



THE LAND GEEK

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

Mark and Scott Todd talks with: Erik Peterson - LandOpia.com,
Mike Zaino – TheLandGuru.com, Aaron Williams –
BearLandProperty.com, Scott Bossman – LandBosses.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 TheLandGeek.com and for this week's Round Table podcast we've got the usual suspects 'Bear Land' Aaron Williams. Bear Land?

Aaron: Grrr. Hey, how is it going everybody.

Mark: It's great. There is no law of diminishing returns from that roar I have to tell you, I never tier of it ever.

Aaron: I hope not.

Mark: We've got the most feared woman in the country the 'Terrorist Hunter' Mimi Schmidt. Mimi how are you?

Mimi: I'm great. How are your Mark?

Mark: I'm great. We've got breath in the mailing, breath out the marketing the 'Zen Master' Mike Zaino. Mike how are you?

Mike: I'm great. How are you Mark?

Mark: I'm good. And of course you know I love it when you call me 'big Poppa' Tate Litchfield. Tate how are you?

Tate: I'm rested, relaxed and happy to be back on the show.

Mark: I am very excited to delve deeper into your R&R. And of course last but not least 'the brain', 'the professor', the Land Geek Flight School Sherpa' Scott Todd from ScottTodd.net, LandModo.com and most importantly if you're not automating your Craigslist and Facebook postings PostingDomination.com/TheLandGeek. Scott Todd how are you?

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

Mark: I'm great. Just want to remind everybody today's podcast is sponsored by the Flight School and the upcoming new program Flight School Live. Wouldn't it be great if you just cram all 16 weeks of Flight School into a magical three-day weekend with all the coaches? If you do you want to learn more just go to TheLandGeek.com/Training, get on the call with the Zen Master, with the 'Nite Cap Meister' Scott Bossman and learn more. I do think Flight School Live is going to literally be the perfect fit for that busy person that they hear about a 16 week program they kind of roll their eyes and they are like they've got to start making commitments. If you can get it all done in three days get going, get your business literally up and running, mailings out, the marketing, the automation all compressed into three days and hang out with the coaches small group, 15 people max, I think it's really special.

All right let's get on to our first topic 'Bear Land' Aaron case study. There's nothing that I really enjoy more than maybe a really fine Chemex coffee but then second to that is when 'Bear Land' Aaron before the podcast says I just got a wire, let's do a case study. 'Bear Land' Aaron what just happened?

Aaron: Okay well I bought this property in let's say actually it was on my birthday 2018. So it was October 16, 2018 in case anybody wants to know when my birthday is but I bought this thing, it's 1.1 acres in a county in Florida and I offered \$1593 on it. There was just over a \$1000 of taxes due on it, but it was a pretty big lot for the area and there are houses all around it. The neighborhood wasn't super great but it wasn't like a crime-ridden area. It was just a little bit had some mall, light industrial mixed in with the houses there. So I comp'd it at about 6500 and that kind of jibed with what

the assessor said and they assessed it like either 95% or 100% of their value so it kind of worked out. I had some people, I had quite a bit of action on the property but they were kind I'd get offers in the \$4500 range. I didn't take...

Mark: When you say action on the property where were you marketing it?

Aaron: Everywhere. Actually I had not put it on Facebook but it had gone out to my mail list, it was on Craigslist rotation all the time and I had marketed it to you quite a few areas that tend to like Florida property as well as the Florida areas. Let's see and I think it was on Land Modo, it was on Xero and it also gone on the Land Modo Platinum Blast and that sort of thing too.

So I had quite a bit of leads from it but everybody was kind offering it in the \$4500 and so I went back through it and I kind of was in the process of reassessing my comps when this lady called. Actually she saw through Xero and sent me a lead through Xero and that was in early January. You know, nothing came of it other than she went you know she started going through my funnel, through my auto responder series and that sort of thing and she gave me a call couple days ago and she said... Actually it was her brother-in-law that gave me call or her brother she didn't speak English very well so she wanted him to call me first.

