



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

**Mark talks with: Erik Peterson - [LandOpia.com](https://LandOpia.com), Tate Litchfield - [FrontierPropertiesUSA.com](https://FrontierPropertiesUSA.com), Mike Zaino - [ThreeLandGuys.com](https://ThreeLandGuys.com), Scott Bossman - [LandBosses.com](https://LandBosses.com), and Mimi Schmidt - [PartNParcelProperties.com](https://PartNParcelProperties.com) on The Land Geek Round Table**

### **Transcript**

**Mark:** Hey it's Mark Podolsky the Land Geek with you favorite niche-y real estate [TheLandGeek.com](https://TheLandGeek.com) and on this week's Roundtable we've got the usual suspects. We've got 'The Technician' Erik Peterson, Erik, how are you?

**Erik:** I'm doing well thanks.

**Mark:** Fantastic. 'Dude Buddy' Scott Bossman, 'The Nite Cap Meister', 'The OG', how are you, Scott?

**Scott Bossman:** I'm great Mark thanks for having us.

**Mark:** Good to see you. We've got the most feared woman in the country 'The Terrorist Hunter', Mimi Schmidt, Mimi how are you?

**Mimi:** I'm great, happy to here.

**Mark:** Glad to have you. Then, of course, breathe in the mailing breathe out the marketing 'The Zen Master' himself Mike Zaino, Mike how are you?

**Mike:** I'm doing well. Did you call Scott Bossman the ochie, the hoochie? What was the last one?

**Mark:** The OG, the original land gangster.

**Mike:** That's awesome. I'm like what's the ochie?

**Mark:** Yeah. I mean Tate's nodding his head. He's like, "Yeah I knew exactly what you said."

**Tate:** I approve of that nickname too. That's a good nickname for him, OG.

**Scott Bossman:** I appreciate that.

**Mark:** Yeah but we can't skip 'The Big Poppa', Tate Litchfield how are you?

**Tate:** I'm hot Mark. I'm hot.

**Mark:** Don't talk to me about hot.

**Tate:** Yeah, it doesn't matter how cool I have the thermometer set, I'm hot, man. It's almost [00:01:43] [indiscernible].

**Mark:** Oh by the way, guess who's not on the Roundtable today?

**Tate:** 'The Brains'?

**Mark:** Scott Todd.

**Mimi:** Aaron.

**Mark:** Well, I don't know what Aaron Williams is doing. But Scott Todd is in Hawaii which means if you're spending a full week in Hawaii you've lost all complaining privileges. Like I don't even want to hear if that guy's got like a painful, you know?

**Mimi:** Sunburn?

**Mark:** Sunburn, anything you know, got food poisoning whatever it is oh I'm so sorry that you had to suffer through Oahu in the perfect weather in paradise. So, which leads us to our topic before we get to our topic I just

want to mention that today's podcast is sponsored by Flight School and Flight School Live. If you want to learn more just go to [TheLandGeek.com/Training](http://TheLandGeek.com/Training). The only training program in the country that will get you results in real time Tate and Scott did it in literally three days, sending out offers, getting offers back, getting a down payment in three days.

Of course regular Flight School we're going to get those results in 16 weeks with Scott Todd your Land Geek Sherpa taking you up that mountain quickly, efficiently, and effectively. The next Flight School Live is going be August 23rd through the 26th in beautiful Tampa, Florida. Learn more. Schedule a call with Mike or Scott, [TheLandGeek.com/Training](http://TheLandGeek.com/Training). Okay. Let's get to our topic. It's summer. Tate and I, we're miserable, okay? It's hot. We're definitely going to be hitting a beach. Erik, what's your weather like?

