



THE LANDGEEK

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) 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](https://www.TheLandGeek.com) and on today's Round Table podcast we've got a smaller more intimate group. We've got of course 'The Technician' Erik Peterson. Erik, how are you?

Erik: I'm good, happy to be here.

Mark: Happy to have you. We've got 'Bear Land' Aaron Williams. 'Bear Land' how are you?

Aaron: I'm doing great. Spring has started to spring here and doing really good. Glad to be with you guys.

Mark: Nice, nice. Always glad to see the 'Bear Land' Aaron coming out of hibernation from winter. It's great. There he is the big stretch. Of course the most feared woman in the country Mimi 'The terrorist Hunter' Schmidt. Mimi, how are you?

Mimi: I'm great, Mark, how are you?

Mark: I'm great. I'm great. Glad to have you. Of course last but not least 'The Professor', 'The Brain', Scott Todd from ScottTodd.net, LandModo.com, and most importantly if you're not automating your Craigslist and your Facebook postings, PostingDomination.com/TheLandGeek Scott Todd, how are you?

Scott: Mark, I'm great how are you?

Mark: I'm jealous of Tate Litchfield. That's how I am.

Scott: Let me tell you something I called that guy yesterday. I called the bum yesterday and he doesn't call me back and finally he calls me back he's like, "Hey man I just landed in Honolulu." I'm like, "What? What are you talking about? He's like, "Oh yeah, but I'm only here but until tomorrow." I'm like, "That makes no sense? What?"" He's like, "Oh yeah."

Then he told me about his fishing adventure and he was telling me some of the challenges that he's going to face Mark. One, he was telling me this island he's going to, it's 1500 miles out of Hawaii. It's like 1500 miles due south of Hawaii and he said that he gets there at 3:00 pm because it's a three-hour flight from Hawaii. The problem I that the way the international dateline is cut out he lands at 3:00 pm on Wednesday because this is Tuesday on Wednesday. So he loses an entire day going there. Then he's telling me the guy is telling him like, "Hey listen bring your own food because our food booth is like six months delayed. So basically all we have to eat here is rice and whatever fish you catch."

Mark: I know. The poor guy is in remote Hawaii and he has subsist on fresh fish that he catches and rice.

Mimi: And probably fresh fruit, poor guy.

Mark: And fresh fruits, yeah.

Scott: It sucks to be him doesn't it?

Mark: It really does.

Scott: I don't know how he's going to function without his cheesecake factory.

Mark: We're really starting to get back to cheesecake factory already?

Scott: I'm going to layoff of it because now I think we killed it. We killed it but it's okay.

Mark: You know besides having tons of envy for Tate. Zaino is at the fire department saving lives and 'The Nite Cap Meister is probably day drinking. I don't even know what he is doing but he couldn't make the Round Table Podcast. But we do have an important topic. Erik Peterson, what are we talking about?

Erik: So today we are talking about Craigslist. It comes up often especially for people just getting started in the business. The conversation kind of goes something like this, "I tried Craigslist. I spend all this time creating these accounts doing this, that and the other thing and everything was getting flagged. I gave it a couple of weeks and I just gave up. Now I'm just doing Facebook because that's working." So that's often the conversation that I have with people about craigslist. Which leads me to then tell them it was a struggle to learn it and get it all working but once you get through that I can tell you that most of my leads come from Craigslist and my sales. So there is a lot of value to it but it's not an easy track to take.

Mark: Yeah, absolutely. 'Bear Land' Aaron what's your sort of take on that?

Aaron: First in full disclosure, I will say that I'm definitely one of who struggled with Craigslist so what I'm about to say is not necessarily from a position of expert-ship. But I will say this that Scott's gone through and gave us a methodology in Posting Domination and a lot of great tools to use. That's the baseline for what you need to start but it's not going to ensure success in your Craigslist posting and in your lead generation. There are a lot of other things that you need to do that Scott can't necessarily teach because they are specific to your business, to your voice, the properties you're advertising, where those buyers are located and the country for your properties.