So I talked to him and then you know he got us together and she loves the property and you know she owns a couple of more she's going to invest but she may build there. So she put \$300 down with a 249 documentary fee and we actually agreed on a price of 5000 because you know the market had been speaking to me like Scott likes to teach and I realized that I might've overpriced it a little bit rather than waiting for what I thought it was worth I went ahead and took you a decent offer that pretty much doubled my money and I got the wire just a couple of minutes ago.

Mark: I love it. 'Zen Master' Mike what your big take away on that?

Mike: My big take away I think is that he had the stamina to stay with it. I mean so often we talk to people that they get tired of tire kickers and they get beat down initially because they think it's going to sell with the first two people that talk to them if it doesn't they get frustrated. I remember last year talking to a couple people and they were posting ads and they... it was the beginning of this year actually, and they were like Mike we're tired of the same old tired kickers and I said to stick with it, it's a consistency issue. Then they sold like five or six properties within a week after a few months of this kind dealing with tire kickers. So I think that one of the biggest

takeaways I have is that he had the mindset; the correct mindset to stick with the process. This process works but you have to engage it, you have to stay consistent with it.

Mark: I love it. Mimi how about for you?

Mimi: Now a couple of things. Some properties sell fast, some sell slower you just got to persist, just got to keep up with it. And then I had some folks on Facebook Office Hours say the same thing they are tired of tire kickers. I think that a lot of the times you think people are tire kickers but they just have to get further down on your funnel. Our deal of the week is really just an extension of our sales funnel, the email addresses that we get on Facebook and various leads.

they may seem like a tire kicker but sometimes you just have to warm them up and maybe it take three months, maybe it takes six months, maybe you don't have right one the property that they want out there. So folks that may seek like tire kickers if they're willing to give you some contact information even and they don't buy from you they may buy from you eventually.

And then for tire kickers if you're really tired of them hire a VA that can filter that stuff out for you and then give you the hot leads. That's the way I'm doing it now and I don't have to deal with those tire kickers. I just get a list of people I need to call and then close the deal and that's been a lot easier.

Mark: Yeah, I know and just to hammer home the point like I just read somewhere that no one is going to buy until they've had 5 to 12 touches with you. So that's got to be the expectation they need at least five interactions with you before they are going to pull their wallet out. So I think Mimi makes a really strong point. You know everyone can kind of start out as a tire kicker but then you warm them up and then they are going to go and be a great buyer. Tate what was your take away?

Tate: My take away was that he was flexible and willing to listen to what the market was saying. I love the fact that he wanted one price, but when somebody offered him something where he was still making a great return on it he didn't scoff it, he didn't walk away and say no I'm just going to hold out and wait a little bit longer. I think Aaron embraced the idea of some profit beats no profit and right now sure he didn't get the full amount that he wanted but I'm looking at this guy and he's pretty happy. I think he considers this to be a huge win and my take away you know it all adds up.

Mark: Yeah, I mean the nice thing is when you have solid deal flow it's easy to double your money knowing where that money is then going and you're going to roll it over into what might be a better investment where you're going to make that 300%% to 1000%. Not that anyone is going to complain about doubling their money, but maybe Scott Todd would complain about it. Scott what was your takeaway?

Scott: Well for first of all I would not complain about doubling my money. Basically, you know, I always believe in the get in and get out approach - right you know - like the sooner you can get out of this thing the better. So get into the deal and then get out of it. I don't care what the margin is any profit beats no profit. So when you try to hold onto these things because you have value it at some price well I always say that your first offer is your best offer and when you don't accept it guess what man? You will pay for it. Just take that first offer as long as it's reasonably and you are still making money and move on, get the money moving again.

