



THE LANDGEEK

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

Mark and Scott Todd talk with: Erik Peterson - LandOpia.com, Tate Litchfield - FrontierPropertiesUSA.com, Aaron Williams - BearLandProperty.com, Scott Bossman - LandBosses.com and Mimi Schmidt - PartNParcelProperties.com on The Land Geek Round Table

Transcript

Mark: Hey it's Mark Podolsky - the Land Geek with your favorite niche-y real estate website TheLandGeek.com and today's Round Table we've got the usual suspects. I'm going to do it really fast because I feel like Erik Peterson has a pretentious hard stop.

If you've been listening to the podcast you know who's on the podcast, 'The Technician' Erik Peterson, 'The Nite cap OG', 'The Nite Cap Meister Scott Bossman, 'The Big Poppa', Tate Litchfield. We've got the most feared woman in the country 'The Terrorist Hunter', Mimi Schmidt. And of course, LandModo.com, PostingDomination.com/TheLandGeek and finally InvestorNinjas.com. Oh, by the way, today's podcast is sponsored by L.O.T.S check out Looking Over Tate's Shoulders, TheLandGeek.com/LOTS. Also, we've got Flight School coming up. Go to TheLandGeek.com/training learn more about Flight School. Erik Peterson, what do you want to talk about today on the Round Table?

Erik: I think we should talk about Facebook pet peeves. So a lot of us are using Facebook to market property and there's a certain handful of things that drive a lot of us crazy.

Mark: What drives you crazy besides maybe having somebody keeping their phone, not on a Bluetooth speaker, about Facebook?

Erik: That's the biggest one, Mark.

Mark: That really gets under your skin. So if I'm listening to my notifications just through the speaker that would just drive you crazy?

Erik: You know what drives me crazy is a room full of people talking and someone on their speakerphone.

Mark: Like at a restaurant?

Erik: Yeah sometimes at a restaurant but sometimes like you have people at your house or something and someone is just, you know, everybody is having a conversation and you have someone over on the corner on speakerphone.

Mimi: Yeah.

Mark: So how do you handle that?

Erik: It depends who it is. You have to be careful.

Mark: Okay, okay I get that. I get that. Mimi what would you do?

Mimi: It's usually my husband. I tell him to knock it off. Everyone else has like manners around me usually.

Mark: Dave Schmidt if you are listening to the podcast man just get a Bluetooth speaker.

Mimi: But then he's still talking through it, right?

Erik: He needs headphones or an earpiece.

Mark: Yeah, right, right. But do I think it's interesting though as far as the hug your haters type of strategy that you can use on Facebook. So for example I mean Scott Bossman I should just ask you on Facebook marketing what is your pet peeve?

Scott Bossman: I think everyone's number one pet peeve is, "Scam." How often do we get that one comment and it just ruins the whole thread, right? Then you get defensive and you're like, "This isn't a scam, I can prove ownership to you. I have references." You know there's just people out there they just love to hate and you have to realize the reason they are doing that is to get a rise out of you. So now I just kind of laugh it off. But initially you kind of take defense, you argue with them. I take the higher road now and I usually just block them all together or I just leave one statement on there that says I'm verifying ownership with the county or whatever.

Mark: Okay great. 'Bear Land' Aaron how about you? What's your Facebook pet peeve?

Aaron: I've got probably two. Can I say two? I don't want to steal one in any case it's somebody else's. But I guess my most recent pet peeve is when they contact you when you're using Marketplace and they just hit the, is it available button. Then you know I don't like to just hit the yes button back because I want to start a conversation, right? So you know I'll say, "Yes it is." You know maybe one of those, what did you like about it or you know just some kind of question to get the conversation going and they ghost you. It's like dude why do you even hit the button? You know? So, that's one of my biggest ones. But my other one is just like people not reading the actual ad and then asking you the same stuff over and over which if they would have scrolled like half an inch would have seen it. So, those are my two biggest ones. But you know it's the game so you deal with it and move on.

Mark: Yeah, yeah absolutely. 'Big Poppa' Tate Litchfield what's your biggest pet peeve?

