



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, 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 'Bear Land' Aaron. 'Bear Land' Aaron Williams how are you?

Aaron: Hey, I'm doing great. How are you?

Mark: Great. Glad to see you on the podcast. We've got the most feared woman in the country, the terrorist hunter, Mimi Schmitz. Mimi how are you?

Mimi: I am great, cold, great. You?

Mark: I'm good. I'm good. I'm not cold because I was actually really kind of mindful of where I would settle down, what part of the country and I thought you know what why suffer. But that way it's going to get reversed like Mimi is like, well, let's talk in summer when it's 120 Mark. I see it, I see it it's

okay, it's all good. We've got 'The Technician' Erik Peterson. Erik how are you?

Erik: I'm good. You know you introduced 'Bear Land' Aaron I didn't hear any growls or roars today. I think he must be in hibernation.

Mark: Yeah. He's knowingly just... yep that's right.

Aaron: [00:01:32] [indiscernible] grrrh.

Erik: There you go.

Mimi: Yeah.

Erik: There it is.

Mark: And of course I love it when you call me big poppa, Tate Litchfield. Tate how are you?

Tate: Doing all right. Can't complain.

Mark: All right fantastic. You know him, you love him, 'The Brain', 'The Professor' Scott Todd from ScottTodd.net, LandModo.com and most importantly if you are not automating your Craigslist and your Facebook postings PostingDomination/TheLandGeek. Scott Todd how are you?

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

Mark: I'm great, I'm great. So tomorrow starts the first January Flight School, is that right?

Scott: It does yeah. Starts tomorrow we've got fun times ahead of us mailing and marketing is coming. So if you're listening to this well you're already a week behind. So make sure you're mailing and marketing but it will be a fun time.

Mark: Yeah. If you got the Tool Kit right now, you're a little overwhelmed, you're not sure schedule a call with the 'Zen master' Mike Zaino or the 'Nite Cap Meister' Scott Bossman and learn more about Flight School just go to TheLandGeek.com/Training all right.

So this week's topic is a topic I think everyone at some point struggles with and it's one that we talk about probably not often enough and that is finding time for the business. So when I first started I doing this part time, I was

working full-time as an investment banker, I did have to get up super early, I'd stay up super late and I got my mailing and my marketing done and then eventually was able to go full-time. Today, I think there's a lot more advantages that when I started because we have so much software, we have so much automation, we have so much delegation. That being said that also adds lairs of work. So "Bear Land' Aaron let's just start with you. How did you find time to start working on the business and then how has it transitioned to a more efficient operation?

Aaron: Well at first I had another company and I had an employee doing a lot of work but I was having to do a lot of oversight and management of that person and you know the businesses. So it was hard a little bit because you get torn away in the middle of things and. you know, let things drop and that sort of thing so you have to be really focused. The problem is I'm not a very disciplined, focused kind of person and just to be honest so it's very difficult you know and it eventually got to a point where I had to decide what did I want to do. Did I want to do that other thing or did I want to do this and I decided I wanted to do this.

So then I had a lot more time to focus on it but you know there's still that problem of once you do transition over to that side of it then you have to worry about what are your most valuable tasks, what are the things that you need to do, but then you start to squeeze those things in there until you can outsource them like: doing a contract, set things up on Geek Pay, setting things up on Simplifile and getting all that done and mailing deeds and all those things. So I think the biggest thing is you have to get to the habit of what you do each day. Like the first thing I do is I prep my mailings and then the next thing is supposed to be my Craigslist ads that sort of thing. If you can get yourself scheduled then you get better at those things and you can kind of jump through them and have more time for other tasks in the day.

Mark: Yeah absolutely. I don't about you guys but I did have a visceral reaction when he did say I'm not a focused, disciplined person because I'd like to challenge that. The fact that you show up for the Round Tables every week that takes focus, that takes discipline. You've been working the business now several years that takes focus, that takes discipline. I'd almost challenge you and say that thought pattern is kind of out of date now and I'm not sure if there's any negative consequences day to day in your life but I could see the energy going down if that tape is sort of playing in the back of your head and you can beat yourself up over it. Like I know when I beat myself up I want to grab a cupcake and then go you know watch like a Netflix show and just try to make myself feel better, even if it's not reality.