**Erik:** It's been warm mid-80s or so. Nothing like out west by you guys. But you know summer's here.

**Mark:** That's fall here. Scott Bossman how about you?

**Scott Bossman:** It is 70 and rainy today. It's been cool. It's been a very cool June so far which I'm fine with because a month from now it'll be 100 and humid. So we are good

**Mark:** Mimi how about you?

**Mimi:** It's beautiful, I have 76, 79 degrees warm, absolutely beautiful.

**Mark:** Tate, are you getting angry?

**Tate:** Yeah. Yeah you know I think I'm going to disappear and go to the pool right now because I'm hot, man. It's like that time of the year where I just got to get out of Dodge.

**Mark:** I know. I'm too hot to even go to the pool. Like you go to the backyard is like that's not even providing enough relief.

**Tate:** I got in the pool Sunday it was 91 degrees in the pool.

**Mark:** In the pool.

**Mike:** That's a hot tub.

**Tate:** I mean we still have the hot tub on because nobody wants to catch a cold but 91 degrees.. yeah. It was pleasant to put it that way.

**Mark:** Even my cold showers aren't cold. Mike, what's your weather like?

**Mike:** Similar to Mimi in the 70s beautiful. I'm still able to take a nice cold shower.

**Mark:** All right. Well so as you go into summer the dog days of summer. The question is how do you enjoy your summer and your family? You know we all have kids. I mean Tate got a little one but eventually she'll be in school and then she won't be in summer. So, how do you enjoy your summer vacation, your summer with your family, while simultaneously pushing hard land investing? Erik Peterson, what do you do?

**Erik:** So-

**Mark:** I knew you'd start with me.

**Erik:** We always take a couple of week vacation oftentimes in July and head up north to Illinois and Wisconsin. My parents have a place up there. I grew up that way. My wife has some family up there as well. So we do a lot of visiting relatives and then spend some time on the lake in the cabin. You know just relaxing. So that's oftentimes our kind of major summer event.

The rest of the time you know the kids are home from school so we do try to do a little more kind of throughout the days whether that's you know taking the kids to different activities or camps. But we also try to do some family things too where we'll just you know go to a movie in the middle of the day or go do a baseball game or whatever it might be try to just take the opportunity to do some fun things as a family. But you know I mean this business working from home allows us that opportunity to just take a break whenever that might come upon me.

**Mark:** All right, awesome, awesome.

**Tate:** Mark can I just give a thumbs up for daytime movies?

**Mark:** Oh absolutely

**Tate:** After you do that... Once you start attending day time you got it made. So Erik is doing all right. No loud kids or teenagers there to disrupt him. Love it, man. That's so good.

**Mark:** Yeah. Yeah. But you know so the land business then completely on hold?

**Erik:** No. So with the proper team in place, the land business can still run. You know when I'm away for a longer period of time a couple of weeks the land business can still run on its own. I've got an acquisition manager, a sales assistant, and they kind of carry a bulk of the work. I might have to still check in from time to time and maybe follow up on sales or different things. But for the most part my time in the business especially when I'm away is pretty minimal.

**Mark:** Wow okay. How about you Scott Bossman?

**Scott Bossman:** Well. I mentioned this last week I'm really looking forward to this summer it's my first summer home. Looking at the calendar it's going to be pretty nice because the boys all have things to do in the morning. So they have weight lifting or football or strength and agility class or music or whatever. Those things are all pretty much in the morning. So I'm going to be able to get whatever work I need to get done in the mornings.

Then, you know the beauty of this business is I'm going to be able to spend more time with them than I ever had in a summer and already looking forward to it. I've got a golf outing scheduled with my 14-year-old this Friday with my new golf clubs. I haven't golfed ... You know I used to golf a lot growing up and this business made it possible for me to start reconnecting with my boys and start doing things more that maybe I haven't had time to do so really looking forward to it. As far as the business goes it's just like Erik said it's a great business because you can focus, get a couple of hours of work done and maybe not have to work hard the rest of the day because you've really gotten some drastic things done.