Tate: You know those are really good. My biggest pet peeve with Facebook is just how time-consuming it is. I just hate posting something on Facebook and then having to deal with the instant responses all the time. I know that's a good thing and it's definitely like a first world problem because people are interested in buying what I'm selling.

But you know the reason I love Craigslist or some of these other platforms so much is I'm able to post an ad and respond to people when it's convenient for me. If I post an ad on Facebook I've got to make sure that like I don't have any obligations coming up, right? The baby doesn't need me or Alison's good otherwise I'm just tied to a computer and that's what I hate about Facebook. It's probably its best attribute but also, in my opinion it's the worst attribute.

Mark: I hear you. I hear you. Scott Todd, how about you?

Scott Todd: I like what Tate said too but I think that dealing with some of the dumb comments that people put up there. I mean I've had people be mean about it and then you can always just kind of like punch them back a little bit and they run away never be seen again. But like you know the smart Alec comments. Like I posted some desert land that I had and someone wrote you know, "I bet you there's not a tree within 500 miles of this property." So my response is always like this a smart response back and this is, "Good news you're not paying for trees." You know something like that just like you know, "Come on man why are you being a jerk?" You know another one I love is when they'll say something like, "Yeah I've got some ocean front land in Arizona for you too." I always punch them back and saying, "You're lying there's no oceanfront water in Arizona." So you know like they do that, I like punch them back. It's a pet peeve but at the same time, I like it because I'm like boom punching you back.

Tate: Scott we must have the same trolls.

Scott Todd: Maybe.

Erik: Yeah, I think we all do.

Scott Todd: It might be Scott Bossman for all we know.

Tate: Yeah.

Mark: It's Aaron and Bossman. Aaron and Scott are at lunch and Aaron is like, "Let's troll Tate and Scott. Let me go on my Facebook account." They are laughing.

Mimi: Yeah. That's funny.

Mark: So Jay Baer, B-A-E-R has a great book. I recommend it to everybody. *Hug Your Haters* and I'm going to just save you time reading the book for Facebook ad hate. Because essentially the protocol is, is this is a great marketing opportunity where you have somebody who's clearly trying to get attention trying to get a rise out of you. It can seem a little crazy, right?

You've got you know very strong ad pictures whatever on Facebook and then somebody just comments just you know, "This is a total scam." That is your opportunity to be very reasonable and not attack them but you're not even addressing them. You're addressing everyone else that's reading the

comments. "Thanks for your comment, this is clearly not a scam as you know blink, blink, blink, X, Y, and Z." So you're not addressing them because no matter what you say to that person they're going to think it's a scam. The fact is if you ignore the comment somebody might think well if they're ignoring it well maybe it is a scam. So then you address it.

Then they come back with some more hate, right? They'll say, "Yeah I just read what you said and you know now I think you're even a bigger scammer." You could say, "Hey thanks again for that comment. I have to disagree with you. Based on the last few years of me working in this business I have an A plus BBB rating. We have a simple business philosophy. This is our guarantee."

Now everyone is reading this comment you're making that person look even crazier, you're more reasonable and you're taking a marketing opportunity. Now on the third hate comment that's where you ignore it because obviously, you can't just keep doing that. So it's two comments respond as a marketing opportunity. It can really help your sales conversions by doing that. Erik Peterson your thoughts?

Erik: I like it. I've done similar things. I do take that approach where I don't necessarily confront the hater as much as I take that as an opportunity to market my business in some way that kind of ties back to whatever their comment might have been. So I'm on board with that.

Tate: So you're telling me I shouldn't just delete their comments?

Scott Todd: That's what he's saying.

Erik: Yeah.

Mark: I don't delete the comment. No, leave the first two now if the third, the fourth, or fifth get out of hand...

Tate: I mean but I've let these things go and I've taken this approach a few times. It seems like one negative comment ruins the entire thread. It doesn't matter what I say, it doesn't matter how well I respond or how kind and compassionate I am like Scott. It seems like if I respond or if somebody trolls me if I get on the troll radar system that lead, that ad, is dead. I'm better off just deleting it or deleting the comment itself and hoping that somebody didn't read it. I don't know that's just my personal opinion. I think this guy's book makes a lot of sense and I'm sure it works but I don't know. I might have to call a little bit of, you know?

