



# THE LANDGEEK

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

Mark and Scott talk with: Erik Peterson - [LandOpia.com](https://LandOpia.com), Tate Litchfield - [FrontierPropertiesUSA.com](https://FrontierPropertiesUSA.com), Mike Zaino - [ThreeLandGuys.com](https://ThreeLandGuys.com), Aaron Williams - [BearLandProperty.com](https://BearLandProperty.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 your favorite nichey real estate website [TheLandGeek.com](https://TheLandGeek.com) and for this week's Round Table I'm excited we got the big poppa. I love it when you call me big poppa - Tate Litchfield. Tate how are you?

**Tate:** I'm doing well. Happy to be on podcast again.

**Mark:** Same here. We've got the irascible Erik Peterson. What's up Erik?

**Erik:** Nothing much, just hanging out with you guys.

**Mark:** We love it. I know you know Erik's got to jump off a little short on this Round Table. So, we're going to pick on him as much as possible before he jumps off. We've got the Bear Land grrr. Bear Land - Aaron?

**Aaron:** Grrr. Hey big roar to everybody.

**Mark:** What's up? We've got the terrorist hunter. She's the scariest woman in the country Mimi Schmidt.

**Mimi:** Hello. How's it going?

**Mark:** Hi Mimi.

**Mimi:** Hi.

**Mark:** Are we safer?

**Mimi:** Today, yeah I think so.

**Mark:** All right.

**Mimi:** New software works better.

**Mark:** That's good. Breathe in the mailing, breathing out the marketing the Zen master Mike Zaino. Mike how are you?

**Mike:** Doing phenomenal. How are you?

**Mark:** I'm good, I'm good. Then last, but not least you know him, you love him, Scott Todd from [ScottTodd.net](http://ScottTodd.net), [LandModo.com](http://LandModo.com) and the automation man himself [PostingDomination.com/TheLandGeek](http://PostingDomination.com/TheLandGeek) start automating your Craigslist and your Facebook postings. We've got a lot to talk about today Round Table people, let's just get into it.

Here is the topic why don't we use paid traffic for our marketing? Why don't we teach it? Why do we go to these other sort of more organic routes? Why not for the very outset start using paid traffic because let's face it, we can all list the benefits of paid traffic right. It's not if you locked down paid traffic and you have paid leads coming in every single day your business won't be lumpy, it will just be consistent, it's like a money machine. Why not do that? Tate Litchfield why don't we teach paid ads, Google Ad Words, Facebook ads, YouTube ads bring in those leads man?

**Tate:** I think the first thing you've got to recognize is it's not the cost. There is a cost associated with paid traffic but that's not the primary reason why I personally don't focus on paid traffic. The main reason for me is number one it takes a lot of time to narrow in on that audience that you want to target and if you're not targeting the right people well you're throwing good money after bad. So I think there's a lot to do with that. You know it's just it's difficult to do correctly.

**Mark:** Okay that's good answer. Erik Peterson why aren't you doing Google Ad Words six packs a click? Bid on those ad words man land investing, raw land.

**Erik:** Yeah. I think it sounds really good, right? You know you can spend pennies and bring people to your website or to a specific property, but the fact of the matter is you have to be very precise, very targeted and really know what you're doing to do it right. I mean, it's so easy to spend a hundred bucks, 50 bucks or whatever it is and just spend it all in a couple days and have no results. I think probably most of us have played around with paid traffic on occasion but I mean it's a whole skill set in and of itself ultimately and I think that it's probably more easy to waste your money doing that than it is to you know. I just feel like your money is spent better in other areas I guess.

**Mark:** Yeah, I mean Bear Land - Aaron you ever played with ad paid traffic: Ad Words, Facebook ads, YouTube ads, Instagram ads, you tell us?

**Aaron:** Not with the land business but with other things I have. I didn't have a lot of luck with them honestly. I reached a ton of people and can't really speak for any major result that ended in a sale you know and I think like everybody said that it requires so much targeting and finding the right person. Not that it can be done but there's people that build whole businesses around that you know and I don't want to be in the SEO ad targeting business I want to be in the land business. So in order to do that you know you almost need to hire somebody and it actually is an expense issue to do it right because you're not just paying for the ad you're paying for somebody who has spent years gaining the knowledge to do that right and for a certain kind of business that might be the way to go drive them to your website or the website can sell them on a product and they can click through and buy it and so forth.

