



THE LAND GEEK

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

Mark and Scott talk with: Aaron Williams - [BearLandProperty.com](https://www.BearLandProperty.com), Erik Peterson - [LandOpia.com](https://www.LandOpia.com), Tate Litchfield - [FrontierPropertiesUSA.com](https://www.FrontierPropertiesUSA.com), Scott Bossman - [LandBosses.com](https://www.LandBosses.com), and Mimi Schmidt - [PartnParcelProperties.com](https://www.PartnParcelProperties.com) 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 we've got the usual suspects the 'Nite Cap Meister' Scott Bossman. Scott how are you?

Scott Bossman: Good Mark. How are you?

Mark: I'm doing great. I love it when you call me 'Big Poppa'. Biggie/Tupac debate continues to rage with the 'big Poppa' Tate Litchfield. Tate how are you?

Tate: I'm good. It's definitely raging if you guys haven't seen the Netflix show *Unsolved* it goes in depth into who murdered Biggie and who murdered Tupac really good, highly recommended.

Mark: I am into it right now. I'm starting to go with the Suge Knight hypothesis and Suge Knight if you're listening to this I'm joking.

Tate: No hard feelings, we're good, Death Row Records for life. Yeah go ahead.

Mark: That's right. The 'Technician' Erik Peterson. How are you Erik?

Erik: I'm good. Back from spring break and ready to be back on the podcast.

Mark: Yeah, you look nice and relaxed. Is it me or does Erik look younger?

Mimi: With a tarn.

Tate: He has got a glow to him that's for sure.

Scott Bossman: He's been shaving lately, I have you noticed.

Erik: Yeah, no Beard. Maybe that's what it is.

Mimi: Wow.

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

Mimi: I'm doing great. How are you Mark?

Mark: I'm good. I'm good and fighting the flu 'Bear Land' Aaron Williams. Bear Land how are you?

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

Mark: Look at you, you're on the Round Table podcast just kind of muscling through it, I love it.

Aaron: You know what, I think I'm not the worst one on here. So I've got it good I think.

Mark: Yeah, Bossman has got the shingles I don't know. Is that okay to share with everybody Scott?

Scott Bossman: For sure. I mean you just disclosed it to the world that's fine.

Mark: All right. I'm going to have to send the HIPPA.

Scott Bossman: Yeah, I was going to say it. That's a HIPPA violation right there but I'll consent retroactively to you telling people that, that's fine.

Mark: All right, thank you.

Scott Bossman: Let the old man jokes commence.

Mark: All right. So if you're on the Facebook group please continue piling on. You know I think in the fun sort of way if Bossman now has shingles will the next ailment be A gout, B aaah...

Tate: Well, Mark the question is why hasn't he had the shot? Don't you get when you're 60?

Mimi: No, it's 50.

[00:03:15] [indiscernible]

Mark: Only Tate can make old man jokes.

Scott Bossman: I'm the youngest case I've ever seen with shingles.

Mark: Yeah, well I've seen other younger cases, not that I'm a doctor I'm just saying. And then of course last but not least you know him, you love him: 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 your Facebook postings PostingDomination.com/TheLandGeek. Our favorite Florida Man how are you?

Scott Todd: I'm good. How are you Mark?

Mark: Good. Did you see that article in CNN about what's the deal with the Florida Man? Why Florida?

Scott Todd: Yeah, yeah, I mean you know like it's nutty. It's nutty because... look I to think that because I grew up in Florida, like I was born and raised in Florida and all I know is that there's a lot of people that moved into Florida and I think they brought in the nuttiness with them. Like there's

no way people like me who have been here our entire lives do this crazy stuff but Mark I've seen a couple articles now referencing the Arizona Man. So they might be on the move.

Mark: I'll tell you what after reading that article I do think there is something to the extreme heat that makes people crazy. In Florida the extreme humidity and in Arizona the extreme just dry heat and I do think at some point people can't self-regulate and they just go crazy.

Scott Todd: Maybe. Maybe that's it but like I'm mean why don't they just jump into the water and cool down.

Mark: I mean Tate is laughing over there because he's in the desert. How come there's no Vegas Man?

Mimi: Because all of Vegas is crazy.

Scott Bossman: Everything that happens in Vegas stays in Vegas.

Tate: Yeah, it just stays here. We don't let the whole world air our dirty laundry you know.

Mimi: What happens in Vegas stays in Vegas.

Mark: There it is.