You have to kind of find that out for yourself. I mean there is no algorithm that's going to provide that information for you, you know. You have to create your avatars and you have to decide who you're marketing to and that sort of thing. All these things come combined into a large picture that when it then comes together a lot of times through trial and error, a lot of times through definitely putting a plan together and working that plan to figure that out. But when they do come together then it starts to happen and then you can see that success that many people are hoping for but there is not a magic bullet for it.

Mark: Yeah, yeah, absolutely. You know Craigslist is inherently a struggle because they want you to be local. So if you live in Virginia and your property is in Colorado, then you've got to sort of work within the Posting Domination methodology to work within that Craigslist's algorithm so that you look like you're local. So you can get flagged and flagged or ghosted and all those things and it's a pain. Mimi Schmidt, what's your take on it?

Mimi: Well, I find that Craigslist really is great in my less saturated counties and almost all my leads, all my sales come from it. Then in the more saturated counties where it's harder to get leads, you know like in some of my counties I can place three and get five leads from Craigslist. In more saturated counties I will place 10 ads and get one lead. So it's much harder and I rely much more on Facebook to get my leads in my sales in those counties. So I think that where you are really matters with Craigslist.

But I will say for me my VA that I use for my posting he's been doing this for three times as long as than me. He's a machine. He really is. We are at 85% stick rate in [00:07:59] [indiscernible] a great job, but he even likes Facebook better now. So I get so many leads on Facebook I can't even keep up with them. So I'm torn, I'm really torn. So I'm looking forward to what everyone else has to say.

Mark: Yeah. I mean it is an interesting marketing issue where you can look at well okay if this is where I'm getting my results, right, why don't I stick with that until it dries up instead of doing the shotgun approach of Craigslist or say Zillow, the Lands. You know we've got to give Land Mado some love there because that's been really effective for people. But is it really worth sort of saying or is there any merit to say hey this is too hard. I'm only going to do these channels, right? Scott Todd what's your take.

Scott: Okay. Well, I've got a lot of thoughts on this. First of all, there is nothing wrong with focusing with what's working. So if Craigslist isn't working for you, if you haven't mastered it, no problem. 90/10, okay like 90/10 whatever is working for you go in on it Mark. If some channel is working great for you, great there is nothing wrong with that. You don't need to be everywhere. In fact, most people's sales come from that 90/10 split. That's just the way that it is. If you're all in on a platform let's say Facebook and that's working for you no problem. But 10% of your marketing effort should be to be out looking at somewhere else, right? Looking because you never know when Facebook is going to dry up or whatever.

The problem that people run into on Craigslist there is two problems, number one problem is what you mentioned being local. Craigslist is all about local. They want local people dealing with local properties. The minute that you start posting from out of state, out of the area and all this other stuff from kind of weaker IP addresses they freak out because there's been a lot of platforms that have gone on to Craigslist and peeled stuff off there. Airbnb is a great example. Airbnb went out there and they basically pillaged Craigslist and created this whole Airbnb business off of Craigslist traffic and it freaks them out. They don't like it.

They always have been killing the spammers and the scammers. That's it. That's their deal. So if they even sense that you're not local, if they sense that you're a spammer or a scammer or that you're trying to do something that's outside their guideline it's over. The ad is gone. So part one of that is really understanding how to be ... I refer to this guy all the time Bob down the street selling a lawnmower. When I write my ads I'm thinking like Bob down the street trying to sell lawn a mower.

Mark: Scott is your neighbor's name Bob and does he have a lawnmower?

Scott: I don't know that there's a neighbor named Bob but my neighbor does have a lawnmower so 50/50.

Mark: Okay.

Scott: Now, the other component, so part one is the getting past the filters and the spiders. Then if you're able to do that the next problem that people run into is they'll say I don't get anything. I don't get any responses. Okay, well if you don't get responses it doesn't matter what platform you're on. If you don't get responses as long as there's traffic to it if you don't get responses it tells you something very clearly your message is not connecting with the people that are looking there. That is it, okay? Because as long as a website has traffic by its nature there's going to be people that are interested in what you have to say.