So that story that you're telling yourself probably needs to get challenged. I don't know if that helps.

Aaron: Hey, that does help. It's a very good point and I'm glad you brought it to my attention. I will definitely work on that.

Mark: Yeah absolutely. Erik Peterson 'The Technician' finding time; when you first started you were working full-time as a graphic designer, correct?

Erik: Right.

Mark: So that must have been challenging.

Erik: It was. I mean, the one benefit I had I did work from home so that did help a little bit but I really had to be disciplined in my day job to keep doing that work and accomplish what I needed to accomplish and then I had to come back at night. After the kids went to bed I'd come back in my office and do a couple of hours' worth of work and continue to try and push the business forward it wasn't easy. I didn't always want to do it but at the same time I saw the possibilities of this business and knew that if I was diligent with it that I could grow it into something that could support me and my family.

So I think that the hard thing for a lot of people in finding that time is, you know, all these tasks pile up from you know the obvious ones the mailing and marketing to I mean it's just everything like: you setting up Craigslist accounts or how do I prepare this deed, I haven't had this situation before. So those tasks just keep piling up and piling up but at the same time, you've always got to be mailing and marketing. So it gets overwhelming and if you can't find a way to start building some systems and processes for that it's going to get very hard to keep up with. So that's why we stress so much about building processes in your business and outsourcing what you can.

So last night in Office Hours we were talking about a similar kind of question and we kind of discussed this idea of yeah you do have to understand how to do a task before you can outsource it but sometimes you have to understand it in its entirety. If you know enough to train someone to get started and you can answer their questions along the way, so they can help you get that task done that might be just enough to take that one off your plate and move on to the next.

Mark: I love it. So as of today and if we fast-forward right now like you are still working from home, you've got the two kids, you're married. How much time are you spending on the business and is there any sort of internal

conflict where life can get in the way then you're like okay where am I going to find time to get the fundamentals of the business done?

Erik: So I think today my time is more spent on continuing to build more systems and processes, continuing to work more VA's into my business. So it's more spent on the business than in the business. But one of the major differences now is that I do have the freedom to leave work early or go run an errand in the middle of the day or whatever it is, get to my son's basketball games and things like that because I can work on this business whenever and wherever I want. So I do have a lot of flexibility from that standpoint.

Mark: Yeah absolutely. I love that we all on this Round Table have those 3W's, we work when we want, where we want and with whom we want and that's really quite a luxury in business and in life. Let's go to 'The Terrorist Hunter' Mimi Schmidt. We could argue that you've had the biggest challenge in finding time. If you listened to Mimi's podcast and her story I think at the peak she was managing a 150 people, working on finding the terrorists and doing all these things. I mean it was a big, big life, big, big job, kids, family and then we are saying okay now find time and energy to work on this business. So Mimi how did you do it when you had so much sort of job pressure?

Mimi: Yeah, my job was out of state. The commute was an hour and a half each way. My husband you guys know he has two full-time jobs. He works seven days a week. You said something at San Antonio Bootcamp that struck me how you just become obsessed with it, the folks that have stuck with it that are doing well you just kind of get obsessed with it. My husband makes fun of me or he comments, "Mimi you work harder than I do and I have two full-time jobs." I say, "But I love it. I'm having so much fun doing it." I'm here at home now, right? So I can stop and drive my daughter to school if I want to.

So I do think like Erik said and 'Bear Land' you have to have discipline, schedule habits, right? So I would do it at night when I was exhausted because that was kind of working for me. When my kids were doing their homework or everyone was watching TV that was a great time to be working on my business because I wasn't missing quality time with them. You got to think about how your family works and how you can fit time it where it fits with their schedule. Then since Dave was flying on the weekends I could work on the weekends a lot. I would take my iPad to my daughter's soccer game. She would be running around and she wanted to make sure I was watching her so every once in a while, "Yeah, go, Natalie," right? Then otherwise I was running Facebook sales over the weekend on my iPad at her

practices, right? I would do it in the car on road trips. If I'm the passenger in the car I have my iPad and I'm doing stuff. So, I don't have a lot of just time that is stagnant, right? Just sit still time, right? I would use those times driving in a car, practices, weekends.