But you know, honestly, we want to get people on the phone, we want to have a conversation with them and we want to sell to them on a one-to-one basis in the way they want to be sold you know by them telling us what their hot buttons are and so forth and really that's tough to do by just driving them to your website. You know, we really don't sell our website, it happens but that's not the purpose. You know we want to have relationships with them and that's tough to do effectively while doing the Ad Words and the paid advertisements. The other routes we take are much more effective at our goals in this land business.

**Mark:** Absolutely. Mimi how come you're not spending a thousand dollars a month on paid ads?

**Mimi:** Well, I was spending money on Land and Farm and that was a waste. Honestly what's the purpose now? If I can generate all kinds of ads through Craigslist or leads through Craigslist and more leads that I can manage in Facebook what's the point? And as a business owner my goal is to hire SME, Subject Matter Experts to do these things for me. Just like I have a SME that does ad posting for Craigslist. If I want a SME for paid ads on Facebook I'll just go get a Land Modo subscription and have Scott who is specializing in that he can go do that for me and I'll just get the subscription and leave that expertise on how to focus those ads to particular markets as someone who knows it better than myself.

**Mark:** Yeah, yeah I agree a hundred percent. I mean Zen master why don't you just meditate on it and spend a couple of thousand bucks and start making millions of dollars on paid ads? Easy, it looks like it's so easy.

**Mike:** Well, I think there's a lot of things out there that seem easy but I think it's a quality versus quantity. I think that Mimi hit it right on the head it's like we have so many leads that we can just keep up with our salespeople through just traditional Craigslist and doing things out of our own efforts. I think it's a quality and quantity. I don't know how well that would work for us honestly and what we're doing works very well, it produces a ton of sales. So I don't see the need for it. I don't know it that incredibly, I'm not going to act like I'm an expert on that stuff. I'm definitely not, but I know that what we do works really well and gives us more leads than we can pretty much handle almost, right? Through the posting on Craigslist and that kind of... so quality, quantity. I don't know if that necessarily works for us.

**Mark:** Yeah, yeah. Scott Todd why don't you just spend ten grand a month on paid ads? You're going to get 10X return that's a hundred grand, and it's just like a money machine, very easy to do, run a campaign, just do some EB testing. How hard can it be? Everyone's doing it.

**Scott:** Well Mark, unfortunately when it comes to like real estate or land I kind of disagree because what happens is those names that you're getting they're cold traffic. They don't know you. You've just interrupted their day, it's a pattern interrupt and when you pattern interrupt somebody who is not even thinking about land now what you need to do is you need to warm them up to like why they even want to buy land.

I mean just imagine like you put a billboard on the side of the road, "Hey buy land." And someone is like I don't want to buy land but then you're like wait you've got to buy land and the next billboard you've got to buy land because 1-2-3 it's all this great things and now you might have attracted someone's attention. That doesn't mean that they're going to convert into a buyer. You see there's a warm up period that goes in there. So what you have to do to me in my experience you have to find where the warm leads are, where are the people that are interested in land, where are they at today. Then go and jump in front of that traffic as opposed to kind of just jump in front of them anywhere. It doesn't mean that you won't have some success but essentially what's going to happen is you're going to spend money, you're going to have to tweak your message.

You could buy the leads very cheaply, but you know what like I'm going to admit last summer I did this program where I did this thing and I don't even want to talk about it because it was like a disaster. But I got like all of these email addresses and I can tell you all of these email addresses are basically garbage, okay like they're garbage and so I wasted about a month trying to get all these email addresses, it's not there. So what I'm doing is now I'm building that traffic, I'm building that warm traffic, I'm kind of finding them, I'm getting them agitated, their problem agitated, I'm going back to kind of Copyright 101 agitate their problem a little bit and then bam all of a sudden now you have warm lead to someone that wants to buy but you need to know your metrics, you need to know your costs, you need to know like you know what your conversion rate is.

It's easy to say, "Well let's just tweak the conversion. Let's just tweak the conversion." It's not about tweaking the conversion. It's about truly knowing what that customer is going to convert to in terms of dollars and then it's not as easy as it sounds. It's not simple math. It's a lot more than that.