However, if your headline doesn't catch their attention, if your picture doesn't catch their attention, if what you say in the ad doesn't relate to them and leave them curious enough to raise their hand and go, then you're not going to get any response. What I think happens a lot of times to people is that they are too anxious to make the sale right there from the ad. So they want to put this ad out there and they want someone to call them and go, "I want to buy the property because you told me everything about it." The reality is that doesn't happen. The reality is that an ad and I don't care what is an ad for land or anything is never intended to sell you on it right there. Maybe an infomercial intended to sell you but a 30-second ad, a classified ad

anything is never intended to sell you on something. It's intended to get you to raise your hand to say I'm interested and then you need to sell them.

So if you're putting ads out there and some people tell me like, "I put hundreds of ads out there." I saw one guy in the Facebook group the other day say he puts a thousand ads a day. I don't even know why you would do that. He literally said he puts a thousand hours a day out. I'm like but what are you getting for that? So there's no way that you're connecting with people when you're just blanketing the whole thing and you're kind of making the whole system not work properly because I don't put a thousand ads a day. I don't put anywhere near that but yet I have a continued flow of leads coming in enough to support Land Modo because the ads that we run isn't just supporting my business. We run ads for properties that are on Land Modo as well. So that said people are finding properties. People are making sales on Land Modo. So if I can do it with less ads you don't need hundreds of ads a day either. What you need to do is you need to get good at finding your voice so that you can connect with people.

Mark: Yeah. I think there's a lot to unpack there.

Scott: There's a lot, right?

Mark: There's a lot. I think the first piece of it might just be the marketing mindset and that being hey look this is not to get a sale. Can I construct an effective ad? Number one my headline has to be compelling enough that someone just even clicks on it, right? Then, number one I'm I constructing an ad with images and information that is again compelling enough to get somebody to ask for more information, right? Then the other question is well once I've got that down is Craigslist going to pay the dividends for me that Facebook is currently paying if Facebook is easier to cut through and actually have your ads stick. So Erik Peterson what's your take?

Erik: Well, I think my take is that you know Craigslist is important to me. It works well in my business. We do produce a lot of ad content specifically for Craigslist. But we've been looking at Facebook and experimenting with it. Certainly, you know you can get leads there and you can sell property for sure. However, for us, we just find it takes more an investment of time to manage the Facebook side compared to the Craigslist side. Honestly, that's probably because I haven't built up a system around the Facebook side like I have on the Craigslist side.

So if we're talking you know my 90/10 is 90 Craigslist and 10 Facebook and Facebook is the area I'm exploring. But I see it in the community all the time when people get started they have a lot of success on Facebook and I think

it's because it's a little easier to get into and get out there and start connecting with potential buyers. Nothing wrong with that if it's working like we just said you know? There's value in that. But that's how it is in my business.

Mark: For your coaching clients Erik would you say that you know you can see a clear trend of people going into Facebook more than Craigslist or is it 50/50? What do you see is the ratio?

Erik: Generally within my students, I think that a lot of them have most of their success on Facebook. There are a few students that are working very diligently to build up their Craigslist side of the business. But more often than not they're using Facebook and doing you know well enough with it for sure.

Mimi: I see that too. I don't think it's the intention to stay with Facebook. I think they start climbing that Craigslist's mountain and they know it's going to be some work and they will start Facebook to get some momentum. But the intention is to get there with Craigslist, right?

I have another question too. It's more about conversational trends, right? We talk about how the way to sell properties is over the phone. So phone conversation is the best for sure, texting is great and then on Facebook, I can have a conversation really easily with someone back and forth. It's like texting in Messenger, right? So for me, it's harder with email to get folks engaged and conversing it seems. Mark, do you feel like that technology is becoming less popular or are there ways that you find are tried and true to get folks to engage in conversations with you on email?

Mark: If I had to guess I would say that the buyer on Craigslist is very different than the buyer on Facebook in the sense that the Craigslist people are really searching for that land and as a result, they don't need as much nurturing. They just need the warm and fuzzies in a sense that oh you're legitimate, right? They want to get some questions answered and they want to make sure they can afford it. There are a lot warmer as a lead which just goes back to Erik's original point being it's a lot less work to work Craigslist. So if you're able to make that investment upfront and go through Posting Domination and have that persistence it's a really great long term investment because your buyer is going to be a little bit better in that sense, right? So where on Facebook it's more...