Scott Todd: That's good. Look at Tate with the [00:05:29] [indiscernible].

Tate: Yeah, easy.

Mark: Yeah.

Tate: I'm just reading the Florida Man on my birthday and it's "Florida man throws a samurai sword at Sheriff's deputies." I'm like what! You can't make this stuff up.

Mimi: Yeah, ridiculous.

Mark: The criminal creativity Florida is really phenomenal.

Tate: "Florida Man arrested for throwing sausages at his mom." Like mom why would you waste that? Like how would write it? First of all, why would you do that and second of all how do you write a news report on that. Like

yeah he was maliciously overhand throwing these sausages. Like what do you write about there? It's a page long article.

Scott Todd: I see when I do the Florida Man challenge on my birthday nothing from Florida comes up but an article from Tennessee comes up and it's about a man run over by lawnmower while trying to kill son with a chainsaw.

Mark: Erik Peterson you've got a lot of explaining to do.

Scott Todd: I mean what the heck man.

Mark: I feel like Tennessee has so many problems. It's almost unfair to pile on. I was doing a deal there in this area, in this county it was like a nice area but like half the County was illiterate, like literally like illiterate.

Erik: We have a lot of Counties in Tennessee.

Mark: Yeah.

Scott Todd: Mark but my favorite, my favorite is this one 'Arizona Man fake down syndrome and hired caregivers to change his diapers'. He hired them to change his diapers.

Mark: You can't blame the heat on that.

Scott Todd: He wanted a nanny it says.

Mark: By the way today's podcast is sponsored by Flight School.

Scott Todd: Is this all we're doing all day is this slinging headlines?

Mark: No, no we actually have a topic. If you want to start building your passive income in a systematized way, accountability you're going to get it done in 16 weeks you owe it to yourself, you owe it to your family, you have an ethical obligation to get there as quickly and efficiently as possible. Don't waste time. Life is short, go to TheLandGeek.com/Training. Get on a call with the 'Nite Cap Meister' Scott Bossman or the 'Zen Master' Mike Zaino and get ready for LOTS baby it's coming to a screen near you. I've very excited to Look Over Tate's Shoulder.

So as we were very unfocused to begin this podcast I think the topic is apropos because we want talk about our clients finding focus and I think Erik Peterson came up with a great quote to start about you know finding focus.

How many times have we heard from our clients they're kind of just in the weeds in the business? Tate what's an example of somebody being in the weeds?

Tate: You know I think that the common ones that we see are people spending crazy amounts of time working on like I don't want to say like setting up websites because I mean people do waste a ton of time doing that or business cards. But even like just wondering if they need to have the offer letter signed right and they go back and forth and it's like well they said they wanted to sell it but they didn't sign it and send it back to me and they get hung up on that. It's like listen they want sell it, you guys have a verbal agreement go on with it, proceed I don't know. It's things like that people just get almost like hyper focused on the little details that really aren't doing anything to help them in the business.

Mark: Yeah. Mimi do you agree with that?

Mimi: Completely agree with that. I'm finding that a lot on Office Hours. I get a lot of questions about are there signatures on the offer letters or offer action agreements or how do I format my offer letter? I want to say something different from everyone else and just mail and market instead of just focusing on what brings the most value yeah definitely.

Mark: Yeah. So Erik Peterson if someone is having a difficult time finding focus. How do you sort of reset them mentally where they can? Because it's so simple for us here on the Round Table to say mail and market but mentally speaking there's so many different steps in just the mailing process. You've got your County research you'd like to pick a good County right. Did I get the list, is this the right list, who do I contact to get the list? It goes kind of on and on and on. So how do you find that focus so you can just do that most important task that will lead you just to get that needle moved?

Erik: So I think you know just like you said we all talk about mailing and marketing being the most important parts of the business and to help kind of keep your focus on those two items I think you know the concept of theming your days that we've talked about before is pretty helpful. You know I theme my days Mondays for me are for mailing that means anything to do with getting the list, asking a VA to get the list, pricing offers whatever it is on the mailing side that's going to be the focus on Monday and nothing else is going to get done until that's complete for that particular Monday. Tuesdays I spend time making sure our new listings are up and available on various platforms whether that's on my website, on Land Modo, on Craigslist

or Facebook or wherever it's going to be marketed Tuesdays is the day to focus on that for me.