Mark: BS?

Tate: Maybe. I don't want to say that because I didn't write a book and I don't have any like market data that backs this. It's just Tate Litchfield trying to sell some desert land you know oceanfront property in Arizona that people are not nice sometimes.

Mark: Well I mean besides you know doing like a ballistic missile or a drone Mimi Schmidt how do you handle it? Mimi, you still there?

Mimi: I used to message the person and say hey you know, "I'm just a military wife. You know starting a business. Give me a break." I could turn it around sometimes. Anymore I just delete the ad and report the person to the group admins.

Mark: Really? So you don't hug the hater? You won't make the two comment thing?

Mimi: No. I used to but anymore if it's a problem I just report the person and just delete the ad move on. Just move on. I don't let it upset me I don't spend the time. I just move on.

Mark: So you're in Tate's camp it ruins the thread?

Mimi: Yes. People see that and then it's hard to bounce back from it.

Mark: Scott Bossman?

Scott Bossman: I mean I've done a little bit of everything. I've hugged the hater. I've reported people who are just absolutely nasty. The thing I love about our community is that land investors will stick up for each other so. I just recall an instance where Matt Forbes was just getting hammered by somebody and I chimed in you know stuck up for him and said, "Hey this is legit and he's done the same for me." So that's kind of a cool thing. You can chime in and help somebody. But yeah I mean it kind of depends on how toxic it is for me. If it's one or two comments, that's fine I'll leave it on there and I'll let other people chime in. If it's encapsulating the entire thread I'm usually blocking that person and maybe saying something to the admin.

Mark: Okay. Scott Todd how about you?

Scott Todd: No, I'll do the same thing. I'll do the hug your haters approach. I think it tends to work. You'll always have that person that will come back for the third time but most time people will run away. You know like I had a

situation where somebody chimed in like we were running an ad for Land Modo and somebody comes up and she says, "You know be careful of this client because..." Something to the effect of like they stole my house, "Read what's in the paperwork." We replied back and said, "No, this isn't true because we don't sell properties with homes on it." Then she came back and she's like, "No, I didn't say you stole. I said somebody else did and I tell people to read the paperwork."

So then like months and months go by the same ad is still running. Some guy comes up while we were at our last Bootcamp Mark and he like calls her out, he tags her and he's like, "Hey, you said these people stole your stuff and that's not true. Why are you doing that to them?" Then she replied back and she said, "I didn't say them. I fixed it." So like you'll be amazed like you present the facts and people can tell. People are very good. You know like people can tell for the most part whether someone's just being a mean jerk or if they're wrong.

But it was kind of cool for me to see like here's this lady who's saying that we stole her house and we're like, "That's not true." Then the guy comes along and says, "But that's what you said. Why are you doing this to these people?" I thought that was really cool. It restored my faith in humanity on Facebook at least.

Mark: Yeah. I feel like there should be like a like you have mental health issues emoji and you just put that there and just kind of respond with that, right?

Scott Todd: I think you could do like a black gift or something, you know? You know something.

Mark: Something like that or just have like 'The Doors' playing in the background, "People are strange when they're a stranger."

Scott Todd: What Facebook really needs to do they're so worried about like fake news but they need to worry about is fake people, right? That's the other way that you could do this too and I've done this myself as I will say something like they'll say like, "This is this is not true." I'll just say, "Oh no it's true, unlike you trolling people. We are honest unlike you. How do we know you're not a Russian?" Like you could use some of the current media to your favor and people will get a chuckle out of it. They really will. I had one guy come back and say, "Hey that was a great comeback." We called him out. He was mean to us we kind of hugged him but called him out. I think he said something about like, "This is crap." We are like, "No, this isn't crap like, unlike the people who are trolling our ads." He's like, "Okay, good

comeback." So sometimes people just want to mess with you that's the way it is.