Mark look I've got a problem right now, I've got a property that I may I may have gotten a little aggressive with in terms of my buying price and you know I thought I could sell this property for this amount of money; I'll tell you the deal. I bought this property for \$70,000 thinking that I could sell it for 200,000 and I've been sitting on it for months and I have had people look at it and they just leave. Like they ghost me, they stop responding. Basically I don't know about five months ago or four months ago we got someone who offered \$100,000. I could have made \$30,000 and I said no. Why? Because I valued this thing at 200' but someone else valued it at 100'. I should've taken the 100' made \$25,000 profit and been done with it and moved on with life. Now it's one of the things that I own that I don't even want.

Mark: Yeah, I wish you told me about that deal before you said no.

Scott: You want to buy it?

Mark: Maybe.

Scott: Okay, we'll talk.

Mark: But the point being like that's happened to me so many times in my early days that now I know that I'm not the market and just because I think it's worth this it's not the market wants. Now that being said, you might look back a month from now Scott and be so happy that \$150,000 offer and glad that you didn't sell it. But again right now you're kicking yourself, right?

Scott: Right.

Mark: Because you're seeing all the other places you could deploy that the \$25,000 profit. Actually that \$95,000 now into other deals which would yield even a higher yield. So I thought that was a really great case study 'Bear Land' Aaron so thanks for sharing. You know what I liked about it? I liked the down, I like the processing fee these people the odds are that they're going to default is really low. I mean they put enough down that it's not like \$99 and no processing fee kind of thing.

So let's transition now into [00:13:34] [indiscernible] is the place to be. Tate Litchfield just got back from Hawaii. It's good to be Tate. I'm actually going to have a hat that says that, we're going to have those at Boot Camp. So maybe like him his logo will be like cycling and then fishing.

Tate: At the same time.

Mark: At the same time. So Tate tell us a little bit about just the whole process of preparing to leave, being there and then getting back to the business. Like what was that experience like for you and what happened with the business?

Tate: Well, I mean I will say this it's not the first time that I've kind of disappeared and gone MIA within the business for an extended period of time. So this time around I was much more relaxed because previous times when I'd gone on family vacation or just needed to kind of unplug a little bit from work I really stressed out about having things fall apart or is the mailing still to going to go out, is due diligence going to continue, what about intake, how about sales, etc. This time around I was much more at ease with it because I've been working with the same group of people for a long enough time to where they don't need my hand, they don't need me to hand hold them. They know oh today is Tuesday. On Tuesdays we do the deal of the week, they know these things. I don't need to check in and remind them.

So preparing to leave I basically let everyone know hey I'll be gone. I will have my phone on me but I'm only going to check my email for about an hour each day I'm trying to spend more time with the family and everybody was okay with it. They understood the process, they knew what I needed to do and I told them if there's an emergency, you know, feel free to reach out but I reminded him that there's never a land emergency. I mean if somebody is upset or wants a refund tell them we'll get back to them when I get back in the office next week. So leaving was pretty stress-free.

While we were there I checked in and I'm looking at my Pipe Drive account, I'm looking at LG Pass, I'm tracking the metrics just on a daily basis to see that hey things are still happening and not necessarily to my surprise, but we had a few deals which was really nice deal. Deal of the week got sent out, people were happy; it was well received, mailing continued as normal and I think that's only possible because of trial and error.

You have to go on these trips and you have to stress test your business. But if you don't do that you'll never know where those problems are. There's a few things that I identified while I was gone that okay we need to improve this a little bit there, the interface or the interaction I'm a bottleneck on that part. I didn't even realize I was so I'm going to work over the next couple weeks to adjust that. But for the most part I spent my day on the beach, running around, chasing fish, watching sunsets and just enjoying myself and that's what this passive income lifestyle affords. If you're not doing that as a land investor then you're not living a good life. I mean, what's the point go get a 9:00-5:00 if you're not relaxing and spending time with your family you're doing it wrong.

Mark: So, how often did you check email?