Mimi: I happened to see this. Tell me more about it.

Mark: I happened to see this tell me about it. A lot more tire kickers, a lot more conversations have to happen, a lot more warming up, right? 'Bear Land' Aaron do you see that as well?

Aaron: Yeah I do, because Facebook and Craigslist there's kind of that time value equation that you have. There's a lot less ramp-up time with Facebook so it's easier to get into, a little bit longer with Craigslist. But in the converse there's also Facebook takes a lot more time to work every day compared to Craigslist once you get the Craigslist systems going. So maybe that could be why a lot of the newer members steer towards the Facebook at first because there is a lot to learn in this business and if you can get into something that can produce some sales without as much time commitment while you're working on everything else that can have its advantages.

One way to look at it too is like we're a merchant and we have a big store somewhere, but we go and do farmers' markets, right. So Facebook is your farmers' market you're catching people that are there, they're looking for stuff, you kind of catch them on a point of sale purchase. They may not have been looking specifically for land but they liked what you had and they bought it. Whereas Craigslist is more like doing the advertising, getting people to come to your store to see and this is not necessarily a website so speak but it could be. But you're getting them to raise their hand so that you can have the opportunity to build a relationship with them maybe over a longer period and sell them in kind of a different way and maybe create um... it is kind of more just a long game and if you're in this business to be in this business you definitely want to create that long game but not to discount the fact that those easier sales have their own value on Facebook.

So you know there's definitely a place for both and they both have their value and I want to reiterate something that Scott taught a long time ago that you've got two kinds of wins. You have a sale which is obviously a win but just getting somebody's email address that's a win because there is a good chance that will result in a sale down the road.

Mark: Yeah and I think that's a really strong point because at the end of the day right you don't own Facebook, you don't own Craigslist, they can change anytime. They could say hey look we're not going to work with people that are interested in raw land anymore. Your keywords raw land or land or land investing or whatever it is you know we're not going to do it; like you have no control of that. The one thing you do have control of though is once you do get that lead it doesn't matter which marketing platform it is whether it's Land Mado or if it's Facebook or Craigslist once they go into your email list that's where you really have the control and can really start nurturing that prospect into somebody that will inevitably end up hopefully buying from

you one day when you catch them at the right moment. Because they've already raised their hands and said I am interested in raw land and then it just a matter of just being persistent and showing up consistently with your offering and the right price, the right area or whatever it is and they're going to buy. Scott Todd you want the final word on this?

Scott: I will just say one word on it. The thing is it's that one you have to go for what's giving you sales. I always say that the most important thing above everything else is sales. So I always say like Sears is almost bankrupt or is bankrupt they don't have an expense problem, they have a revenue problem, they have a sales problem it's what it comes down to. If you get sales from Facebook so be it, go do it and do it and love it. However, I think that you've got to be trying on some other things because you've got to be able to grow, you've got to be able to kind of go other places, and what you said Mark right there is that when you're building your business depended Facebook you're depending on Facebook to continue to support those buy-and-sell groups and there is one thing that we know about all these platforms and that is they'll change the rules no matter what. So today they love the buy-and-sell groups and it favors it in the algorithm, it appears in people's newsfeed tomorrow they can change their algorithm and they can no longer support that and go on to their next whatever it is.

I mean I heard that they're trying to come out with a new tab in everybody's window called newsfeed where they get recognized news organizations to pay or they'll get paid if they put their news up there. So you know if that's the next big thing you may stop seeing the buy-and-sell groups and then all over sudden everybody is like the buy-and-sell groups have gone away. Your goal there should be to get as many email addresses as you can and add them to your list because you own that, you own it. Facebook could blow up tomorrow, but you own the email addresses in your system. You can always go back to them, you've build that buyers list. So I'd rather forgo a sale today to get the email address because then I know I can market to that person forever, ever and ever or [00:25:36] [indiscernible].