Wednesday is about exploring new marketing ideas; so whether that's education or just research or actually trying things. Thursday let's see, Thursday is for systems. So anything to do with our VA or you know building a new Zap or a new tool anything like that is going to happen Thursday. Friday is paperwork and just kind of general follow-up on things that you know were left off the rest of the week. So that's how I theme my week and it does help me to stay focused on the kind of important topics for the week. So I think that's a helpful tool for people to consider. You don't have to use my exact strategy but the idea of having a focus for each day has proven be helpful for me.

I think you know the other thing we talk a lot about is letting go of the small things, especially when you're getting started. You know we talked about are offers signed or are they not signed, what County should I choose, is my website ready all these different things and those are all kind of somewhat important parts of the business but the number one thing is the mailing and marketing. So if you can't do mailing marketing because you're worried about you know is the offer signed or whatever just move on, answer the question later but you have the tools to get started and same for your website. Like if you can't get that up and running it's going to take you a lot of time to you know whatever design it or fill it with content find a way to hire that out. Find someone on Upwork that can get your WordPress website ready and get everything launched for you. So you're not spending hours learning something new that you really don't need to learn.

Mark: Yeah I love it. I love it. 'Bear Land' Aaron do you have anything you want to add to that? When you have difficulty finding focus do you do anything differently than what Erik was outlining which was really thorough actually?

Aaron: Sometimes I find that if I get into the weeds about something a lot of times it's not so much not knowing what I should be doing but more of a procrastination. You know where you feel busy doing something that you feel like is important. You know like trying to figure out maybe the perfect offer price to put on your list. I mean you can spend days and days and days working on that and that's not going to move you forward at all you know. So you've got to kind of recognize when you're in that situation.

A lot of times I'll maybe like mind map out really quick what my next step is or what project I'm working on completing at the time and then kind of work that situation backwards. You know figure out okay if I want to send out a

list what do I need to do? I need to get a list. Where do I get a list? You know and you kind of went through those things a few minutes ago work it back until the next possible step you know and then take that step move forward. Like you'll take that step, you'll get that complete and then you can move on the next step, then you can get that complete and then you've gained some momentum and you've created a focus and then now you can start moving your day forward in a way that is productive rather than just you know a bunch busy work.

Mark: Yeah I love it. Mimi Schmidt how about you? How do you know find focus when you inevitably find yourself in the weeds in this business?

Mimi: So I theme my days too but every day we have to chase leads, every day right that's the marketing aspect of it and that's the biggest priority is chasing leads and nothing else gets done until I've chased every lead I've got. And I will say a lot of the problems that people get stuck in rabbit holes on will solve themselves if just stick with the mailing and marketing. You won't have to worry about option agreements and whether they're signed if you're mailing and in mailing because eventually you're going to get people that are going to be accepting your offers, you're going to be looking at your response rates and knowing if your pricing is right. So you don't have to get down in the weeds about the pricing because that mailing response that you're tracking is going to tell you are you at 5% responsive, are you buying one in every hundred.

So just doing those basics will solve a lot of these problems and if you're having a hard time focusing and you've got a list written down or in Trello or somewhere where you're tracking your things to do score them. In Agile a lot of times you'll do Fibonacci scoring but a super easy to do it is to just shirt size small, medium and large, small medium large and extra-large. Give them a size of importance and then stick with it. Work on the ones that are most important. That's just a super easy way; it doesn't take a lot of time to help you find focus. Let's say your day is mailing. What are the steps you have to get done, importance and just stick with it.

Mark: Oh. I mean you know when it comes to mailing that's like extra, extra-large. That's like going to then you know the super big shop but I really like that visual though of categorizing it by sizes because when you said Fibonacci you lost me. I think I've hazed Scott Todd about Fibonacci.

Mimi: More complicated.

Mark: Scott Bossman you know when Mimi was talking I kind of had this visualization you've got teenagers teaching my son to drive. I am in that

right now and you know it so you say okay now we're going to drive and inevitably he wants to pump the brakes, he wants to hug the right of the curb ultimately it's about fear and I think getting enough reps where you're not so afraid of making a mistake. Now if you make a mistake driving you can die that's a little bit different, which is why I scream at him but no one is getting screamed that if they sign or don't sign your offer letter right, it's just one of those things. It's like okay I'm going to slowdown; I'm going to pump the brakes because I'm afraid. Scott Bossman how do you find that focus to help with that?

