



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, and Mimi Schmidt on the Land Geek Round Table

Transcript

Mark: Hey, it's Mark Podolsky, The Land Geek, with your favorite nichey real estate website, www.TheLandGeek.com and on this week's Round Table, we've got the usual suspects. We've got the most dangerous woman in the world, Mimi 'The Terrorist' Schmidt. Mimi how are you?

Mimi: Great and you?

Mark: Great. We've Erik 'The Technician' Peterson. What's up Erik?

Erik: How are you doing Mark? Did you just call Mimi a terrorist or a terrorist Hunter?

Mark: Did I call her a terrorist?

Erik: You did.

Mimi: I'm going to have to start watching myself or removing myself [00:00:53] [indiscernible].

Mark: Terrorist hunter.

Erik: Don't forget that word it's key, Hunter.

Mark: That is key.

Mimi: Thank you Erik.

Mark: Okay, Mimi 'The Terrorist Hunter' Schmidt.

Erik: There you go.

Mark: Erik 'the Technician'. See and only the technician would find that. So thank you for that. We've got the 'Zen master' breath in the mailing breath out the marketing Mike Zaino. What's up Mike?

Mike: Hey Mark. How are you doing?

Mark: Good. We've got the 'Bear Land' Aaron Williams.

Aaron: Hey.

Mark: 'Bear Land' Williams how are you man?

Aaron: Doing great.

Mark: Great. Great and we love it when we call him big Poppa Tate Litchfield. What's up Tate?

Tate: Oh not much just hanging in here.

Mark: And of course last but not least, you know him, you love him 'the Brain, the Professor' Scott Todd: ScottTodd.net, LandModo.com and most importantly if you are not automating your Craigslist and your Facebook postings PostingDomination.com/TheLandGeek. Scott Todd how are you?

Scott: Mark, I'm great. How are you?

Mark: I'm set for San Antonio. Has everybody made their plans for San Antonio?

Tate: Yeah.

Mark: We're all going to be there for Bootcamp. If you have not made your plans yet for January 10th through to 13th for the Bootcamp land investing emersion for two and half days go to TheLandGeek.com/Bootcamp and meet as all in person. I promise you you'll walk out of there Sunday all the land investing clouds in your head completely dissipated, everything clear ready to go.

So we've got a really interesting topic for this week's podcast and it's getting ready for 2019. Let's just start with the 'Zen master' to keep us all balanced. How are you going to get ready for 2019 with your business?

Mike: Well, kind of what I like to do is, this is a great time of the year to reflect back. So first thing is a little bit of reflection, there's a few people that I have being like mentors and you go have a meeting with them. Things that you've maybe have set for goals and how have those goals materialized and why have they materialized, why have they not and did you fall short and why did you fall short and then just start to project forward. So I think it's a great time to just kind of evaluate how the year was and then how you're going to account for your wins and then be honest about the losses. I don't want to say that negatively but the things that maybe you didn't accomplish and why. But I think it's always good to strive for more than maybe you think is really possible. Because if you come short you still really had a great year. So the whole process I think it's a fun time right now, I really do.

Mark: Yeah, I love it. 'The Technician' Erik Peterson I assume you're getting technical with it: multiple calendars, matrixes, KPI indicators.

Erik: No, I mean I think a lot of what Mike said right so reflecting on the previous year. You know, looking at the goals that were set at the beginning of the year and how did you do on achieving those and what improvements can you make next year to help you achieve those goals and start thinking about the goals for next year as well. So, I don't know that it's so much doing something drastically different, as much as it is just looking at the business overall, looking for areas to improve, to make better. Maybe there's some systems that you haven't created yet that you want to build in the coming year; make those a part of your goals as you go forward.

Mark: I love it. 'Bear Land' Aaron?