**Mark:** Fantastic, fantastic. Mimi, how about you?

**Mimi:** I remember three years ago I went to April Bootcamp and then I started coaching in June and I literally packed up my printer and my folding machine in a suitcase and checked it to go to our vacation in Florida. I remember when we left there to go to the Wal-Mart to get myself the computer's... What is it called? And on the TV, this big huge TV in the house we had rented trying to post ads on Craigslist, truly with that ... What's it called?

**Mike:** Lenovo stick.

**Mark:** Yeah, the Lenovo stick.

**Mimi:** The Lenovo Idea-Stick yes for Posting Domination. That's where I was three years ago on my vacation. So this morning I overslept. I woke up at 8:10 and Dave took Natalie's school and it was okay that I had overslept. [00:10:25] [indiscernible] it was very nice. I took my son to get a haircut, had a haircut and walked to the gym. Then we're going on vacation in a week and a half and my new sales associate it'll be her first time doing it herself. So she did one on by herself last night. So I think she's got it. That was the last kind of piece of the puzzle that I was still doing myself. So I'm pretty excited.

**Mark:** Wow, wow

**Mimi:** Yeah.

**Mark:** 'The Zen Master' what about you?

**Mike:** That's a great topic Mark. I think that you know what becomes important and its year round but it can be really highlighted in the summer is just to build some sort of scheduling. So for me for us the morning is about getting up going to work out, getting some breakfast, getting some things done and just then come into the afternoon meet with the team get together and talk about you know different projects we're working on. Just really segment it, right? So I mean I'm kind of the belief now where even though we can do this business at the beach. We can do this business anywhere, it doesn't mean we absolutely should, right. I think that you should build in those times because that could rob the benefit of that enjoyment, right?

So yeah you're at the beach but your head's in the computer. Why not just have that segment of time at home, have it done get it out of the way? I think that's important. I think that you know you schedule the day in a way there is things I want to do every day. I want to have some family time. I want to work out. I do a new thing Mark which is my Audible. So this plays into the business. The Audible just because you can listen to it while you're driving the car doesn't necessarily mean that's the best way. So it's like Zen Audible listening. I go down in my basement I'll put it on I want to do an hour a day. I want to sit there and like a meditation like pose and listen to the book in full with my eyes kind of maybe half shut and just like really take in what the person saying. That's like pretty cool, right?

So I break apart certain segments of my day for certain things. At the end of the day, you want to feel like you've accomplished something. A lot of times that comes down just to your mental outlook, right? It's really how you feel

and from what you've done and so you want to end on ... The way to end a day well is to have filled all these things are important to you right and make room for them in the daily activity. So, the business fits in a way that if you have automation, delegation, you have team members, you have that schedule time where you meet with them and you set them on their way and then that's it. Let them do their thing. That's the hardest part I guess at some point is doing nothing.

**Mark:** Oh yeah absolutely. It's a thing you actually have to you know sort of embrace in a way is that relaxation and being okay with it. For a lot of people, they don't think it's okay. Tate, how about you?

**Tate:** Yeah, summer's fun time around here. We try to do a nice family vacation kind of like Erik and everyone else on the call. I think the days leading up to those vacations it's a little bit chaotic just because I'm trying to get everything prepared. I really want to spend that time with my family.

I don't know if everybody listening here got the email you sent out for your birthday where you talked about the lessons that you've learned, right? One of the things that stood out to me was you made note of truly enjoying family time and not overdoing it with other things when you are supposed to be with your family. So we kind of have a very similar approach to that. When I'm on vacation nobody minds if I wake up an hour or so early and I run downstairs and have breakfast or get ready and answer a few emails. But come you know 8:30 - 9:00 in the morning it's family time.

So I love going on these types of vacations because it's a great opportunity to stress test your business. Something is going to break. Nothing's going to go according to plan. But that's kind of how life is, right? That's the beauty of running your own business or being an entrepreneur or a CEO of a land business is you get to learn from these opportunities and hopefully while you're gone the entire business won't crumble. But you will see what cracks you can improve on and fill in those foundations a little bit better. So I'm with Mike just because I can work on the beach I'm not doing it. I'm going to be out in the sun enjoying it with the family or with a fly rod in my hand running around.