Scott Bossman: Like I tell so many people I just really emphasize that you try to keep it simple when you first starting out and theme based are amazing. I do themed maybe portions of days and whatnot but when you're first starting in this to theme your entire week out might be overwhelming.

I love Mimi's approach and I still do this. I'll do like a brain dump on Sundays. I'll write down 30 things that I think will benefit in my business and I rank those things. I put a one next to the things that are the most important, a two next to the things that are somewhat important, a three next to the things that I can wait on and I try to go down and click all those number one things. But when you look at all those number one things they usually fit into some type of category that is going to move my business forward the most that week.

So to keep for beginners it's just mailing, mailing, mailing, mailing and like you said don't worry about having the perfect offer price, don't worry about having perfect list. Scott Todd says he has said to all of us any list beats no list. As long as you're taking action the results of those actions will tell you if you're on the right track. If you sit around all day and over analyze them, wondering if you're on the right track that's going to prevent you from taking action. So take action first, monitor the results later, keep it simple and you know instead of like... the car analogy is great Mark like teaching your kids to drive. But you know what I do or I have done is I take that as no obstructions, no light poles, no traffic and we just focus on driving straight ahead and that's what you have to do when you're first starting with mailing just do it in an area where there are not all these distractions.

Mark: Yeah, I love it. Tate what do you want to add to that? Because I could imagine you know you've got so much going on for you to have defined the focus could be a challenge just for you personally and professionally.

Tate: Yeah I mean I think we're all busy people right and it doesn't matter how much stuff you get automated or outsourced you'll always find new things to keep you busy. So I think those tools are there to help you but

ultimately every day I sit down I know the first three things that I'm going to do immediately. I love having kind of a schedule. I am a creature of habit so every day of the week I like to start by doing the same things before you talk to anyone, before I you know look at my email. I do the things that make me the most money in a day first and once those are completed I'll look at my email or I'll get on with a coaching client or something like that.

But I think you really have to know where your money comes from and once you know that you know it's really easy to say time to go get it. How do I get that return? But we're all going to be busy, everybody's busy all the time. I think when it comes to anything practice makes permanence. So if you set a goal to go out and do the same thing every single day for three weeks the fourth week is going to come around and you're going to just do it because that's what you do; it's a permanent fixture in your life. Even on vacation there are certain things that I still do every single day because my business never really stops you know it's always going.

Mark: Yeah, yeah and I think it could be very helpful too because we're all kind of doing this now full-time in the sense, like we don't have day jobs anymore. But I'd love to know how Scott Todd with his big day job as he had in a Fortune 300 company managing all these people, Mimi had the same experience. Finding the focus when you're not necessarily going to have the energy to work the business. You know sometimes you just have a built-in excuse right. It just very easy to say I'll get to it tomorrow, to procrastinate it. Scott do you even remember like how did you find the focus to do this consistently and then Mimi I'm going to circle back to you and ask you the same question?

Scott Todd: Mark you know what it was is it comes back to you desire, your burning desire. Do you have a burning desire to change the situation that you're in and if you don't know honestly and like you can see it in people. Like you see people struggling, you talk to them and they want something that's where the word entrepreneur comes in. Like they want to be an entrepreneur but yet they haven't made that commitment in their mind to shift, to say I'm not going to want any more I'm just going to go do it. So when you have the burning desire and the passion well then I don't care how dang tired you are you have that outpouring desire and you are on fire, you are unstoppable and that's what it comes down to. It comes down to when you have that burning desire, when you know your why and you work towards it then nothing is going to stand in your way I don't care what it is because you're going to go back and you're going to hit.

I'll just tell you like I remember Mimi, like I remember doing coaching calls with Mimi and she would get on this calls at night and you could in her face that she's just exhausted right. You know she's tired, she's exhausted and here she is just like plowing away, she got a family. Like I kid you not I'm not going to share anything personal but like the family you could see the family is hitting her like this is late at night, she's getting slammed each way and then she comes back and she regains her composure. I mean I remember on one night there was no Mimi. I'm like Mimi what happened? She's like, "I'm sorry. The family got in the way." I think we did the call like at 9:45 at night okay and when she got on that call she reframed herself, she let everything else go and then all over sudden she got back into her why. She had a why that created that burning desire for them. You know like the thing is that no one's going to do anything that they don't want to do you'll find ever reason in the book.