Then I had to come up with an exit strategy. I got to a point where if my business was really going to go and I was going to make it the number one priority I had to come up with an exit strategy to get out of my fulltime job because otherwise, the full-time job did remain a priority. So I think that's important too for people to think about when you plan. Now that I'm home it's just that habitual schedule because my business truly does best when I have... The momentum builds when I have a standard schedule and I'm following it. I see results. When I don't do a Deal of the Week and go do something else then that hurts my leads and then that's my business.

Mark: Yeah, yeah absolutely. Again, I encourage everyone to listen to the podcast with Mimi because really you'll find yourself like you know beating yourself up having any type of excuse because you will be like, "If Mimi can do this business you know with all that she was running and doing everyone has the time to do it." 'The Big Poppa' Tate Litchfield your situation is a little unique.

Tate: I know. I was going to say I'm probably like the worst person to ask this question because you know the traditional corporate job was not for me and I knew that immediately. But once I made the decision to kind of dive headfirst into this it was full gas, 100% put in a lot of sweat equity and to build the business that I'm running. To this day I still put in solid time in the business. It might not be hours and hours and 15 hour days any longer. But, when I do work it's very focused. It's very you know I put up the 'Do Not Disturb' light kind of thing. I want to have total silence and just go to my office and really make some forward progress. I spend a majority of my time managing other people, making sure they're doing things the way that I want them to and they're living up to my expectation and that's the ideal situation, right?

Mark: Yeah absolutely. You know what would be your advice to somebody in sort of a similar situation as you. You know maybe they are they have a full-time job but they also have a baby at home and they've got to sort of juggle family and work. Then, I've got to find time for this land business.

Tate: You know it's going to take time and I think that's probably one of the things that we maybe skim over is that you're building a brand new business. Do not expect this to be 100% perfect or operational after 12 months 12 months' time is nothing especially in the world of business. I

mean 12 months a lot of companies would tell you it's a wash. So prepare to get organized, right? You've got to sit down and you've got to figure out hey I can squeeze in 15 minutes here. I can squeeze in 20 minutes during my lunch break.

Scott talks about he was taking phone calls during lunch, right, when he was trying to get out of his previous job. Every single minute of every day was kind of scheduled for me. If you're starting off I tell you, you need to sit down and come up with your day to day plan and say, "No matter what I don't care how good this Netflix movie is or Netflix series is I can't afford to binge watch right now. There's no time for that." I mean when I was getting started I never watched any TV never watched any Netflix shows because any free time I had said, "You know what? Netflix doesn't make the money. But Craigslist does. I'm going to spend more time on that." You're just going to have to get laser focused and move those feet. Always be moving your feet making forward progress.

Mark: Yeah absolutely. I've got a buddy who's also an entrepreneur he's like, "You know it's either you work now or you're going to work later. But either way, you're working. So you might as well get it done now so that when you're older and you don't have as much energy you could enjoy it more." Scott Todd ...Yeah, go ahead Tate.

Tate: I was just going to say one other thing about this business is you might only be working an hour or two on it at a time but the business it stays with you. This isn't a traditional job where you clock out you go home and the day's over for you, right? Mimi has told me stories she's up to 11 at night answering questions on Facebook or responding to leads or when somebody is ready to buy, you've got to take that phone call. I was in a hockey game last night and somebody is trying to make a down payment. It's like a kind intermission because you know that's what I do. But the business is 24/7 in this kind of work and that's what makes it beautiful. I mean you can do it anywhere. You can do it at any time. You do it on a cell phone. You can run it on an iPad in the car. You can do whatever. So, you're your own boss and you've got to break out of that I think that old mentality of the 9 to 5 workday.