Mark: If you have any privacy concerns whatsoever you want Facebook to blow up today. Like literally you're playing the techno-gods please let Facebook blowup today so that privacy can come back.

Scott: You know Mark its funny because one of my sequences for my auto responder series says and look I hate Facebook. Like I am not a Facebook fan, I don't like it. I don't only go on there for Flight School stuff. I mean I don't scroll through it, I hate messenger ah whatever. But one of my sequences in my auto responder series says hey let's connect on Facebook and you will be surprised how many people email me back from this

automated message that says I don't do social media, I don't do Facebook. People know, like people get. Like I mean I do know that there's people out there that love Facebook I'm not trying to alienate you, I'm just trying to tell you like not everybody likes it. So if you're only focusing on that platform you're missing people who are never there.

Mark: Right and you know it's so funny because looking at the history of business whenever you have a business built on hey I've got to do this but I hate it you're vulnerable. Makes me think of taxicabs, right? Like nobody was like oh I love taking this taxi ride and then you know Uber comes around say's hey here you go. You don't have to worry about this, you don't have to worry about that, you can get in, get out, it's cleaner and they just have to worry about the safety issue which for the most part you know is...

Scott: See that's the thing now. Like now the pendulum is coming because the girl got in the wrong car know in what? South Carolina she got in the wrong car over the weekend or two weeks or whatever. So you will see Mark as you just said the pendulum will swing it back because all over sudden people will say man how do I know I got into the wrong car or how do I know got in the right car? Well you can check out the license plate that they give you. But you know like there's no getting in the wrong car if it's yellow.

Mark: Right.

Scott: But I'm just saying.

Mark: Yeah, the market is going to take care of all of this.

Scott: It will.

Mark: Yeah no worries. Thank you Adam Smith and your invisible hand, absolutely. So Mimi Schmidt I feel like you've got something on your mind before we go to the tip of the week.

Mimi: I do.

Mark: What's going on?

Mimi: I have a question. So Scott had said that it takes him 13 days from the time he gets a new lead to the time that he... that's his sale cycle in Craigslist. Is that to get a down payment or completely close the deal?
[00:28:32] [indiscernible]

Scott: The number that I spout often is that from the time someone comes into my CRM to the time that we get the down payment is on average 13 days. Now some are more, some are less like it's just the way it is.

Mimi: That's a lot of nurturing, that makes sense. That's 13 days you're nurturing these folks. The Fibonacci days or whatever you're using.

Scott: That's' right.

Mimi: Yeah, that's' nurturing. Okay thank you very much.

Scott: So it's not... land business it's not an e-commerce play. I always say like think about something that you bought for \$7000 or \$14,000 because in the minds of our customers it's double what we're accustomed to paying. Think about something that you bought it's rare that you're just going to go and just say let's go do this thing. I mean like you think about the last time you bought a car how much did you struggle with the thought process of man should I pay this, should I not pay it, should I just wait, should I get this nice of a car. Now all of those things they're all voices that your customers are having in their heads, their conversations that they're having in their head you've got to figure that out and you've got to talk to them about it.

Mark: Yeah and speaking of conversations in the head if you're the kind of person that is having that sort of internal conflict about land investing because we've all sort of gone through and taken some online course and I don't know about you guys and you Mimi I have the attention span now of a Ferret on double cappuccino. I literally can't even follow an online course anymore because I'll get distracted with something on my phone or you know the kids might need something. Like just to have that time to watch an online video.

Which is why I think Flight School is so powerful because now you're showing up at a certain time and you're actually working the business in real time with your Land Geek Sherpa Scott Todd and he's saying during this time we're mailing and we're getting our mailing out. If you want to learn more about Flight School just go to TheLandGeek.com/Training. Schedule a call with the 'Nite Cap Meister' Scott Bossman or the 'Zen Master' Mike Zaino and they will tell you more about that and also I'm excited LOTS is out.

I don't know if you guys saw the trailer for LOTS - Look Over Tate's Shoulder but that will be pretty exciting to get that inside look to see how somebody is really running their business on a day-to-day basis. So check out LOTS as

well. All right, we're at that point now tip of the week, Scott Todd. We're going to give Mimi a break this week.

