we'd all be working a few hours a day making passive income and then cycling the rest of the day, right? But you've got to put in your time. You've got to get your Reps. You're going to get better at it. But it's not just an overnight thing, it takes time. You have to learn how to draft a strong headline. You need to generate in every ad, urgency, scarcity, a clear call to action which ultimately is going to be, "Email me. Contact me." Get them on the phone.

Then I like to have in every ad an anchor because we're in an inefficient market. So an anchor would be the price is 15000, slash it and then say only 12000 now. So they are, "Oh it's 15 but I'm getting it for 12." Then like what Mimi said, make it irresistible. It's so, so important making it irresistible. But what everyone said was so just right on. It's one of these you know Round Tables that you want to go back to and listen to again and again if you're having a difficult time with marketing. Then, I would say you know Scott Bossman, what is your personal marketing mindset when you start getting into that groove of okay I've got a property now it's time to make some money.

Scott Bossman: Personal marketing mindset is I mean I'm pretty marketing that baby before the deed is signed and before it's in my name and I will be transparent in communication with a potential seller. The other thing that I think a lot of people are losing touch with is following up with leads and getting them on the phone. Because even in the last three years what I've noticed is three years ago people wanted to talk to me on the phone all the time. With text messaging and Facebook messaging and everything else, everything is becoming so digitized and so impersonal that I think it's kind of interesting when new beginners get into this they're having a hard time interacting with leads and I think technology is one of the reasons why.

So I would say for new people I continue to do this. I continue to try to batter them for their phone number and to get them on the phone. Now that doesn't mean I haven't sold properties via text and via email and via Facebook Messenger. But I think it's harder now than it was three years ago to get somebody on the phone. But you have more success there because that's where you build the relationship. That's where you're able to help them solve a problem with what they want.

Mark: Yeah, yeah. Erik Peterson, what's your marketing mindset?

Erik: Honestly the biggest thing is just to get it out there, right? You've got a new property coming in? Hit all the marketing platforms. Get your ads out there as soon as you possibly can and start bringing in leads. Like Scott said you know if you can get him on the phone that's definitely something you want to seek after because you're going to build that relationship and that trust on the phone better than you will any other way.

Mark: I love it. I love it. Mimi, what's your mindset?

Mimi: Completely agree. I guess pictures and headlines they are having the most effect, right? So make sure that you're spending some time on your headlines. They are engaging. Make sure you're getting some good pictures and then get it out on as many platforms as you can and be on top of it. If it's not moving try different things. So that's it.

Mark: Yeah absolutely, absolutely, 'Bear Land' Aaron?

Aaron: You know when I get a new one I like to create you know I definitely premarket as much as I can. I have a format of pictures that I get done in my due diligence so I've got them right away even if I don't have the property locked down yet so we can start getting that out in our regular ad rotation.

When you asked the question I think you had asked a little bit about mindset but I like to think when I start marketing a property and actually every time I put some ads out, as I'm doing the ad I'm kind of thinking this is the one that's going to sell this property. Now I don't know if it will or not but I'm trying to and not to be woo-woo but I'm trying to put that mental effort energy out with that ad. You know I don't know if there's anything to that, but if nothing else it makes me a positive person and makes my efforts positive.

Mark: No I don't think it's woo-woo. I think its injecting joy into the task of marketing and for some people, I think that's really important actually. I mean it should be fun. It shouldn't feel like torture to market it. It should be a joyful thing and have that sort of enthusiasm like this is the one. I like big lots and I cannot lie, right? Like that's the headline. That's going to win. Then you know injecting all those other elements into that ad and yeah I think that's great. Tate, how about you what's your mindset?

Tate: You know it's not at all different from anything else anyone said already. I mean we basically get a new property in and the mindset is all right, time to go to work. Let's sell this. Let's move this. Who do I need to call? How do I move this as quickly as possible? Do we need to highlight it for Deal of the Week? Who can I call previously? I mean we are aggressive and relentless when it comes to this stuff. So I think we just get in the right headspace and know that it's going to take some hard work and that hard work will pay off with passive income, so it's worth it.

Mark: Yeah, I feel like Tate you're like the Muhammad Ali of marketing in a sense like when you're putting out ads like Ali was famous for saying you know he wouldn't count his sit-ups until they start to hurt. Like all those other ones didn't count until they start to hurt. Like when you're doing your ads like I don't think you count your ads until it's like you're in pain from posting so many.