Mark: Yeah absolutely. Scott Todd I mean you know we like to celebrate Mimi all the time and all her accomplishments and how tough it was doing you know it in the midst of like making us all safer. But your corporate job was no picnic either. How many people were you managing?

Scott Todd: My team was a global team. I had like 150 people around the globe and at one point I had like in terms of direct reports I think I had like

20 something direct reports but near the end, it kind of got down to a more manageable number less than 10. You know I think there's a lot of good advice on this podcast. This to me I think it's a really good podcast go back and re-listen to.

But, I think that what it comes down to at the end of the day honestly is do you have the burning desire to change, right? Do you have the burning desire to change course? Because look, if you're if you're comfortable and like you're okay with your job and you like the money but you're okay with it and like yeah it's whatever. Well then changing and investing time in this business is going to be kind of a difficult challenge for you because of the fact that you don't have that burning desire. Because that's really what it takes to change is that burning desire to change something your life.

If you're sitting there going, "Geez man I cannot stand this place one more day. I got to get out. I can't do it. It's driving me nutty." Well if that's the case now you have the burning desire to change and now all of a sudden you know what you're doing is now you're going to find the time. Now you're going to go out you're going to wake up like, man. I got to really micromanage my time and honestly, that's what I did was I micromanage my time.

You know I got a lunch break right? So instead of going to lunch like I would go to lunch but I would start walking out of the building guess what? I had a boatload of people who would start calling. So as I'm walking out to my car I'm on the phone calling you back, calling back. I'm driving to a restaurant. I would go to a grocery store Publix here in Florida and I'd get a sandwich. So I know you guys are thinking Panera Bread but it wasn't Panera Bread. I would get a sandwich, I'd walk back to the car, I would sit down in the car I'd be making phone calls. I'd talk to people in the store while I'm ordering a sandwich.

In fact, I didn't even stand in line to get the sandwich because I ordered it online. Like that the micromanagement. I would order the sandwich, walk to the car, get in the car, drive there, pick up the food, sit in the car and like make phone calls. So I would dedicate like an hour right there boom. Then you know in the afternoon I might take a 15-minute walk just to get the office a little bit. I was productive. I wasn't chit-chatting with co-workers. I was a man on a mission. I would get home, I'd eat dinner and then I would start the next piece of the day whatever that was. It was broken out like this is what I'm going to do. There was never a time where I sat at the computer and said, "Wow what am I going to do?" It was micromanaged because I had that burning desire to get out.

I think that when you do that and when you have that military precision time control ... I mean we all have the same amount of time per day you know as each other. There's no competitive advantage like oh well someone's got more time than the other. We all have the same amount of time. It's how you choose to use it. You know there was TV shows I wanted to watch that I gave up. I gave up watching TV because you know I'm like I'm not going to focus on TV right now. I'm going to focus on this because I can always go back and watch it again later. I don't need to watch it now. So where are your choices? What are your priorities? If you're saying you don't have enough time, I challenge you like then you either don't have a burning desire to change or you're not using your time wisely.

Mark: Yeah. I mean you know while you were talking it you know that cliché popped in my head I mean you hear it a lot for people that work out, no pain no gain but really no psychic pain no gain. Like you've got to really want to change your life and even just you know the sort of underlying value of comfort can derail you when things get tough. Because you're like well you know we hear your mind kind of playing tricks on you like it's so that bad. I'll get to it. There is no burning sort of... There's no land emergency. No one's forcing you to get those ads out you know during those golden hours and it's true. I think we've all felt that burning desire at some point. For me, it was getting out of investment banking. For Tate, he never wanted to have a resume. For Erik you know it was definitely I think ...What was it for you, Erik? Like just freedom from freelancing or...?

Erik: Yeah just having control of my own time not having a boss to answer to just you know all those kinds of things.

Mark: Right. 'Bear Land' Aaron what about for you? What was your burning desire?

Aaron: It was not being filthy every day with the industrial process of what my company did. You know I would come back don't be like a coal miner. You know the 30s black and I just couldn't handle it anymore.