I will tell you this in coaching all of these people that I have coached and doing Fight School and everything there's one trend that I noticed about people and that is it's that when they get scared or when they confront something that pushes them outside their comfort zone the easy thing to do is to run back to their comfort and focus on something else. So it was talked about in this call like ah yeah let me just go keep repricing these offers and looking for the perfect offer price and all these other stuff. Well the perfect offer price doesn't exist. You're not an appraiser; your goal is to get the offers out there as quickly as possible. Some are going to go, some are not that's just the way that it is learn your lesson but just mail.

But what happens is when people get to that comfort zone, that edge of the comfort zone and then they get scared what they do is they go oh let me go work on my logo, oh let me go work on... No, what you need to do is you need to recognize that your body is telling you hey I'm not comfortable here. This is like you knowing you I'm not comfortable here and then what you do is you go hey just hold on we're going to keep going here, go a little bit deeper and then you go that little bit deeper you just stretched your comfort or you say listen body, mind, I know you're not comfortable and that's okay. We're going to continue on this path because this is the right thing and then all of a sudden your body is going be like okay this is the way we're going and then your brain will begin to help you. Your brain will say hey maybe you didn't price this right or I feel really good about these things let's just go do some more because you've stretched that comfort zone and now all of a sudden you didn't die and your body is like let's role man. So you've got to balance that piece, you've got to listen to what your body is telling you. But if you're struggling to get the motivation to go do this business or whatever it is I'm going to challenge you that you don't have a burning desire to

change your rotten life. So go create that burning desire and nobody can give you that burning desire you have to want it and want it bad.

Mark: Yeah absolutely. So Mimi the same question to you. You know having as a big life and as a big job you had how did you find that focus?

Mimi: That's so hard to follow-up what he said it's absolutely perfect but I can follow up with something like where do you fit it in when you have a lot going on? Late at night when your kids are doing their homework, when they're at gymnastics, football/soccer practice, when your husband is at the gym, when your wife is making dinner get up early in the morning on Saturday. There are times when they're doing other things besides spending time with you and so if everyone is doing homework sit with them and work on your business. You're still together, right? But then you're actually moving forward and you don't feel like you're ignoring your family not being the parent that you want to be, the spouse you want to be. Do it in all those times when they have other things going on also. That's what I would suggest.

Mark: I love it. I know for me I never want to have decision fatigue. So when there's a slot in the day I fill that slot. So I've got three kids. They've got tons of activities it's kind of their world and I'm living in it but there are points in the day where they'll be at school or you know I'll have that time and even if it's just 15 minutes I'll schedule in that 15 minutes so I know during this time block I'm getting this done.

And then kind of the night before kind of doing it like what Erik was talking about it and Scott was talking about, I mean even Mimi was prioritizing what's the most important thing that I need to get done today and scheduling that first and making sure that these are the golden hours I am not to be distracted at all. The phone is going on do not disturb, anything that could distract me. Like I might tell a friend or my wife look I'm in surgery right now okay you wouldn't call a surgeon when they're in surgery. I'm in surgery and until this is done and it'll be done at this time then we can talk and so I think that helps me with focus. It's just not having to think about what I need to do at what time of the day. Erik Peterson had a great quote that he got from Gary Keller, "Make sure every day you do what matters most. When you know what matters most everything makes sense. When you don't know what matters most anything make sense," by Gary Keller in *The One Thing* and I love that.

So I thought that this was a really productive topic and hopefully the listeners are getting value. And does anybody else have anything else they

want to end with before we go to the tip of the week? All right that was just radio silence there, no worries. Mimi Schmidt what is your tip of the week?

Mimi: So in doing the Flight School Office Hours I noticed this renaissance or I don't know what it is about people getting out of Excel and moving out to online sources and hiring VAs to help them. So this quote is in the chat and I'm sure Daniele will put it in the notes it's the Aired Table spreadsheets that Erik Peterson put together and it's for Posting Domination but it covers not only your accounts but it also covers like the VA's that you have writing your ad copy and that type of thing and it helps you get organized. I love Air Table because you can interact with your VA's and it's super easy, super flexible and it's just like Excel. So I highly recommend it. You want to say anything about it Erik? I don't mean to put you on the spot but you know more about it than I do.

Erik: No, I mean I think you covered it. It's really set up as an organizational tool to manage your Craigslist posting and your ad content. So its designed to do all of that in one tool and hopefully make people's lives easier.