Tate: I mean it's kind of true when you think you're done posting post a couple more, right? Like if you have extra time in this business and you don't know what to do with your time, you should be either mailing or posting ads. That's really the only thing you need to do with your free time. So post more ads. If you are doing 10 a week or 10 a day, try to see if you can do 12, 13. The more ads you do the more efficient you will get at doing them and the more responses you're going to have.

Mark: Right. It's not like you have to be the one actually doing the posting. That can be outsourced. Now I wouldn't outsource the writing of it necessarily in the beginning, I'd want at least have some say. But then even that could be outsourced if you know you find someone who's really good at it and they're effective. Why not?

Tate: You've got to cut your teeth, right? You've got to learn the process. You've got to learn what people want and what type of ads produce the leads so you can teach that to someone else and they can reproduce it over and over and over again.

Mark: Right. You need to find out which channel does your property sell best on. For some, it's going to be Craigslist. For others, it's going to be Land Mado, others it will be Facebook Buy- Sell, others will be Zillow. But you've got to know. You know you've got to 80/20 it because 20 percent of your ads are going to yield 80 percent of your sales and in those channels, same thing. Scott Todd, what's your marketing mindset?

Scott Todd: It's just more of everything, right? You need to be everywhere. It's like you know you need to work all the platforms. You need as many ads

you need, okay? When the phone starts ringing what I find is a lot of people take their foot off the gas they stop marketing. "Oh my gosh, I'm going to sell all my properties. That's a bad thing." No. Why? Sell them all. Sell them all. You're going to get more. We've already started this conversation by saying that you know problem going to get land. Sell them all to one person. It doesn't matter you can get more, but you need a lot of ads. You need to think through the strategy. You got to think through who you're marketing to, who you're writing this ad to and then go do it.

Mark: Yeah. I mean let's face it as Scott was talking and he started saying more I immediately thought of that GEICO commercial, I got more and all of a sudden like they just show like these ridiculous things happening in every other frame. Like the person just keeps getting bigger more and more and more the next thing they are like just huge. But think about like you know the way Geico even markets. This is a very boring commoditized products insurance yet they are the leader. You know 15 minutes could save you 15% and they make it like they are fun marketing people for the most boring product on earth.

Like if they can sell this product, we should be able to sell land every single day with a little bit of you know effort and creativity and make it fun, right? Just like Scott said, make it more and do more than you think you should do. So that leads us now ... I thought this was really a great podcast but now let's put I think Mimi on the spot. Is it Mimi this week? Mimi? No?

Mimi: It's Scott

Mark: It's Scott Bossman?

Mimi: Yeah.

Mark: Really? My guy?

Scott Bossman: You just can't hand it off like that.

Mark: I'm only saying that because it's because Zaino's not on the podcast because I like to mess with that bromance a little bit.

Scott Bossman: I'm not going to be the shiny object syndrome after this one because you guys are just going to make fun of me.

Mark: See that's really smart the way you're doing that. You're already coming out. You're getting ahead of it. That's good.

Scott Bossman: That's right, yeah.

Mark: Yeah. All right Scott Bossman, what is your tip of the week, a website, a resource, a book something actionable for the Art of Passive Income listeners, what do you got?

Scott Bossman: All right, I'm going to do two tips of the week. One is a mindset thing that I heard that I really like, okay? We're all concerned about making headways. Sometimes we compare ourselves to others and as you say Mark comparison is the thief of happiness. But the only thing you need to compete with is what you're capable of and I heard that last week. I heard also a long time ago. But it kind of is making me think about next year and resolutions and that type of thing and thinking about what I'm capable of a year from now and trying to envision myself in that role. In order to do that you need to make yourself a little bit uncomfortable. You need to be uncomfortable. You need to freak out a little bit in order to get to that point. So that's my little mindset tip of the week.

Then the geeky tip that you guys will make fun of is for years I don't know why it is I just haven't found... So I'll find an article for something and I want to read it later so like I text it to myself or I text to Aaron or maybe I want to read it so bad that I don't put my phone down. Well, I found the Instapaper this week. So it's basically a bookmark app but it's really nice because you download it on your phone and you find an article or a video or anything that you want to save and you click the little share button and send it to Instapaper and you can read it at the end of the day.

So, I've actually found myself becoming more efficient during the day because I'm wasting less time reading articles or whatever or scrolling through articles. I'll just share it to my Instapaper and then at the end of the day, I'll read my articles or recipes or... You can sort it all out. You can put them into folders. Mindset and those big comics movie geek guys so I will put that stuff in a folder and I'll put recipes in a folder. Scott Todd knows I cook. He found that out by accident recently. So anyway it's just a nice little organization tool.