**Mark:** Yeah. You know it's too bad for my children that I didn't know you guys earlier because when my kids were younger you know they were babies when I started investing business. So I had all this free time but I didn't feel like it was okay to be where I was. So I would be at the park with my children on the phone doing deals and you know I was like that Dad you know pushing them on the swing you know half present talking on the phone closing a deal. You know my son would look at me and say, "Dad what are

you doing?" I'm saying, "Trying to buy you clothes." It's like he didn't care he's like, "Get off the phone, let's play." I'm like, "No you're going to have crooked teeth one day and this deal is going to get you your orthodontics."

So it was always this constant struggle before I was able to really create the systems, create the automation, delegate, and really treat it like a business instead of this constant sort of job running in the background. Even though it looked like I was home and around I really wasn't. It's one of the most shameful things I can think of in my path was you know squandering that precious time because now you know I've lost it. I'll never get that time again. I'll never get that moment again to be in that sort of ideal situation where my children want to be with me, they wanted me the park. Like I was it and I wasn't there because I thought I had to be working all the time.

So good on all of you for being able to enjoy your summer vacations and not having that struggle and setting things up in place so that you can do it. It's really amazing how this business has evolved in that way where before it was like you know flip some land, be solopreneur but not really.

**Tate:** Mark, that's the thing like it's never been a better time to run a land business. Think about it when you started LG PASS didn't exist. That wasn't even a pipe dream remember? I've seen your old Excel streets. I don't know how you got anything done with those. I mean you're not the most organized guy, to begin with, and then you introduce like 60 Excel programs that you had developed for you. Who knows how much you spent on those? Nowadays you just put it all in one thing you hit create deed and you have a deed like two seconds later. I mean truthfully it's never been a better time and the reason we're all able to actually enjoy our families during family vacations it's because we have automation we have a team, we have VAs. I mean it's gorgeous, right?

I was out of town this weekend and I got a message and it's like oh great we bought something and we sold something. It's like that's what you want to see and it's like who bought this? Where did this money come from? What's going on here? It's the greatest feeling but it wasn't always this way. So if anybody's on the fence about it better talk to Zaino or Bossman.

**Mark:** Yeah. You know I'm taking all of August off and moving my son into college at Indiana University, my alma mater, so proud. Just to be able to do that to clear up that calendar is an amazing feeling. Now, that being said we're having Bootcamp in July in Vegas. So, if you haven't built your systems, if you haven't built automations, you don't have your team, you don't have a lot of land inventory, well incorporate Bootcamp into your summer plans. Just go to [TheLandGeek.com/Bootcamp](https://TheLandGeek.com/Bootcamp) and that way your



next summer will be way more enjoyable than your current summer. What do you guys think of that? Pretty good? Yeah.

**Mike:** It's all right.

**Mark:** So we're at that point now in the podcast where we get to pick on Mimi and ask her for her tip of the week, a website, a resource, a book, something actionable where the Art of Passive Income listeners can go improve their businesses, improve their lives. What have you got? Oh Mimi, you're on mute.

**Mimi:** I have an article about The Nine Biggest Reasons Why Ads on Facebook Are Rejected. I've been getting a lot of questions from people hitting me up on Facebook Messenger, at Bootcamps and coaching about why their ads are getting flagged. The more Facebook evolves the harder it gets, right? So when you get a chance read through it. The number one reason it's because of text on art or on your pictures. I'm not even I'm not sure a lot of people realize that. Then there's a list of things not to mention so above and beyond hunting and guns, there are a lot of other things, cash loan services, penny auctions, tobacco products. I had no idea. So I learned a lot from this article myself.

**Mark:** Wow. Well, Erik sorry to disappoint you. You can't be selling any of those tobacco products on Facebook anymore.