Aaron: Well I think next year is a year of getting rid of some struggles or just problem areas. So the planning for next year is about streamlining some things, getting some processes off the desk so to speak to VAs and that sort

of thing and then also some points that are maybe not running as smooth. Like maybe some advertising stuff that isn't working like I wanted to; so next year is the year to get that dialed in, to really get that working right and then shoot forward.

Mark: I love it. 'The terrorist Hunter' Mimi Schmidt what about you?

Mimi: So I agree you need to take a look at your actual versus your planned and why you fell short in that whole Kaizen [00:05:53] [indiscernible] continuous improvement. What can you do to make sure that you don't fall into some of those tracks again? I've noticed that I have grit to the point that I think it's bit of a negative because I get so determined to make a County work. Well if this size property isn't going to work then I'll try a different size property or if this area isn't working I'll try a different area because I'm just so determined to make it work and you know what maybe I just need to ditch it. Maybe I just need to ditch that County. So as I am scaling up my business I want to at least quarterly take a look; at least quarterly, at different Counties send a mailer out and see how it goes.

So that's one thing I definitely want to do and I want to make sure that I hedge myself on my marketing side too. I'm finding that technology changes so frequently that I definitely want to make sure that I have two people in those marketing roles. Like recently I had to fire my ad copywriter. So now I'm in this lull because I have to hire and training a new one. So I have to work on making sure I have plan A and a plan B for a lot of those marketing roles.

And then much like in coaching when you go to that strategy call and you set your goal and then you break it down and how you're going to get there. If I want to have let's say a hundred deals how many ads a week am I going to have to send out? And then to be able to send out a hundred ads a week how many people do I need to hire? What's my stick rate? Do I need to improve my stick rate and how am I going to meet those stats? So those are the things that I'm thinking about right now for where I am in my journey and my business.

So December is a good time to come up with those big strategic plans because you don't need your laptop to sit around and think strategically about where you're going to go. You can be driving to the mall and just be thinking what isn't working right and what do I need to fix. You just need some time eventually to get it down on paper. So good luck.

Mark: You know I think it's great and that makes me think of 'the big Poppa' Tate Litchfield because you know being a cyclist I am assuming that the

entire time he is cycling he is thinking about nothing else except how to improve his business. Tate is that true? Is that meditated for you...

Tate: I wouldn't say I spend the whole time thinking about it, but I definitely spend a lot a large portion of the day when I ride thinking about what I'm going to do that day, thinking about some of our coaching students how I can help them, what changes they need to be made. But recently I have spent a little bit of time focusing on 2019 and the changes that we're going to be making.

In reality maybe this isn't the best answer but we're not going to change much. We had a pretty successful year and we're getting close to hitting our goals. We're not going to hit all of our goals but we're close enough to where they can roll over, maybe be extended a little bit and I think they are realistic. If we fall short we're still landing in the clouds. So for we're going to keep mailing, we're going to keep marketing, we're going to keep buying land and we're going to keep selling land. Like Mimi said I know which areas work and I am going to spend some time trying new Counties and some new approaches but for the most part I'll continue on doing what we know works best and focus on growing.

Mark: I love it, I love it. Scott Todd what are you planning for 2019?

Scott: [silent]

Mark: Wait Scott you're on mute.

Scott: Okay, I would say that most like Tate said. I'm not really going to change it a lot, I'm just going to keep on going on what I'm doing and keeping my mailings up and keeping my marketing up. There's always ways that you can improve.

Basically I guess you get to the point where it's like the Mexican fishermen. You get to the point where it is like are you happy and are you good, do you have the passive income that you want and if so you can always add more to passive income but you don't have to. So we're just going to keep on doing what we did this year and I do think that anybody that is sitting listening to this today you should really sit down.

I mean like this is what I did when I went out of my corporate gig about this time of year I sat down, I pulled a whiteboard in front a big white board and I started off by saying this is the amount of passive income that I want one year from now and then I divided by my average note which my average note at the time was about USD170 a month. So I just started doing the

math backwards. If I need this amount of money passive income and my average is let's say 175 notes then this is how many notes I need at the end of next year and if I need to get to that number then I need to buy this amount properties. Because 75% are going to go to terms and 25% is going to go to cash those are my numbers.