Mark: All right great. I hope the listeners are getting value and if you are please do us a big favor you know forward this podcast to a friend, share it online on social media but then you've got to review the podcast. So just do us three little favors you've got to subscribe, rate and review the podcast. Send us a screenshot we'll send you for free the \$97 Passive Income Launch Kit and guess what everybody? We are a month out before Scottsdale Bootcamp. There are still a few seats available go to TheLandGeek.com/Bootcamp and reserve your spot. If you don't have tickets you've got to figure out how you can get tickets. Get on a call go to TheLandGeek.com/Training the 'Nite Cap Meister and the 'Zen Master' Mike Zaino will help you and I thought this was great. Scott Bossman you're feeling okay?

Scott Bossman: I'm feeling great thank you.

Mark: All right good. 'Bear Land' Aaron are we good? No chills?

Aaron: No, we're good.

Mark: All right. Well I appreciate both of you banged up, so to speak and still making the Round Table podcasts. Tate are we good?

Tate: We're great yeah.

Mark: Mimi?

Mimi: Great.

Mark: Scott Todd?

Scott Todd: We're good Mark.

Mark: All right notice that I'm leaving Erik out on purpose. All right just kidding, Erik. Are we good?

Erik: We're great.

Mark: All right. It's going to be a kinder and gentler 2019 but you know I missed you last week. So I had to do...

Erik: I missed you guys too. That was a quiet week.

Mark: Was it just so relaxing to be on the beach?

Erik: It was good. We spend a ton of time on the beach it was actually a little bit cold a couple of days. But the time we did have on the beach was really nice.

Mark: It's great. All right well let's do this one, two, three.

All: Let freedom ring.

Aaron: Ring.

Mark: Oh well they're not all going to be phenomenal you know, so I don't know. By the way I was watching like just flip around shows last night I saw a Game... I was like watching Game Night and with Jason B... was it Jason Bateman.

Scott Bossman: Yeah Jason Bateman.

Mark: Yeah, and so his brother was like kind of sketchy and he was talking about... and he had all this money, he was talking about investing in Panera bread and he's like well I've never invested in Panera bread but I eat at Panera bread. And I'm just like man I just can't escape thinking about Scott Todd at some point.

Scott Todd: And that's funny because I was going through some moment the other day and they were talking about hey let's go to the cheesecake factory I'm like I can't get rid of Mark and his cheesecake factory either so it's crazy. Tate and Mark cheesecake factory.

Tate: I've got nothing.

Mark: I think it's the play.

Scott Todd: I feel like I just bullied you both over. Like I just picked a slit or something, I don't know.

Tate: They've got nothing on me.

Mark: I don't know.

Scott Todd: Okay the podcast is over now.

Mark: Yeah exactly.

Mimi: One month we'll be in Phoenix at Bootcamp.

Scott Todd: We can go to the cheesecake factory.

Mimi: It's the 26th just one month old.

Scott Todd: The gift that just keeps on giving.

Mark: Tate isn't there a line from Drake about the cheesecake factory?

Scott Todd: I did just book my flight to the event.

Mimi: Aren't you going to Travis Scott's concert.

Tate: I already went to Travis Scott.

Mimi: Was it good? I'm trying to change the subject here.

Tate: It was crazy. I mean I've been to a lot of concerts in my time and like, I'm glad I had a C because these young kids they're crazy. I mean don't let your children go to that concert that was wild.

Scott Bossman: I thought you needed tattoos to enter that concert?

Tate: It was... I mean the amount of fireworks and like a stage performance was crazy. It was so incredibly loud. I feel like I'm aging myself right here but it goes back to like my whole day time movies kind of persona that I'm in now like I don't want to be out late. The show started at like 9 o'clock and Travis came on until 11:30 so like we just sat there for like 2½ hours waiting and waiting and waiting. I'm like we had a babysitter. By the time like and it was a school night too so the baby sitter had to go to school in the morning at like 12:30 - 1:00 I as like we've got to leave. I mean the babysitter has got to get up in the morning. So we didn't made it through the whole thing but it was fun.

Mark: Good times.

Tate: And he does have a song about cheesecake. It is, "Why you've got to fight with me at cheesecake."

Mark: Yeah, there it is. Yeah, why you've got to fight with me at cheesecake. You know why I love to get there great in line.

Tate: I guess if Drake likes it the champagne popping so do we.

Mark: See there you go. Take that Scott Todd.

Tate: Yeah.

Mark: Yeah.

Scott Todd: You know who Scott Adams is, don't you? The cartoonist.