Tate: Well, I did have my phone on me and you know obviously Hawaii is in the US so we had Internet service and 4G and all of that but I brought my laptop with me. I only used my laptop for probably about 20 minutes a day and don't do email on my phone. I think while I was there I probably spent two hours on the business and that was kind of check in with some coaching clients, answering a few Voxes, texting you pictures to make you jealous. I mean, that's kind of work because I had to get the right angle, the lighting good and everything like that, but for the most part I really didn't do anything.

Mark: See that's a property vacation. I can't tell you how many people I know that they go away with their family, but they're not really away,

Tate: Well that's the hard part about this business; it's hard with this business. Truly it is because my mind is spinning constantly, I am always thinking about how to improve, new deals, new opportunities and I love buying raw land, I love it. So typically I try to go somewhere where I don't have my phone, it's not on because I'm out of the country or something like that but I told Allison what I was trying to do and how I needed to just relax and do nothing and she kind of took my phone away and you know it was great. It's hard to get lost on an island that's the other thing. I mean we were driving a place and it's like go down the road and go left that's where the restaurant is no need to use ways for that one.

Mark: You know it's great and when Daisy becomes a teenager she'll probably lovingly when you're not completely present on vacation start singing and the cats in the cradles and the silver spoon like my kids do to me and then I know oh...

Tate: You're really good when you go on vacation. I mean we can have somebody making a huge offer and its like let me talk with Mark for a quick and it's like Mark, the guy wants to pay crazy amount of money and your MIA man. You unplug pretty well.

Mark: You know I'm better at it. I'm better at it now, but I still slip, I still slip. So 'Terrorist Hunter' Mimi Schmidt are you able to get away like that? Is your business stress tested enough?

Mimi: The business works okay. I have a hard time letting go. I have a hard time leaving my house without my iPad, I'm starting to get [00:20:05] [indiscernible] from family about it. So I have to find time, it's just so much fun I want to do it all the time especially that's growing and it's getting bigger and I have hot deals I'm working. So yeah, I have to work on that.

Mark: Yeah, a dopamine hit is a real thing. Like I love checking email because something good might happen and usually it does and it's like oh this feels so good but it can wait. I'm still trying to check email twice a day and I use that Adios so that it doesn't go to my inbox until 10:00 and 4:00 but you can still cheat that a little bit. I've been cheating a little bit lately but trying to get back on it. I sound like an alcoholic but I am an email-holic it's not good. Zen Master' Mike can you slip away like Tate?

Mike: Yeah, I can and I think it just this whole story just illustrates a niche within a niche or the nichie within the nichie however you or the nichy within the nichy that we...

Mark: So pretentious to say niche it's true, it's correct.

Mike: We had this whole discussion like is it niche, nichie, nichy? Is that a word? Did Mark make that up? I don't know. Is it available on Scrabble?

Mark: Yeah, I made that up.

Mike: But the idea is that not only do we do land investing we teach people systems, automation, how to build a team and how to build a process that allows us to do that. So I think we do that better than anyone as a group

and that sets us apart from others who try to teach these businesses we teach what Tate is talking about, this is how we go through it so yes I can.

But I also think there is aside vacations I still think there is ways to relax within the business and that's just me. I love having like my email application, I like having Chuck on my phone because it ties in with Mailstrom. I love Mailstrom and so I'll go on this Chuck if you have Mailstrom, which is like this organizing email application you can have on your computer then you get Chuck Pro and you can go in there and fill there is an app. I'm not telling you no to go on vacation I'm just telling you how you can use the business. I'll sit down there and I'll be like zing, zing, zing and just like breathing, relaxing and just get meditative by doing the business and cleaning out my inbox so... Okay, I straying a little bit, I'm topic drifting but I'm just trying to say that you can still relax within the business but yes what Tate is talking about is huge. It's so important and we teach it so well here and I love that.

Mark: 'Bear Land' Aaron how about you?