You know all of these things you should start to build them backwards, you start to build that model backwards or reverse engineering it and then you come down to how many you've got in the mail. So you can literally reverse engineer your goals and you just say listen if I've got to mail 200 a week or 100 a week to get what I want to get then I'm going to go do that. I'm not going to deviate from that and I'm just going to focus on the things that we talk about the most, which is mailing and marketing. Those are the things that you can control. You can control how many offer letters you're mailing every week and how many ads you're posting every day that drive X amount of leads, that drive X amount of sales.

Mark: Yeah, I love it. I want to just ask the Zen master the counterargument where some people say well I don't set any goals and I just want to be present and do the best that I can for that day and whatever happens happen and just kind of let it go. What do you think about that Mike? You're on mute by the way. Okay, there you go.

Mike: I think it's awesome. I think it ties into if I was going to give my tip for the week this is kind of exactly what I've been thinking about, exactly what you said and I think it's kind of a really simple answer. I think like when you do it Scott's talking about you basically got to sit still and go think about it. You've got to do the process, you've got to do the math, you've got to put this whole together. But then when you take action you have to quiet the mind and you have to fall through with it. It's not the time to start second guessing things and I think that by focusing on the actions that's what begins to quiet your mind.

So he that finds already when he sits still and when he thinks about this with his calculator or whatever puts it all together you have this plan developed but then when you take action I think that you can to bring that calm is you fully dial in into whatever action it is that you're doing. So he reverse engineers it, he has now what he has to do day and when he is doing those day to day tasks he's not all over sudden thinking about that Macro goal again because that's going to take his mind out of the present.

So the way that you can still do both you can set this macro goal but then you dial into the basics day-to-day and that is going to bring you the calm and focus. I've done that time and time again and we probably all have. You

get overwhelmed on something and you just focusing on that business. It could be just doing intake, just setting it in LG Pass and just clicking through and doing the notes on intake. You could literally calm yourself doing if that's all you were doing and doing nothing else. If you're building an ad you could literally build and you could literally create calm in presence by just building an ad. The way to do that is not to think about you know something else like about doing intake when you're building the ad or this. If we just focus on these and there's only five steps, right? So we only have a few things we have to focus on. So I think you can have both. I think you can have your cake and eat too Mark.

Mark: I love it. I love it. Mimi what do you think about that? Is Mike just being a slacker or do you think he's got some validity there?

Mimi: You know I think consistency is awesome, right? He talked about just doing the same, knocking it out every day, sticking to the basics. So I think that consistency works as long as he has noticed the direction he wants to go in then, yeah.

Mark: Yeah. Erik do you ever set your goals to the air and kind of look at them and be like yeah, I want to do a deal a day, right? Let's say 365 deals but you really in your heart feel like oh that's not really realistic, but I'm going to set it anyways because I just read the *10X Rule* and I want to 10X it. Do you find that to be motivating or demotivating or are you neutral about it? What's your feeling about it?

Erik: For me I have to feel like the goal is attainable. If I set it so high then I just feel like there's no way I'm going to do it, it doesn't motivate me anymore. So there's kind of a good balance I guess of I think I can do this and then maybe a little bit more and that works for me. But I remember specifically when I started in coaching, we talked about some pretty big numbers to achieve and I just said, "You know that sounds like it's way too much. I don't see how it's possible." And we ended up scaling those numbers back to what I felt was a little more realistic. It still pushed me and it was helpful but I felt like if I set it so high that I was uncomfortable with it that it wouldn't work for me and I think that it's different for everybody. For some people that works and it makes a lot of sense but for me it didn't.

Mark: Yeah, I mean Scott Todd it made me think of you when you set your goals. What's your feeling on it?