Mark: Dilbert sure.

Scott Todd: Yeah, so he's got a quote too about the cheesecake factory and it says that it is a great business model but if you take your wife there on the 25th anniversary you might not reach your 26th anniversary. So...

Mimi: It's probably a good point.

Mark: That's wise.

Mimi: Yeah.

Scott Todd: Yeah.

Mark: Yeah. I feel like Erik Peterson needs to jump in here at some point.

Erik: I've got nothing.

Mimi: They should pay you guys for all this free advertising.

Mark: 'Bear Land' Aaron?

Aaron: No. Staying out.

Mark: Yeah Mimi you're right we should get the cheesecake factory to sponsor the next podcast.

Mimi: Yeah.

Scott Todd: What's great about this is, is that somehow I've been able to take this whole thing for the last few weeks and like manipulate what Tate said in a way I got you guys believing that you like the cheesecake factory.

Mark: It's like a Jedi mind trick.

Scott Todd: I mean yeah. Like you guys have become synonymous with the cheesecake now. I don't know how I put that on you. I guess...

Tate: It's too loud. I'm still going to stick with that it's too loud.

Scott Todd: I mean you guys should be throwing back like #fake news or something [00:39:44] [indiscernible] mislabeling us but you know.

Mark: You know we'll see. All right well this is always fun. All right Drake loves the cheesecake there *Investigation*, there it is. Thank you Erik.

Scott Todd: Now if we can just get Drake to like do a video or something where he goes to cheesecake factory that might be great.

Mark: Yeah, if Drake you're listen to this please come to Bootcamp and just do this one song for us, and then drop the mic and leave; that would be cool.

Tate: That would be very cool.

Mark: Yeah.

Tate: You better get Danielle on it.

Mark: I'm sure he listens to this. Drake wants some passive income.

Aaron: He doesn't.

Mark: Think about the work he's got to do. All that social media work and he's got to tour.

Tate: Records.

Mark: He's probably investing in raw land right now.

Tate: He'd be crazy not to. You know I read... who was it? One of the other rappers just bought a whole bunch of.... what's his name? He bought a whole bunch of raw land and now he is growing his own tobacco out there. I can't remember it but it's kind of funny. It was like oh he bought like 40 acres that's awesome. He bought like 35 acres I think and he is growing his own tobacco. He's like, "Yeah you just never know. Plus I just want to have some land." It's really funny.

Erik: Sure it's just tobacco?

Scott Todd: Let's just leave it at that Erik.

[00:41:32] [indiscernible]

Mark: Is that in Colorado, Oregon, Washington, California?

Scott Bossman: You know some of the wrong rappers Erik.

Mark: Yeah, I don't know. Anyways if you're listening to this bonus parts of the podcast mention it on the official Land Geek and Wealth Creation group because we have no idea if anyone listens to this or not.

Scott Todd: I'll be shocked if anybody does.

Mark: Yeah.

Tate: It was Chance the rapper. It was Chance the rapper.

Mark: Chance the rapper.

Tate: Yep.

Mark: Yeah, he's smart. He's not even on a label.

Erik: Now, did you sell him the land because that's the way it should have been done.

Tate: I respect the confidentiality of my clients Erik.

Mark: Tate did sign the HIPPA.

Tate: Right.

Mark: Yeah. All right thanks everybody. I'm going to raid the cheesecake for lunch now that we've talked about it enough. Perhaps some avocado egg rolls.

Mimi: Ooh lala.

Scott Bossman: See he know the menu even.

Mark: Yeah. Who doesn't know the cheesecake menu?

Scott Todd: I don't.

Mark: There are lighters.

Scott Todd: I have no idea what you're talking about.

Mark: Maybe 3 pounds of pasta.

Scott Todd: You can't put a menu past Mark without him knowing it. Come on we should know that.

Mark: Yeah.

Scott Todd: Mark knows his menus.

Mark: I say this to my kids all the time I don't know anything about anything but I know food.

Mimi: And land.

Mark: Yeah and land but they don't think I know that. They're like what's with all these shuffling paper stuff. Where is the land? I'm like let's go on a ride kids. Let's go on a ride and then of course they don't but whatever. That's why we have the community. So it's a lonely land world out there.

Erik: Alrighty. Well, for the third time today, it was good chatting with everybody.

Scott Todd: How long are you going to drag this out Mark? We're tired, we're hungry.

Mark: All right bye.

[End of Transcript]