Mark: Yeah. 'Bear Land' Aaron will you come and just say Dmitri or some kind of a Russian first name and just you know [00:17:01] [indiscernible]?

Aaron: Yeah.

Tate: Or Vladimir,

Aaron: Yeah, Boris.

Mark: Vladimir, Boris.

Aaron: Boris, yeah.

Mark: Like, "Put the vodka down, Boris."

Aaron: "Put your keyboard away right and go hug Natasha."

Mark: By the way to all our Russian listeners I apologize. I feel like I can actually with the last name, I am Russian so I'm making fun of myself.

Aaron: I'm half Russian too so we're good. Mark.

Mark: Dasvidania [00:17:38] [indiscernible].

Aaron: Actually had something. I had one that I started to get some haters the scam and I think Melissa was running the ad at the time and it almost started to get out of hand. We were you know hugging our haters and making some comments and all over sudden the admin got involved. He checked us out and he made a comment on the thread that said, "You know what? They're totally legit and I think I'm going to buy some land from them so shut up." It was cool. He didn't but he's on our buyers' list. So that was cool.

Mark: Very cool, very cool. Well, I think we really got a lot done with the pet peeve of Facebook ads. Is there any other comments anybody wants to make before we go to our tip of the week, anything else?

Erik: Oh I got one.

Mark: Erik.

Erik: So when someone comes along and just puts the word next that drives me crazy. I mean what's the purpose?

Mimi: They want to know more. I thought that was a negative thing. Well, I thought it was more of a positive thing. [00:19:05] [indiscernible] like that too.

Mark: Erik Peterson the four agreements?

Scott Todd: Somebody comes along and say next?

Erik: Yeah.

Scott Todd: That makes no sense.

Erik: I know.

Scott Todd: I've never seen that.

Scott Bossman: It makes sense when you're in the Facebook free market and people are selling a \$10 t-shirt, right, and all these people chime in and want it. So there's kind of a priority list. There's Facebook etiquette when you're selling these really low dollar items from what I've witnessed. So if there's a really popular item it's kind of first-come first-serve basis and if the first person can't purchase it the person who says next is next in line.

Mimi: Right. So there's a positive connotation to it. I assume they're saying next, like next item like go away this item but they're not. They're actually saying, "Hey tell me more about the item."

Scott Todd: See you got another lingo.

Erik: I didn't even know.

Mimi: Yeah.

Mark: I like it.

Erik: I learned something new.

Mark: Erik, aren't you glad you brought that up? You would've never known.

Erik: I would have never known.

Aaron: Positive thing, Erik.

Mark: Absolutely. Anything else?

Erik: I think that's it for me.

Mark: All right. Because I mean we can see the countdown clock behind you Erik with that pretentious hard stop. So let's just go to our tip of the week, a website, a resource, a book something actionable Mimi Schmidt where the Art of Passive Income listeners can go improve businesses, improve their lives. What have you got?

Mimi: I've been using this website recently when I need forms outside of the standard deeds that are in LG PASS it's called VirtualUnderwriter.com. So, for affidavits to certified trusts or death of trustees or a lot of different forms like that you can find them on this website. You just put the state and then you can scroll down and see the different forms they have. I have used probably three of them in the last month but it's been a good source.

Mark: This from the Stewart Title. This is a big title company providing this.

Mimi: Yeah.

Mark: That's cool, VirtualUnderwriter.com.

Mark: Yeah. So yes it has things like quick claim. Yeah if you need deeds too it has Florida quick claim deeds other deeds like that too but I use it more for the affidavits and extra forms that I need or trusts and deaths and things like that.

Mark: Wow, very cool. There's even international forms, select a country. This is awesome. Land modification endorsement, look at this. Even 'Bear Land' Aaron is not going to have anything negative to say about this but I'll give you an opportunity 'Bear Land'.

Aaron: No.

Mark: All right, fantastic VirtualUnderwriter.com. Well, I have a tip for everybody. It's, learn more about Flight School. I know I talked about this earlier but to go to the LandGeek.com/training. I promise you having that 15 - 30 minute call with Scott Bossman and Mike Zaino literally could be life-changing. So you owe it to yourself to learn more about that TheLandGeek.com/training. Erik Peterson, are we good?