**Erik:** I know it.

**Mark:** You know?

**Mimi:** Who knew?

**Mark:** You are going to have to get a legit side hustle until now.

**Mimi:** It even says bad grammar usage. So it's trying to find ways that it can tell when people are not truly an individual trying to sell.

**Mark:** That's a great tip. That's a great tip. I want to know from Mike what book are you listening to now in the basement in your 'Zen Master' form?

**Mike:** !Maps of Meaning by Jordan Peterson. So I loved his !12 Rules for Life. His !Maps for Meaning is an older book but chapter two is twelve hours long so you get twelve good sessions there.

**Mark:** Holy cow. I thought !The 12 Rules was a meaty book. I can't imagine Maps.

**Mike:** I don't even know how his brain thinks. This guy's crazy smart. It's just unbelievable.

**Mark:** Wow, wow.

**Mimi:** Bringing it down.

**Mark:** Tate, you've got a good summer book.

**Tate:** I ordered something. I don't know where it is. I'm not on the Audible thing yet, guys. I'm like one of the only guys that still likes to have a physical book in front of me. I know Erik gave me a look that would kill, but there's something about like sitting down and like turning a page that I really, really like. I don't know. July will be busy because that's !Tour de France month. So no reading will be done then.

**Mark:** Hopefully you know no doping either.

**Tate:** That's doubtful Mark, very doubtful.

**Mark:** Yeah.

**Tate:** I've got something I don't know where it is. That's what we need to do Mark. Is next week when we come, everybody needs to come with their summer reading list.

**Mimi:** Why not just say go to France?

**Tate:** Yeah might be you just watch the Tour. But you know it doesn't mean it's going to make you a better person but it's our summer reading list.

**Scott Bossman:** That's a good idea.

**Mark:** All right. So next week we'll talk about our summer reading list, all right, cool, cool. All right, I want to thank all the listeners. Just another reminder, go to [TheLandGeek.com/Training](http://TheLandGeek.com/Training). Schedule a call. If you haven't looked over Tate's shoulder yet go to [TheLandGeek.com/LOTS](http://TheLandGeek.com/LOTS) and Look Over Tate's Shoulder and see how he works. Then if you're getting value out of the Roundtable podcasts send it to a friend, email to a friend, share it on the interwebs. Then, of course, do us three little favors. You got to subscribe, you got to rate, you got to review the podcast. Send us a

screenshot of that review to Support@TheLandGeek.com. We're going to send you for free \$97 Passive Income Launch Kit. Mike and Scott are we good?

**Mike:** We are great, Mark.

**Scott Bossman:** Yes. We are doing very well.

**Mark:** All right, awesome

**Scott Bossman:** If you wouldn't mind Mark we could plug our event next week.

**Mark:** Yeah, next week.

**Scott Bossman:** Because this will be published a couple of days before June 20th. So on June 20th Mike and I are having a virtual event on the Zoom platform. Basically, it's for beginning land investors, for people who may not be altogether familiar with what we do. We are speaking to them about land investing. We will have a nice PowerPoint presentation about Land Geek programs as well.

Then at the end of that virtual call, I think we're doing something that I don't know if we've ever done before Mark and we're actually giving away at Toolkit to someone in the room. So that's going to be pretty exciting to see and see the turnout for that. So if you're new to this if you've been listening to Mark for a long time like many of us did and you want more information and you want a chance to you know take a massive step forward with getting your hands on a Toolkit, join us Thursday night June 20th at 7:00 pm Pacific.

**Mark:** That's awesome. That's awesome.

**Scott Bossman:** Yeah, it's going to be fun.

**Mark:** Yeah, awesome. Erik Peterson are we good?

**Erik:** We're good.

**Mark:** Mimi we're good?

**Mimi:** Yeah. We're great. We are great.

**Mark:** Big Poppa? Yeah. We're good. Let's do it.

**Mark:** All right, one, two three.

All: Let freedom ring.