Mark: I think it's great that you know you've finally discovered the interwebs.

Scott Bossman: I know.

Tate: Yeah. Welcome to the 21st century, Scott.

Scott Bossman: I know. I know. Yeah, I told you.

Mark: No, I think it's great. There's also this really cool search engine called Google.

Scott Bossman: But I was Googling. That's not the point Mark. I couldn't stop Googling.

Aaron: How is that different than Evernote Flipper?

Scott Bossman: I haven't used Evernote Flipper.

Tate: You just blew his mind. 'Bear Land' Aaron blew his mind.

Mark: You know it's an old tip when like 'Bear Land' Aaron's saying stuff that you know I've got something that's even more cutting edge.

Aaron: Yeah. The host told me about it a long time ago.

Scott Bossman: You know people will comment on this and they'll say thank you, Scott Bossman, for that tip.

Aaron: Of course they will.

Mark: Yeah, absolutely.

Scott Todd: See, Mark therein lies the exact point behind marketing which is, you know there are people who know these stuff and there's people that don't know these stuff and you know the mere fact that Scott Bossman put that out there, people are like, "I knew that. What's the big deal?" Well, he's continuing to educate the marketplace and the people that don't know like Scott just found out like he just found out something new too and he will attract people to him that appreciate that tip. Then he stands out from you and I and from everybody else. All of us know it's all like you know smart Erik remarks like welcome to the 21st century, Tate.

Mark: Exactly. No, I think it's really good. I mean Mimi, what's your thoughts on that tip of the week?

Mimi: I think that's great. I'm the same way. I'll just start using that. I'm not a TV watcher but I'll sit with my family in the evening while they watch that, but now I can sit and read through articles. That's a great idea.

Mark: No I mean I think it's great that you found another way to ignore your family. So thank you for that Scott Bossman. You know it's ...

Scot Bossman: You know you could even use us as a team building tool. So just you know ...

Mark: Ooh.

Tate: Oh great. Of course, you can. Of course, you can.

Scott Bossman: I want my team to see this article or this tip of the week. I mean you throw it in the folder they look at it. There you go. It creates discussion.

Tate: Or you could hit the share button on that that, you know? That ad and share it.

Scott Bossman: Oh man, you're killing me.

Mark: No, it really is a good tip. Erik Peterson, you want to take a potshot before we close?

Erik: Absolutely not. There's no bad tip.

Mark: All right. Well, you know what Scott? I think you should feel good about the middle row Scott, Erik, Mimi, giving you props on that tip. So I don't think there is anything ... Yeah, it is a good tip.

Scott Bossman: 50/50, that's not bad.

Mimi: Yeah.

Mark: Yeah, it's good.

Tate: It could have been a quote I mean...

Scot Bossman. There's been worse.

Mark: Yeah I mean. What was Erik's...

Scott Bossman: I had a mindset tip as well.

Mark: Yeah you had two tips.

Scott Bossman: No one remembered that one.

Mimi: He had two tips.

Mark: Yeah.

Scott Bossman: No one remembered that one.

Mark: Erik, I can't remember what we were roasting you about.

Tate: Oh, JotNot Pro.

Mark: JotNot pro, yeah.

Erik: Thanks, Tate.

Mark: Yeah, thanks to Tate for JotNot Pro.

Tate: I'm the Round Table bully here. I got to remember these things.

Mimi: It upholds your reputation.

Tate: Yap.

Erik: I think Tate wants to do all that 2019 tip of the week.

Tate: Thought about it, I was tempted by the offer but I think I'm just going to let you guys keep going. I mean...

Mark: No, I mean I think the title of this podcast should be there are no bad tips and it's true. It's true. Scott's right like there is someone out there that's never heard of Instapaper and you know it's great.

Aaron: You've filled in the gaps in the market. Nice job, Scott

Mark: That's right. Yeah, yeah. I just hope that Scott Todd is not going on and on like about the Microsoft Surface.

Scott Todd: What, to make you jealous?

Mark: Yeah absolutely.

Tate: Did windows break on you?

Scott Todd: No, I'm telling you, I had more problems on my Mac than I have with this thing. Knock on wood but this thing's been pretty dang good,

pretty consistent. My Mac was like the monitor would stop working. I had to unplug all the dongles and restart it and all the dongles. There's no freaking dongles to this thing. I'm telling you it's, you know?

Mimi: It's nice.

Scott Todd: I'm loving it.

Mimi: It's easy to carry around.