Scott: I do think that you could take the exact formula just said and then come up with your numbers and then 10X it like a Grant Cardone would say 10X it and I think what Grant Cardone is saying is in fact the real thing if

you 10X your goals. If want to have \$10,000 of passive income why stop at 10,000 why not go to 100,000? So 10X it and then all over sudden you might say well I'm not going to go zero to \$100,000 of passive income this year and he's right you might not. But you know what if you're deliberately working on that task every single day \$100,000 passive income sure as heck is going to be motivating to you than a \$10,000 passive income.

Now for some people it could be demotivating like oh I'm never going to get there but if you realize that it is not necessarily doesn't have to be a one year plan but your overall goals could be multiyear plans now all of a sudden you can have a 2019 goal, then you also have like man I'm not going to stop until I have \$100,000 of passive income. Because what happens Mark and I kind of alluded to it too you get to some number and you become fat and happy and then you're like, "Man, I'm just going to cruise now." And my passive income isn't \$100,000 it's obviously some percentage of that, however, that said if I'm dedicated and driven I will not stop until I have \$100,000 of passive income. It may take me 5 years, 10 years to get there. Who knows how long it will take but you will keep working diligently to get to as opposed to yeah I have achieved a goal, I'm good and happy.

Mark: Yeah, absolutely. 'Bear Land' Aaron you know I want to ask you about the reticular activation you know piece of it. By that Scott and I had a woman on the podcast her name was Dana Wilde and she wrote a book about affirmations. Basically, it activates this thing in your brain where like let's say you're looking to buy a new car and all of a sudden you start seeing that car everywhere now where before you never saw it, you never noticed it, now it's everywhere. The same thing can be said about opportunities, right? You kind of put that goal in your head, "Hey I'm going to you know acquire 100 properties in this county this year," and all of a sudden you start seeing oh there's a bookseller here, there's a bookseller there, you start seeing it. Do you think that's a thing or just too woo-woo for you Aaron Williams? You're on mute buddy.

Aaron: Yeah, it's definitely a thing. In fact a couple of weeks ago Mike gave a tip about a book and it was the -let's see- *The Science of Getting Rich*, you know? I've listened to that one several times and this guy you know he talks about that you basically claim your goal like it's already happened and that you're just waiting to receive it kind of deal. Well, he talks a little bit woo-woo you know the universe is providing it and that sort of thing and I don't know.

I'm not going to get into metaphysics but the fact is that once you've told yourself something is true you know your brain the reticular activating system it works on that. It looks for that and if there's an incongruity over

whether it is, in fact, a reality that is in front of you or not it doesn't like that dissonance. So it creates situations or looks for situations subconsciously that can bring that into congruity -is that a word- and you know make those two things jive what you're saying is true and what you're saying is true. So yeah your brain will definitely you'll see that red Jeep you know or you'll see that thing in your business that is the key to making X, Y, or Z happen so yeah definitely a thing, definitely a thing.

Mark: Yeah I mean I mean for me like I know that I expect to grow in some way in some business every single year almost in the same way that it's like a business placebo effect, right? Like the economy can be up it can be down it doesn't matter like I expect it's going to grow and therefore it grows because I expect it to. In the same way, you know when I get a cold and I go and take the little fizzy thing at Walgreens where you drop in your water I expect my cold to go away and it goes away.

Now clearly the science of it there is no science it's a placebo effect. I just expect it to work. I know it doesn't really. You know there's nothing magical in there. It just I expect it. Okay now my cold will be shortened and it does. Tate, what do you do as far as you know your expectation of your goals, setting your goals, and then are there any points in time where you don't feel like it's believable enough and then you might pivot with it? That's a long question I'm sorry.

Tate: Yeah I know. It's a tricky one. I think goals should be ... I think they should be hard. I think they should be somewhat attainable though. I like the 10X mentality because I think it sets you in the right headspace to think I can do anything I put my mind out to whether it's sell one property a day or have the best most successful year of my life. I like that mentality and I like aiming big. But I kind of get a little bit discouraged if I set a goal and it's to sell you know one a day and I'm not even close to that number. So for me, I want to be realistic with my goals but I want them to be difficult to obtain. What was your other question? What do I do if I get discouraged?