Aaron: Well, what Tate was able to do is I guess is the goal really, right? To be able to have that freedom to do those things. As he stated he's not at the complete pinnacle yet because he found some things that he wants to work on and that's probably always going to be the case. But the ability to go and spend that time with your family or do the things that you really value not only are they going to help you become more complete as a person because they are your values but they also let you recharge and everybody needs to recharge even if you're not spending eight to ten hours in a business every day. Some of that high-level thinking is just as tiresome so you need that recharge. So I guess I aspire to be at that point one day, I'm not yet but you know I will be. So I guess it's definitely something to look forward to achieving.

Mark: Yeah absolutely. I mean I guess this is an opportunity for Scott Todd to talk about Flight lessons and how he is pretty much able to do whatever he wants, whenever he wants and with whomever he wants. Like I'm not going to ask him about stress testing his business. It's more like Scott how do you charge up to do anything now?

Scott: Okay well first of all I wish I could be like Tate and just get away but you know I've got the phone in my pocket and look I don't know I...

Tate: That is you must be swimming more Scott that's the problem. If you're swimming...

Scott: Yeah, maybe if I was swimming more but look...

Tate: You need to fish. Let's go fishing Scott.

Scott: Okay, maybe we will but Mark let me ask you a question, let me challenge you. Like I know the email like the dopamine hit and all the other things. I know it's not the best way but if you get joy from checking your email why not do it?

Tate: That's a good question.

Mark: Well because I'll tell you why not. Because it's hijacking your attention. So your life is moment to moment. Do you want to look back on your life as you know basically this little thing in your hand hijacking your attention all these moments? There are so many other things to do with your time and attention that get this little dopamine hits. Like I prefer not like I would rather find joy and then we'll get into whole existential conversation on actual joy. Like I just did that crazy 20 minute peloton workout you told me to do. There was not a second of joy in it but I'll tell you what now that I've done it I feel pretty good about it.

Scott: Did I beat you?

Mark: I don't even check the stats because I assume you're going to beat me every time.

Scott: I will. I'll check it.

Mark: You're just in better shape than me.

Scott: But look that's the point. It's like because we tell people like build the passive income, build the lifestyle you want and man if you want to go waste your time and I admit it it's wasting my time checking email because email is in fact a dead-end it really doesn't do any good. In fact, I'm kicking myself because right before this call I checked my email. Why? I don't know because I use Adios.io too like you do I use that as well the Adios thing but it's stores it up and releases it and then like I have all these filters built in to get rid of all the spam and whatever.

But I've got to tell you something like when I went to check my email before this even though it wasn't released I went into the little secret hidden folder to kind of circumvent the system. I had 56 emails and I got anxiety okay, whereas if I just would have just let it go through the process what would have happened is it would have gone through this process and then I

probably would have ended up with maybe 10 because all the filters would have kicked in and all the other stuff would have just happened. But you're right if it creates anxiety for you or if it's taking away from those moments you know like honestly I'll look sometimes because like I'll be at dinner and then like I'm on my phone and I'm like oh man I feel guilty. So you know, essentially you're right you should just put it away, but that's always a battle. I think I have to fight the battle as well.

Mark: You know, I think we should do like a Land Geek silent meditation retreat for like a week and just go and just be. No talking you just be and that would be interesting.

Tate: I'm going to pass on that one.

Mark: We're getting this waking up App by Sam Herris. You know I think it would be interesting.

Tate: I think it would be interesting it just sounds a little boring. I mean a week? Mark, I'm a millennial here like that's a big ask. Just because I wasn't doing work stuff doesn't mean I wasn't like playing on my phone. I mean I don't want everybody to think that this like anti-technology guy. I still messed around on my phone; I was taking photos and those kinds of things.

But I mean I think if you really, really want to test your business and see how well you've built your team and the machine you do need to stress test it. You need to say I'm going to take off for two days and I'm going to leave my iPad at home. I'm going to go an entire day without checking my email for work just to make sure that my offers get sent out. I think maybe what we need to do is challenge people more frequent to say take a 24 hour break from your land business and see if your VA's are able to continue to keep things moving and that's a really good take away.