Scott: All right. It's been a while since I gave a tip of the week in the Round Table at least so I'm happy to pitch in.

Mark: And the fact is like you've got a bunch of ringers now on the Round Table that no matter what you say like Erik Peterson is going to be like Scott great tip. It doesn't matter.

Scott: Well this one is like it's so silly that we're even talking about this but it's so important because it's real. I'm going to say over the last week Land Modo, LG Pass, my own website they've been hit, Posting Domination they've all been hit with like a denial of services, a direct denial of service attempts. You know brute force, you know people trying to rush the doors and throw in every username and password that you can think of at it and you start to realize like when you put in all of these security methods which we have but then you start to go through the logs and you're looking to see like what are people typing in here or what are they presenting as the usernames. You start to realize just how vulnerable we all are and it really is kind of a wakeup call for me

Especially just about a week ago somebody actually got my login into my bank account. So they got my login, username and password into my bank account and started clearing money out. So we stopped it like that night but essentially all over sudden it was like this wakeup call like holy cow there are websites out there as we all know that are getting hacked, usernames and passwords are getting hacked. I thought I had a very good system; I didn't have the same password for every website. I had this little algorithm thing going where I had it all figured out. Like I had it figured out and then I realized just how vulnerable we all are.

So the one thing that I started doing and Mark I know you do this, but the one I started doing is I started going... I've always used LastPass to keep track of my passwords but LastPass actually have a function that will generate like this super secure password and ultimately what I did was I started using on every website that I go to I just generate a password from LastPass. It's this super secure one, I put in there. I no longer know any of my passwords which I used to know all of them but I no longer know any of them because they are just out-of-control but I let a service like a LastPass, there's others in there that will just manage all of my passwords for me.

So my tip for everybody is one just do a search, like just think like man am I using the same username and password for everything and if so you better

cut it out. Two make sure that you're using super strong passwords and figure out some system in order to manage that because the threat is real. I'm truly blown away that like in the logs where of people like I'm looking at logs of people and what they're trying to access my websites with they're actually using my own email address. So somehow they've gotten my own email address and I'm talking about like IP addresses from Russia and China. So the threat is real, the threat is real protect yourself.

Mark: You know what's so nice is that I know for sure that no one is going to hack me because no one would ever think of I love the Round Table Podcast as my passcode.

Scott: Yeah, well you don't know any more Mark you better go change it.

Mark: Oh yeah. It will like I love the round table podcast number one.

Erik: Perfect.

Mark: It's crazy, it's crazy but that is a great tip, that really is. 'Bear Land' Aaron are you good with that tip? Are you secure?

Aaron: I'm great with that tip and I'm going to work on becoming more secure actually.

Mark: Yeah. Mimi as the 'Terrorist Hunter' he's kind of speaking to the choir there for you.

Mimi: I need to do work there myself. I just have to [00:35:30] [indiscernible] like quarterly make myself a reminder to go change some of them. You know I've had some of them [00:35:38] [indiscernible].

Scott: It's hard work keeping up with all these passwords. Mark when you go look at LastPass and you look at all of these websites that you've created this passwords for they become stupid. Like holy cow I forgot about that website or oh wow. Like we create a lot of passwords and I've got to tell you like Land Modo has a lot of traffic. In the last 30 days we've hit over 100,000 page views in the last 30 days.

Mimi: Wow.

Scott: And it continues to grow. Every single month we're continuing to grow that but the weird thing is that when you stop and look at how people are trying to get access even to usernames on Land Modo that's what they are after. They are after the usernames and so it's all about the usernames

and the password. So it's like man do not make a username and password it's like password123 there are people out there trying to get your username and they are out there and when they get one of them guess what they take it and they try other stuff that you may have access to and that's how these guys work. So just take it serious.

Mark: Yeah, it's true. Erik Peterson are you secure?

Tate: I try to be. I was just as Scott was talking I opened my password manager and I was just curious how many items I have in there of remembered passwords and I do use the Secure Password Generator but I've got almost 1600 websites and passwords in there. So mean it's crazy. I mean without a tool like this I would never be able to do this.