Erik: We're great.

Mark: All right, well I want to thank you for being on the podcast and joining the Round Table despite the pretentious hard stop. We're all very appreciative. So thank you so much. Mimi, are we good?

Mimi: Good, very good.

Mark: Scott Bossman?

Scott Bossman: We are excellent.

Mark: Bear Land Aaron?

Aaron: Stupendous.

Mark: 'Big Poppa' Tate Litchfield?

Tate: Yep we're good.

Mark: 'The Brain' 'The Sherpa' 'The Professor', Scott Todd?

Scott Todd: I love this website yeah I'm great.

Mark: I know. Like Scott's already downloaded like some forms as we were going around.

Mimi: Yes, they are nice.

Mark: It's good. It's good.

Scott Bossman: Mimi is killing it with the tip of the week.

Mark: She really is. She really is. By the way Ray Zhang we got to do a shout out to him. He created a beautiful testimonial for LOTS going through that course, Looking Over Tate's Shoulder. So please do that look over his shoulders it could be really cool. I know it's cool. So just go to the TheLandGeek.com/LOTS, L-O-T-S. All right, so are we ready to do this? One, two, three...

All: Let freedom ring.

Mark: It just never, never, goes smoothly does it?

Aaron: Ring.

Mark: Right exactly, exactly. So what's everybody going on the rest of the day?

Mimi: Closing sales.

Mark: Closing sales?

Mimi: Closing sales. I took your advice Tate and Erik I hired a sales assistant. Her first day of training was yesterday and I'm so grateful. I see the relief on the horizon.

Tate: Awesome. It's going to change your life. It's going to make you so much happier.

Mimi: Happy.

Mark: That's the next level Mimi. That is the last thing really. Once you build that machine that is the last piece that you should outsource absolutely and keep a close eye on it too and help. Be there you know? Scott Todd, what's the time rule? One to 30 ratio. Wait you're on mute.

Scott Todd: 30X rule.

Mark: 30X rule. So if it takes you Mimi 20 minutes to close a deal it's going to take 600 minutes of training. Am I doing my math right?

Mimi: Yeah.

Mark: Yeah. That's it's not that bad to have sales out of your life for the rest of your life.

Mimi: I'm okay with keeping parts of it. I just need I can't do it all. I can't do it all.

Mark: No absolutely. You want to keep the things that bring you joy too. It's not like ...

Mimi: Yeah.

Mark: You know you should have a choice with it.

Mimi: You know I'm not a salesperson by trade or nature but like I got a call yesterday from a woman who'd driven out to the property and she's crying. She was going to use some inheritance that she'd gotten from her mom and she was so excited about the property. You know it warms your heart when you find people that think the lands as cool as you do or think that it's super cool, right? So that was good that she likes it.

Mark: That's awesome.

Mimi: Yeah.

Mark: That's awesome. Bossman, are you jumping on the peloton today?

Scott Bossman: Actually I am this afternoon. I got back on Friday. My knee felt good.

Mark: Oh good, good. Scott's got a great work out for you.

Scott Bossman: He does?

Scott Todd: Oh man I don't know if I can tell him this Mark because the last time I did this, he like almost killed himself with this same purpose. So I'm afraid.

Scott Bossman: Tell me in a month. I got to ramp back up again.

Scott Todd: But I've got to tell you now though because I'm just super excited. So listen to this in a month. But here's the deal I did *Ride a Day* with Jennifer Jacobs, right?

Scott Bossman: All right. Yeah.

Scott Todd: It's a 20-minute climb, right? Sound familiar.

Scott Bossman: All right.

Scott Todd: However, however here's the deal the first four minutes you're warming up. Obviously the last minute you're cooling down. The 15 minutes in between the resistance is 50 to 65. You choose. It does not move. It stays the same throughout the entire ride and your cadence is 50 to 60 the entire ride in the saddle. Okay so it's obviously a climb ride and like it will kill you and Tate's like laughing at us.