Mark: Yeah it's a great business case study. I mean even Apple as great as they are not immune to you know becoming comfortable, right, and not continually looking for ways to improve the customer experience and Microsoft found a gap and good on them. You know another thing to think about when you're marketing as well. I'm seeing there's all these marketing things in the world, all these lessons that you can glean just every day.

Anyways, I hope listeners you're getting a lot of value from this podcasts. If you are please do us three little favors. All you have to do is 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 Launch Kit. Certainly, the first person that emails Support@TheLandGeek.com, I love Instapaper, we're going to send them he signed book, *Dirt Rich*. Singing the praises of Scott Bossman's tip of the week. Be the first one to do that as a little Easter egg prize. Scott, are we good?

Scott Todd: We're good Mark.

Mark: All right, Erik Peterson are we good?

Erik: We are good.

Mark: 'Bear Land' Aaron?

Aaron: We're great.

Mark: Tate?

Tate: Yeah.

Mark: Mimi?

Mimi: Great.

Mark: Great. Scott Bossman.

Scott Bossman: I'm picking myself up off the floor over here but we're good.

Mark: All right, great. Alright, let's do this. One, two, three...

All: Let freedom ring.

Scott Todd: Hey Bossman, you're killing us.

Mark: Not bad.

Scott Todd: It's terrible, Mark. What are you talking about?

Mark: It wasn't so bad.

Scott Todd: Bossman was like 10 minutes behind everybody else.

Tate: He was an echo.

Mark: You know you were just defending the tip of the week and now you're going to be up on him?

Scott Todd: I'm a very fair person. That should prove it. I'm a very fair person.

Aaron: He picks on the Great Lakes. That's what he does. The Great Lakes States Scott picks on them.

Mark: By the way are we going to give Arlene Augustine a little love about the jingles she's been doing. When are we doing that? Did you guys do that on Nite Cap?

Scott Bossman: No. I think we'll play them this week on Nite cap.

Mimi: [Indiscernible] [00:35:49], convenient.

Mark: I feel like Scott should be singing let freedom ring, Bossman that is not Todd.

Scott Bossman: Right, right.

Scott Todd: Ignore him

Mark: We've got to respect the listeners.

Scott Todd: Wow.

Mark: It's getting feisty. I got to switch up coffees. It's making me irritable. I don't know. Scott, are you still drinking that Wawa coffee?

Scott Todd: From time to time. You know we're freezing over here today. It was 38 this morning in Florida and so I went and got a coffee. But I've been trying to peel off a little bit because I had a bad addiction, Mark. I would go like drive by it and the Wawa would call me I'd go get a drink and I'd get a little sample cup. So every time I would go in there I would be walking out with little sample cups. My wife is like, "This is bad."

Mimi: You mean Wawa at the gas station?

Scott Todd: Oh yeah. You would find me hanging at the gas station.

Mark: By the way, the way Mimi just said that she just like looked up and she's like I didn't know I was better than you.

Scott **Tate:** Yeah. "Oh my God, you're drinking gas station coffee?"

Tate: Scott took me to the Wawa when we were in Florida recently. It is a fine establishment there.

Mimi: Yeah. My kids love it.

Tate: It was a good time. We had a great time there.

Mark: I was in DC and I'm Voxing Scott and Tate I'm like, "Here I am at the Wawa."

Mimi: At the Wawa, yeah

Mark: Yeah. We don't have them out here. It's a nice store.

Aaron: I've never heard of them.

Tate: They have like pizza bars in there. You can go get pizza.

Mimi: We are on the road, my kids see it they are like, "We've got to stop. It's the Wawa."

Mark: Look, Scott I mean let's be honest it's not great coffee, right?

Scott Todd: Oh I think it's fantastic, man. I think it's powerful. I'd put it at the level of Starbucks better. I can't stop talking about it, man.

Mark: You've got to come over to me I got to make you a Chemex. Like a clean cup of coffee with like fresh beans, like the grind, the perfect amount of water. Look I'll convert you.

Scott Todd: Okay. I'll look forward to that.

Mark: But it's nice to see the evolution of where you start you know from the Diet coke into like now coffee.

Scott Todd: Yeah we'll see. We'll see. I don't know. I still prefer the Diet Coke to the coffee.

Mark: It's okay. It's alright. I mean it's you know Diet Coke is like the Instapaper of beverages.

Scott Todd: Okay. I will take it.

Mark: Where Pocket is like the coffee or Evernote.

Scott Bossman: Hey Pocket is another one.

Mark: The Pocket's another one, whatever. I don't know. But anyways thanks, everybody. See everyone next week.

[End of Transcript]