Mark: Yeah. I mean do you pivot then? Like you say okay I want to do a deal day like oh wait maybe I want to do a deal every other day.

Tate: I mean that's-

Mark: You know you feel your energy going down because you're not hitting this goal that is you know obviously a tough goal to hit.

Tate: Yeah definitely I pivot. Honestly, I don't really set goals for the entire year. I use the 12-week year model. So I set goals four times a year and I

kind of look at them and say, "How am I doing for this period, this 12-week process or this 12 weeks segment?" I think that allows me to kind of get laser focused or surgical with what I can achieve and how much time I want to set aside to achieving those goals and that helps me a lot. But I do think that if you're being too hard on yourself and you're not having the results you want you should pivot because the goal here is to make your life better, be more successful. If a lack of success is causing you to go into kind of a depression or a slump or enter the dip then you've got to re-evaluate.

Mark: Yeah absolutely. And the 'Zen Master' emailed me this weekend a KPI which stands for key performance indicator dashboard software. I haven't really delved into it because it was from Mike and I don't really take anything he sends me seriously. Just kidding, Mike. But I am going to look into it because I do think that there are some key performance metrics that we can utilize in our business, right? So 'Zen Master' Mike what do you think are the KPIs for the land investing business that we can control every single day?

Mike: So I thought that was interesting because you know you always hear about leading and lagging and all that stuff and you know there are a lot of awesome things out there and I don't always know understand everything, right? So I never really pay attention to that stuff, right, and then I kind of find out that they are talking about lagging and those are things that are a result of something and the leading is the thing that creates it. So you know obviously if we look at sales like that's something that we've created, right? But then what are the key things that would create that? So we can look then at the marketing and we can dig into how many ads we post per day and start to look at the micro components and how many of those we talk about all the time. How many leads you need before you get a sale? How many ads hit the post?

So I think those type of things if you can focus on those I guess the word is metrics then and you do those and you focus on those just like again when we talked about when Scott was saying identify the goal, these are the things we're bringing about. So now you have to focus on those because if you don't focus on those and the result won't happen. So yeah. So that software had some graphs which is kind of cool like in a snake style sheet but someone was able to adapt it and put some visual. I think a visual it's pretty cool actually.

Actually, I'll be honest with you who got me thinking about this is Scott Todd because he is always talking about numbers and this and that. It's one of my weaknesses I'll be honest is I don't really focus on that. Then starting here he always talks about it it's why I started digging into looking at people and

how they ... I found a cool video of Grant Cardone. How he looks at his bank account every day and it really inspired me. So this spiraled me down this really cool process. So yeah I think it's really cool looking at these performance indicators and then where are we not performing because we're not getting it.

So if we did one a day and we didn't get that one a day why? So that should be positive, not negative is like what could I do different because it is possible. If you look at all of us together here as a group and how much land we are going to sell this year and next year, that means there is that many customers out there, right? You could put 10 more of us on it. There is that many customers out there. They are all available to us individually. So how come we are not getting them? So it should be a positive not negative I think. You know it's like...

Mark: You could put 100,000 more people in here. You could probably put a billion more people in here.

Mike: Right. So that should be positive. That means there is that many people that will buy land from me. Why am I not getting them? But it shouldn't be negative it should be like what can I do different. So I think it's positive.

Mark: Yeah absolutely. When I say KPI I think Scott Todd that mentioned the legendary investor in Silicon Valley, John Doerr at Kleiner Perkins who actually wrote a book about how he manages business through just key performance indicators. Scott was that you?