Mark: Yeah absolutely. I mean Mimi your burning desire I was to spend more time with the kids.

Mimi: I wanted a life. I had no life. I spent my whole lives just flying by the seats of my pants trying to keep up. I had no life. I was failing being a wife, mother, sister, daughter.

Mark: Yeah. Scott, we all know your burning desire was to protect your family. You saw the writing on the wall and you had to do something. So you

know we've all had that sort of internal motivation and some external pain that was working on us. So, I guess the last question then that the listener should think about is if I don't have that pain how do I you know sort of manufacture it? Do I set goals? Do I have accountability where another person sort of pushing me? You need to create this environment for yourself if it's not already in place that you're going to just you know not go to bed until these things are done and it kind of set that in motion. I'm kind of thinking of that book *The Power of Habits*. So Charles Duhigg talks a lot about that.

Which leads us by the way, you see that segue way, to our tip of the week by 'The Technician' himself Erik Peterson. Erik what do you got for us, a website, a resource, a book something actionable for the Art of Passive Income listeners to go improve their businesses, improve their lives?

Erik: Alright, so back by popular demand here we go. This one is a direct tie to our content from today's podcast actually. It is the book called *Can't Hurt Me* by David Goggins. Basically, I mean it's the story of his life. But I mean his whole thing is kind of mental toughness and just really just willing himself to do whatever it was he wanted to accomplish. His story is pretty unbelievable if you take the time to listen or read the book. Actually listening to the book is pretty interesting because it's reading the book but there's also some interviews in there. So it's a different perspective on an audiobook as well. But I'd highly recommend it. It's really great.

Mark: All right, *Can't Hurt Me* by David Goggins. It's a great tip. I already bought it but I haven't started it yet but I'm going to. Because I don't want to show up at Scottsdale Bootcamp and have to face Erik and be like, "Oh yeah I haven't listened to it yet. Then he will be like, "Do you remember that podcast on the Round Table about finding time?" Then I'm going to go into a whole shame spiral it's not going to be fun.

Erik: You can get on BlinkList then you have an excuse.

Mark: Yeah, yeah but I think it's a really good book, it's someone whom I respect recommends. I don't want a BlinkList it. I think there are some business books that BlinkList is great. I actually downloaded a new app. Let me see. It forgot what it's called. It's similar to BlinkList but it's more like kind of quote. It's Snippets

Erik: Snippets? Yeah.

Mark: Snippets? You don't like Snippets you like BlinkList more?

Erik: No, I like Snippets. I have been using it too.

Mark: Okay, so Snippets and BlinkList. There you go. But Snippets is free, right? BlinkList charges for like for audio or whatever. So there is another tip. That's a free tip. There it is. Well, I thought this Round Table Podcast was really great. Again I want to thank the listeners and just remind them the only way we are going to get you know everyone to come back to the Round Table because the first thing they ask me is how many new downloads did we get this week? Is if you subscribe, rate, and review the podcast. Send us a screenshot of that review to Support@TheLandGeek.com. As a thank you, we're going to send you our \$97 Passive Income Launch Kit course for free. So please do that. All right are ready to do this. ? One, two, three... June.

All: Let freedom ring.

Mimi: That's so weird.

Mark: I don't know. It's always a little awkward, isn't it?

Tate: We're trying our hardest. We're trying our hardest everybody. It's a lot harder than you think. I mean I'm sure the listeners are hearing this and they're like, "Ugh." They probably end it right before we do this. They don't know how hard it is.

Erik: I think it went better at Boot camp.

Mark: It did get better at Bootcamp. So yeah for those of you who are listening to this little bonus part go to TheLandGeek.com/Bootcamp and we're ready for Scottsdale. We've already got a bunch of people who have already registered so that room is going to fill up fast for sure. All right, Scott Todd, are you on your way to Wawa?

Scott: Maybe.

Mark: Yeah?

Scott: Maybe.

Erik: He's going to fly to Georgetown today.

Scott: I'm not flying to Georgetown.

Mimi: That place was amazing.

Mark: I don't know. Alright everybody, see you next week. Thanks.

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