**Mimi:** That's pretty good.

**Mark:** That's pretty good, all right, good. That's good. All right, so what's everybody's afternoon plans?

**Tate:** Mine's got some froyo on the agenda.

**Scott Bossman:** We actually got a ... Go ahead Mark

**Mark:** Go ahead. Oh yeah. It's just it's so hard here now that even just like five minutes outside I'm just drained.

**Tate:** Yeah. I was walking I don't know it was Target yesterday. I was my sandals and I stepped on some of the road where they seal the cracks and like the back of my flip flop like kind of sunk into the sealant. It was kind of putty and gross and nasty. But it's hot. Like it's not a good time to be in Vegas. You know it is what it is.

**Mark:** Yeah, yeah. Scott, how about you?

**Scott Bossman:** We actually rented a dumpster. So we are emptying out the house of crap we do not need which I'm pretty excited about. We have an old trampoline in the backyard that needs to be buried. So there are a bunch of things. I'm going to go out right now. The dumpster just arrived. I'm going to go out and start throwing stuff in there. It's a very liberating feeling throwing crap away you don't need.

**Mark:** I love that. I love that Marie Kondo book !The Joy of Tidying Up.

**Scott Bossman:** Yeah, I haven't read that yet but I need to check it out.

**Mark:** Well warn Erin before you do because after I read it my wardrobe went down like 75 percent. My wife's like, "You've no clothes." I'm like "They don't spark joy." [00:27:15] [indiscernible] She's like, "Well I'm sick of you wearing the same thing over and over again."

**Mike:** But I'm happy.

**Mark:** But I'm happier, so yeah. Mimi, what do you got going on?

**Mimi:** I am diversifying my land business which is my intention, has been my intention for a while. So my husband and I are doing some due diligence and we have a field trip planned to drive there so I'm pretty excited.

**Mark:** Nice, very nice.

**Mimi:** Yes some new things for us to look forward thing.

**Mark:** Excellent. 'Zen Master'?

**Mike:** I've got a couple of meetings and then I'm going to have my coffee. Then my !Maps of Meaning session and maybe a little workout then later on tonight I'm going to watch. We're binging Game of Thrones with my new whiskey which is Conor McGregor's preferred !Proper, it's really good. So it's a pretty fucked up day.

**Mark:** Nice, very nice. Erik, how about you?

**Erik:** Nothing much. I've got a coaching call later. I've got some training with some new VAs to do and a few deeds to make sure get recorded from some wholesale sales I recently made. That's about it, nothing too crazy.

**Mark:** Nice. Nice. Well, I'm just going to live vicariously through Scott Todd today. Just you know find my inner beach somewhere. Get some work done. Spend some time with the kids.

**Mike:** That's a good book titled Mark. Find your inner beach.

**Mark:** All right. I'm just going to buy the domain right now.

**Mike:** You should do it quickly. Claim it

**Mark:** Very quickly. We still got to write our sequel to !Dirt Rich by the way.

**Mike:** The one everybody contributes?

**Mark:** Uh-huh. It's like a Tool of Titans for land investing.

**Mike:** That would be awesome. Let's just do it.

**Mark:** We got to do it.

**Mike:** Let's just do it. We'll bring a rough draft at the Bootcamp. Bring a rough draft of your chapter to Bootcamp.

**Mark:** There it is, perfect.

**Scott Bossman:** There goes my summer.

**Mark:** There it goes.

**Mike:** Just the outline of your chapter.

**Mark:** I'll bring an outline. But I want Bossman to bring at least 5000 words.

**Mimi:** That'll be my summer reading for next week's [00:29:54]  
[indiscernible] my rough draft.

**Mark:** Nice, nice. Well, I want to thank you guys and we will see everybody next week? You know summer schedules are getting crazy but all right yeah we'll see everybody next week. We got a leak coming up too, phenomenal. All right, thanks, everybody.

*[End of Transcript]*