Scott: I did mention something like that. You know essentially if you have the right metrics you can do a lot of things. The problem with metrics a lot of times that are looking backwards they're lagging indicators as Mike just mentioned the lagging but if you have the right ones and you have things that can predict success, well then you can use those as leading. I would challenge you that mailing and marketing how many you're putting out there today is, in fact, a leading indicator. Because if you're putting out zero well I can pretty much assure you that your response rate will be zero and you won't have any land to buy or same thing with the marketing if you're not putting ads out there no one's going to come and knock on your door and say, "Hey I hear you have land." Oh, I take that back. You might get a letter offering to buy your land but you're not going to get what you want out of it. You've got to do the mailing and the marketing.

So if you're counting... like for me I'm counting the mailings. How many mailings am I mailing a month because that's going to lead to my forward

success? Same thing with my ads. But it's not just the ads because you can put out there you know 3000 ads a day and they're just junk. What you need to be tracking is your leads that you're generating or what percentage of ads are generating leads. So it's really about choosing the right numbers to help you predict the future results.

Mark: Yeah absolutely. And if you're in your car right now listening to this and you're stuck in traffic on your morning commute to work, to a job that you just can't stand or maybe you like it whatever or you're on your way home and you're stuck in traffic and you know you can't wait to pick up an alcohol beverage when you get home just to relax, then you need to actually make some type of change to get out of what I call solo economic dependency. Which means if you're not working you're not making any money. Honestly, the best way to do that is to take action and the best way to take action is to find the person that can shortcut it for you and actually make you execute in real time.

Actually, we've created it, Flight School. If you want to learn more about Flight School and really want to accelerate for 2019 and start building your passive income goals for 2019, you know you've got to do it. The way to do that is get a call with the 'Zen Master' Mike Zaino or the 'Nite Cap Meister' Scott Bossman. Go to the LandGeek.com/training, scroll down and schedule a call. Today's podcast is sponsored by Flight School. Oh, and by the way, your Sherpa has done how many deals this year, Scott Todd?

Scott: Let's see we've done over 250 deals so far this year and we'll probably maybe close at 275 is what I'm guessing.

Mark: So if you've done 274 or the less you can learn something from this guy. Just go to the LandGeek.com/Training. I want to thank everyone for being on the Round Table. I thought this was a really informative call. We're getting ready for 2019. I'm so excited to hopefully see everybody in January in Bootcamp and of course, we will be back next week for the Round Table. But I know we're going to be missing the week of Christmas for sure and I'm sure Danielle will have something for us then.

But you know again the only way that we're going to continue to get the 'Terrorist Hunter' on and you know 'The Technician' on, 'Bear Land' Aaron on, 'The Zen Master', 'The Big Poppa' and of course 'The Professor' and 'The Brain', is if they get some positive feedback from you that you're actually enjoying and getting value out of the Round Table podcast. Send us a screenshot of your review. So you got to subscribe, rate, and review the podcast. Send us a screenshot to Support@TheLandGeek.com. We're going to thank you by sending you the \$97 Passive Income Launch Kit course for

free so please do that. All right, I know Scott Todd got a pretentious hard stop so here we go. One, two, three...

All: Let freedom ring.

Mark: Not bad.

Scott: Mark, everybody is on mute. Look at everybody. Erik is on mute. Mimi is on mute. Mike Zaino is on mute. Aaron is on mute. It was just me, you, and Tate. That's a bunch of klutz.

Tate: I caught it. I was like, "Oh this is going to be a solo."

Aaron: Is that by design?

Mark: Maybe.

Scott: I think you guys hosed us there.

Mike: Bear Land Aaron hasn't said it since 1974 so...

Aaron: And it still hasn't come through yet.

Mark: It still hasn't come through like we are still waiting. All right, I'm jumping on the peloton now. I got to get to beat Scott Todd's -

Scott: Man, I just did 10 and I'm dying.

Mike: You're not even sweating

Tate: You did it in your everyday clothes?

Scott: It was a 10-minute quick ride, man.