Mark: You know it, absolutely. You know what it will be interesting is at the six-month mark in one-to-one coaching that could be like one of our sort of challenges you just say okay let's just see how you deal with this. Because at that point they're halfway there of their team and half the systems automation should already be built if not fully built by that time.

Tate: You know you could actually build it a little further than that with people that maybe aren't as far along the process. Like when you get a section that you think is hey I've got this set you can just take a break from that section, not the whole business but just stress test parts and make that a regular part of your business. You know once a month you stress test each; like one part of week or something like that and you take a full day or

two days off from that part and see what happens and then down the road when you do want to take a vacation like Tate you can have some confidence in knowing that hey all these sections have had initial stress test. Let's see how it happens as a whole now.

Mark: Yeah absolutely, and the 'Technician' Erik Peterson is in the Colorado right now skiing with the family. So it will be interesting to see what happens if he gets back and if he was able to fully enjoy the slopes or if he was on the slopes or on the chairlift checking email, you know, calling sellers.

Tate: He was testing me pictures of the powder. So I think he's doing okay, I think he's pretty unplugged.

Mark: I'm pretty sure he's doing well. Which leads us now to the 'Terrorist Hunter' Mimi Schmidt for the tip of the week: a website, a resource, a book, maybe a quote something actionable where The Art of Passive Income listeners can go right now improve their businesses, improve their lives what have you got?

Mimi: So last week I had a guy that was very interested in some property of mine and his comments real was, "But the crime there is so bad that I can't get myself to do it." So I keep a list of websites, magazines, links, URLs, you know just information and usually my ad copywriters use them to get content for ads. So these are two of them AreaVibes.com and NeighborhoodScout.com. So I can go and I looked up crime in Northport Florida on Area Vibes and they told me that for instance Northport total crime was less than, like half what it is in the rest of Florida and what it is nationwide.

So I had no idea honestly until I checked that out and then I could actually look at it like a heat map on this NeighborhoodScout.com and it showed me my property was actually in the safest part of Northport. So he ended up buying the property last Thursday. So it's just another site that has information about your counties. If you search a little town and don't get anything just go to the next biggest town and it will give you information just the status.

Mark: Wow.

Mimi: There are all kinds of other information in there besides crime.

Tate: This is interesting.

Mark: This is interesting. I'm checking one of my neighborhoods right now and huh.

Mimi: There's stuff to do, demographics you know.

Tate: It's definitely interesting.

Mark: This is really good wow. This is really good.

Mimi: So my ad copywriters can go get some print screens of some of that information and I can include it in some advertisements you know crime in the area is super low that kind of stuff.

Mark: Huh very, very cool. Very cool. What do you like better that Neighborhood Scout or Area Vibes?

Mimi: I don't know. The Area Vibes compared it to Statewide and Countrywide so for comparative purposes that was great but their heat maps actually was it was more granular and told me inside my subdivisions where the safest areas were. So I want to take them all. I added them to my list of links that I use for ad content.

Mark: Very, very cool. Well I thought today's podcasts was great. I want to thank the listeners and just remind them to please help us out. If you're getting value from the podcast simply 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* course. So please do that also another reminder start learning about Flight School Live. I really think it's going to be a game changer for those busy folks that just want to get up and running. Again just go to TheLandGeek.com/Training to get all the details on that and we're ready to do this. One, two, three.

All: Let freedom ring.

Mark: Pretty good actually.

Scott: Not bad.

Mimi: It's better when we're faster?

Tate: Yeah, I think we're dragging it out to long.

Mark: Yeah, yeah that's true. By the way Boot Camp is coming up pretty soon April I'm excited.

Mimi: Yeah, there were a lot of folks from Flight School Office Hours that I did last night there are a lot of them going. I was really excited you to see all the folks that are going to go over there I'm going to get to meet people face to face.

Mark: Yeah, it's so good. There is nothing like that live piece of it. That's why I think Flight School Live is going to be so special because they're going to get to know each other in that Flight School group at a different level than if it was just virtual with the regular Flight School. Not that there's anything wrong with regular Flight School because when they go to Boot Camp they meet each other.