Mark: Tate's got this smirk on his face. He's got this smirk on his face like, "That's really cute guys. It's actually cute."

Scott Todd: 15 minutes in the saddle. [00:28:05] [indiscernible] not a climb.

Tate: I mean it sounds hard. Any time you have to do a low, low cadence like that it's tough. I don't care.

Scott Todd: Yeah, see? Scott you've got to hurry up and get up to speed because at the end of the month she's doing a 90-minute climb ride. So I think the three of us are going to be live on that one all 90 minutes of it.

Scott Bossman: Scott Todd you hate more than 20 minutes on that thing.

Scott Bossman: I do. I do but I will admit if I was live with you guys you better believe that I'm showing up.

Scott Bossman: All right.

Scott Todd: That would be interesting though.

Mark: I've got a bet going with Matt Forbs for the month like who can do more workouts. I think we each have to do like minimum three times a week and whoever slips off owes the person five acres. So I'm motivated.

Scott Todd: Five acres.

Mimi: Nice bet.

Mark: He's got way more going on than me. There's no way I can lose this bet. It's either going to be a push or I'm winning. So you know I've got to Vox him from time to time to just you know motivate him to do it for sure. Again Tate got that look like, "Oh that's so cute. Just cute. You guys are so cute when you on your stationary bike."

Scott Todd: Three times a week and the air condition.

Mimi: Yeah I was going to say how do you bike in Las Vegas like 110 degrees? You're going to get sunstroke, heatstroke.

Tate: Get up early and ride. I don't know you get used to it I guess, right? We've been riding outside for I don't know a long time. It's kind of what makes Vegas so appealing to so many people is we don't have to stop riding

in the winter. Yes in the summer it's crazy hot out but you just get up at five thirty and ride. You're done. So you get used to it I guess.

Mimi: Nice.

Mark: All right, cool

Scott Bossman: What's a typical ride mileage wise for you Tate?

Tate: Like today we did 32 miles. Like that's a pretty average morning for us, you know? Go up and climb around a bit. Can we believe we do like a couple of 1000 feet of elevation in the morning? It's fun though. I ride with a good group of guys. They are really solid and they are hardcore. Every morning there are there no matter what. No matter the temperature they are outside. It makes it easy like you guys were saying. When you have a group that's supporting you kind of like the Land Geek community, it makes it that much easier to show up and do what you've got to get done every day.

Mark: I mean to put things in perspective you ride more in a day that I do in a week. I'm doing nine miles in that 30 minutes and dying.

Mark: We are trying to do like keep it like 20 miles an hour on the rides.

Mimi: How big is the group?

Tate: What's that?

Mimi: How big is the group?

Tate: Like today there was three of us. Some days we get a couple of more guys like we will get up to six or seven guys. But when there is that many guys it turns into like this blood bath where everybody is just trading blows and the group gets winnowed down to two or three at the end of it. So, the bigger the group it's harder actually.

Mimi: Yeah, I would think so.

Tate: Yeah. But it's fun.

Mark: All right, very cool, very cool. Well, if you're listening to this bonus content here after the podcast it's really going to be cool to see Tate in action at Boot Camp in his own town in Vegas. So as a special bonus, you

can wake up at 3:30 in the morning and ride with Tate during that weekend. That sounds like fun.

Tate: Yeah, you have to be especially if you're coming from somewhere where it's not 120 outside 3:30.

Mark: Yeah, seriously. Yeah, so go to TheLandGeek.com/Bootcamp, sign up for the Vegas Bootcamp. Just not to learn land investing but to learn more about cycling with Tate in Vegas and as an extra bonus two and a half days of land investing immersion, pretty good.

Tate: Sounds good.

Mark: All right Erik Person is getting... He's got to go.

Aaron: He's getting antsy.

Mark: He's getting really antsy. You can see it. Yeah, for sure.

Scott Bossman: All right, I'm going to go get on the bike. See you guys.

Mark: All right. I'm going to go eat some lunch.

Tate: All right, we will see you.

Mark: See you guys. Thanks, everybody.

Mimi: Bye.

Mark: Bye.

[End of Transcript]