Tate: I know what I've got to do. I'm going to introduce you to some high-quality bib shorts, Scott. They are going to change your life.

Scott: I got to tell you is my butt is free right now.

Tate: I'm going to send you a link. Get the credit card out because these aren't cheap but your Netherlands will thank you later.

Mike: He could be wearing them right now we only see the top half.

Tate: This is true. Hopefully, he is wearing them.

Erik: Do they have some memory form right over there?

Scott: What I have done is I have put a pillow in my pants and that still didn't help.

Tate: You need to get some proper cycling attire.

Scott: All right, send me the link. Send me the link Tate but don't send it to Mark.

Mark: I feel like it's you know appropriate to be like, "TMI," from like The Office like Michael Scott, "TMI."

Tate: No, no, no. The world needs to know about this. It makes cycling better.

Mark: Okay.

Scott: I will tell you I went on a leadership trip when I was at Hertz and one of the events that you could choose because you could choose like activities. We were in Italy. You could choose activities. Well, I chose bike ride because I do enjoy bike riding. So, we were going to ride through Tuscany and it was supposed to be like this beautiful ride. Knowing that I was going to ride a lot I bought some biking shorts but these were not the tight ones. These were like the loose ones but it did have like I don't know like it had padding in the shorts there. What happened was we left the hotel that morning and I found out that I was in the group because I chose beginner but they put me in intermediate.

In that group, there was six of us. There was myself and my wife which my wife had just got done having pneumonia. So she was not going to do well. It was the CEO and his wife who had made multiple trips around the globe to ride in like you know like actual events. Then there was another guy and his wife. So as we're in the bus going I'm just like, "Oh my gosh like this is going to be a freaking train wreck." The CEO and the other couple were talking about oh yeah I've done a century bike ride. I'm like I don't even know what that is. Apparently, it's when you go like a 100 kilometers, 100 miles. I don't know what it is. It's like 100 or something. I'm like oh yeah we've done two-century bike rides and oh that's cool. Where did you do it, blah, blah? I'm sitting at the back like yeah I just ride my bike around the neighborhood.

Well, then they start laughing. They start laughing at the people who go riding in their bike shorts with underwear on and all the shaping that's going to happen. I'm like wearing underwear here, okay? We get to where the bikes are and I'm like, "Yeah, where's the restroom?" So I go into this it's actually like this little place in Italy. I go in there, I take off my pants, I take off my underwear, put my pants back on. I'm taking my underwear I'm like shoving it so people just don't see that I'm carrying my underwear now [00:35:54] [indiscernible] all over Italy and I'm putting it in a little saddle bag and everything. So when we got to the end of the ride I'm like, "Damn, now I've got to hide my freaking underwear. Like hey, where's the bathroom?" So I'm going to the bathroom, I'm putting back up my underwear. I mean like I was so stressed out just having underwear.

Tate: That's funny.

Mimi: Yeah.

Mark: I have nothing to say.

Erik: Probably Mark recorded the whole thing.

Mark: I recorded it yeah. Alright, so next podcast we got to talk about possibly reintroducing the competition but there are some wrinkles with it. But we'll talk about it.

Mimi: Maybe we can involve more of the community too. Set your own goal and what percent are you at for your own goal and have a race that way.

Mark: Yeah, absolutely.

Mike: So you don't talk numbers you talk percentages.

Mimi: Yeah. So make your goal public and then what percentage are you at or something. Then more people can race.

Scott: Maybe I should have the LG PASS developers put in a 2019 goal module where you put it in your goals. Then [00:37:18] [indiscernible] like the little du, du, du-

Mike: You could track your mailbox.

Scott: You stand on the leader board as a percentage of your goal.

Mark: That would be cool.

Mimi: Like the Peloton race, sure.

Mark: Yeah.

Scott: I have to go do something now.

Mark: We will gamify it. Alright, well thanks everybody and see everyone next week.

Scott: Bye.

Mark: See you.

[End of Transcript]