Tate: You know what I think would be cool about Flight School Live like when I'm sitting down to watch a new series on Netflix. Does anybody like check to see how many episodes or how many seasons are available? Does anybody do that?

Scott: Yes.

Tate: I do and if I see that like it's got too many seasons of episodes I will not commit to it. I won't watch that series because it's going to take up too much time. Now I like Flight School because and this goes back to why I like all the British shows Mark because they're like eight episodes long they are perfect.

Mark: I love *Black Mirror* by the way.

Tate: Yeah. So like Flight School Live it will be the same thing like for people who are thinking oh 16 weeks that's a lot of showing up, that's a lot of commitment. I'd rather just go and get this done and learn it and spend time face-to-face with Scott Todd, I mean that's powerful. Now for those of us who don't mind 16 weeks with Scott Todd I mean Flight School traditional is way to go, right?

Mark: Right and if you're the kind of person that prefers like an audiobook to listen to it on like 2X speed versus reading the book Flight School Live. Is that a good analogy or not?

Tate: But I would say this...

Scott: Both versions have solid merit. Flight School Live I think is the let's just absorb as much as we can on the weekend or you know like let's just get our businesses off the ground because we're going to mail live on the

very first day. Normally it takes three weeks to get the mailing process going. We're going to literally mail live on that first day the letter are going out the door before we end the day and then the very next day we're going to work as hard as we can by the end the weekend to hopefully at least get you leads. But ideally we want to walk you out of there with a sale.

Mike: Oh I think we can sell.

Scott: Like think about that for a minute Mark. Someone shows up to Flight School Live, they don't know anything about the land business and we could literally, we believe we're going to take them from like mailing out the door right there first day to the second day literally selling the property or maybe the third day. And if not, at least they're going to have some leads that they can work on and know what to do next because they're going to have the coach right there with them, holding their arms, arm-in-arm. So it's a big undertaking but now let's compare that to Flight School traditional.

Flight School traditional might be the slower way to go. You might say it's like the building of the solid, really strong foundation. I'm not saying that you can't do that from the Flight School Live but Flight School Live you're still going to have a lot of work to do when you go back home. You're still going to have to do all of that work, there's no getting around all the work that you have to do the differences is in the way that you learn it: the compression of it versus the go and do. So are you an instant gratification type of a person well then you need to be with us on a weekend. If you like to have things drawn-out and like to build over time and learn over time and you're looking for that like project that will help you that's a Flight School traditional is a good way to go to.

Mark: Yeah, I've got a lot of email saying gosh oh I wish you guys had that when I first started because I would have loved to do that.

Tate: I think it's just options, right? It allows you to look and say hey both options are going to help you kick start your land investing journey, it's all about tailoring what type of education you want to get and I think that's a powerful thing here. Regardless of what you do it's going to require hard work, it's going to require you stepping outside of your comfort zone and forming your own habits, but each will allow you to get that end result that you're after. So I don't think you can lose it's just a matter of picking the right one for your personality.

Mark: You know absolutely, absolutely. All right well I am breaking my fast now Mike Zaino.

Mike: Nice, raw meat.

Mark: I'm getting ready. Are you still doing that crazy meat thing?

Mike: Mostly all protein right. I'm on a keto diet now yes but mostly just protein. Not all meat but you know, fish, chicken, meat, raw meat.

Mark: You don't miss pasta?

Mike: No.

Mark: Don't miss it at all?

Mike: I've broken my carb addiction. I've gotten to the other side.

Mark: That's impressive.

Tate: You make protein pasta?

Mike: Huh?

Mark: Protein pasta?

Mike: Yeah.

Scott: Zoodles.

Mark: Zoodles, good idea.

Mike: We're just trying it. I like to experiment.

Mark: Cool. All right well thanks everybody. See everyone next week.

[End of Transcript]