Mimi: Yeah.

Mark: Absolutely and yours is so easy to hack because every password is #TeamScott.

Scott: No it's TeamScott#.

Mark: It's a TeamScott#.

Scott: Right yeah.

Mark: Well he can use both.

Scott: It could be.

Erik: Why are we giving everybody's passwords on this podcast? I thought we were supposed to be keeping things secure.

Scott: Why didn't anybody tell their real one which is not#TeamMark but... oh geez.

Mark: But it's a capital N.

Mimi: Got to go change them all now.

Mark: Right.

Scott: Go ahead Mark stop. You're giving it all away.

Mark: I'm giving it all away. Anyways I hope that the listeners are getting a lot of value from this and if you are please support us, share the podcast with a friend, certainly you know subscribe, rate and review the podcast. Send a screenshot of that review to Support@TheLandGeek.com we're going to send you for free the \$97 *Passive Income Launch Kit* course and yeah I think we are good. 'Bear Land' Aaron are we good?

Aaron: Yeah, we're great.

Mark: Mimi are we good?

Mimi: Great.

Mark: Erik?

Erik: You bet.

Mark: Scott?

Scott: Absolutely, we're done.

Mark: All right one, two, three.

All: Let freedom ring.

Scott: That was really good without Tate, Mike Zaino and Scott Bossman.

Mark: Yeah. You know what I did get some feedback saying that they wish that we had a smaller group so that the group could have more sort of airtime each person as opposed to these little quick snippets.

Scott: Yeah makes sense.

Mark: But it's always nice the fishing stories you know, what's going on with Scott and Mike.

Erik: And the cheesecake factory.

Mark: Oh man you had to go there.

Scott: I've been keeping this thing live. I think it should just be how many times can we slip in the cheesecake factory man?

Aaron: What's that? Cheesecake factory?

Scott: See! What we need to do Mark is we need to... see Tate is not listening to this. I know he's not listening to this so what we need to do is on the next one that he is on out of the blue, like someone other than Mimi like maybe you or Bear Land or Erik or whatever. Someone just needs to say hey Tate how did you function on the island with no cheesecake factory for a week?

Aaron: I would still do that.

Mimi: [00:39:55] [indiscernible]

Mark: Yeah. I think Bootcamp should be supported by or sponsored by cheesecake factory.

Mimi: Yeah, I think so.

Mark: I'm going to contact them.

Mimi: You should.

Mark: That would be funny.

Scott: Oh Mark, Mark. Here we go. Here's what you do Mark on the night before Bootcamp starts when we go to dinner, see I can say this because I know Tate is not listening. When we go to dinner you go to the cheesecake factory and we'll buy t-shirts that say like the cheesecake factory and then we will tell them hey this Bootcamp is sponsored by the cheesecake factory so you kind of have to wear this shirt tomorrow.

Mimi: Then none of us will [00:40:32] [indiscernible].

Mark: That is brilliant.

Scott: Then the next day he's in his cheesecake factory shirt and we're all like dude you do really love that place, don't you? And we'll be like, "What? You said..." No, no.

Mimi: Let's do it. I'm in.

Erik: Do you want me to order a Cheesecake Factory shirt?

Scott: Oh that would be great it will be like Bootcamp sponsored by the Cheesecake. There's Tate wearing his cheesecake factory. I think he would refuse. I think he would refuse to wear it.

Mimi: He might.

Mark: Might. He does love cheese though.

Scott: He does love cheese.

Mark: He does love cheese.

Mimi: Can't blame him.

Mark: All right. Well, hopefully Tate will listen to this and know that he's missed.

Mimi: We know he's starving like when he gets he'll want that for sure.

Mark: Yeah although he told me like he's going to be catching like 50 fish a day in this area.

Mimi: Oh my gosh. What's he going to do with so many fish?

Mark: I don't know.

Aaron: Eat them apparently. That's the only thing there is to eat there.

Mark: That's a lot of fish to eat.

[00:41:36] [indiscernible]

Mark: Yeah, I don't know. All right well thanks everybody.

[End of Transcript]