**Mark:** Right. So you really hit it on the head and that is what your conversion rate is and if you're starting off you don't know your conversion rate. So essentially are you willing to spend thousands upon thousands of dollars for cold traffic that won't convert? You will lose money, guaranteed to lose money. Scott said it again it's cold, they don't know you. So now are you willing to invest a lot of you know let's say nearly 50 grand on a copywriter that's there's still no guarantee that they'll be able to warm up your traffic enough. So your best option then if you're starting out is to go where the leads are and there are on platforms.

People are looking for land on Craigslist. Show it to them. It doesn't cost anything. They're looking for leads on Facebook Marketplace, show it to them. It doesn't cost anything. If they're doing a search on Google and you

want to do a Google AdWord you'd better know your conversion rate. You better be willing to lose lots of money upfront to have this backend where you're going to make money.

Nobody is going to buy a piece of property from you cold that's \$5000, \$10,000. I'll buy a \$40 gadget that they've targeted me on Facebook. Sure I'll do an impulse buy on Facebook. I might go to a webinar on Facebook but I'm not going to spend anything more than that on Facebook ads certainly not you Google AdWords. When is the last time you did a search on Google and bought something from a sponsored ad?

**Scott:** I think you can get traffic that way right. You can get traffic, Mark. But I think what you just said too is where's the dollar? This is not an e-commerce play. You know someone is not going to go to a website and buy something that costs... I mean I don't care like you know whether it's whether it's a \$1000 or you know 10,20 thousand dollars they're not just going to go "Oh there's an ad boom let me just spend 10,20 thousand dollars." Even though you're asking for a 100,500, down that's not the way that it works.

In fact, I would just challenge everybody listening to this podcast when was the last time you looked at an information product let's just say it was \$250 or \$500? You didn't just go, "\$500, no problem boom." No, what did you do? You researched it. You Googled it. You went back to it 10 times 20 times. You did all this stuff. They probably retargeted you. It took you some time to build it and that's what like \$1000 course or a \$1000 piece of an investment? What would you do for 10?

**Mark:** Yeah exactly. So for as long as I've been doing this I've never run paid ads because I'd rather put my money on the platforms that are already spending millions of dollars or hundreds of thousand dollars to bring in the traffic that I want. So why on earth would I spend a dollar on paid traffic for people come to Frontier Properties that don't know me, don't like me, and don't trust me? I might as well throw a bonfire in the backyard and start burning money. At least that would be the least that would be more practical because I'd generate some heat.

**Scott:** So Mark, now in all honesty and in transparency Land Modo does run paid ads, okay?

**Mark:** They should. That's a platform.

**Scott:** A platform, right? Now, what I what I did was before Land Modo was a platform. I did that. I did pay traffic, okay? You may not have the volume

that you need to support it. I would tell you that even today Land Modo still doesn't have the volume to support because guess what? We get people that are looking for ads or land in like Pennsylvania, Michigan, like places that we don't cover and even though you even target like a certain state and you geocode it, you do all this other stuff, they still find their way to you and they're like, "What?" Then it's like if you could just hear this big like toilet flushing whissh, right? Because I don't have anything there today the bounce rate, you just see like when they go there and it's not there.

Just go look at your analytics, look at the bounce rate of your website, bounce rate, they hit it and then they go that's the bounce rate right? Land Modo used to be like before we were a platform the Land Modo bounce rate was like 60%. Today it's down to four because we're getting better, we're getting coverage, but 4% bounce that means they hit the website and then they left immediately boom, boom, okay? Like if you don't have what they're looking for on a paper click they're just not going to leave an email address. They're going to leave and there goes the money.

**Mark:** Yeah I mean honestly like we all know the people who make the most money online are the people teaching other people how to make money online. Marketing is this multibillion-dollar business and the bottom line is because nobody knows. So it's always changing and they are always trying new things and they are saying they can always come up with a case study, "Well this company did X Y and Z." But you're not that company. You don't know what their copy is, you don't know what their conversion rate is, you don't know what their product is, you don't know what their offer is.

Until you know all these metrics maybe you've got a million in revenue that's the only way I would even start to think about doing paid ads. Once you get to a million in revenue call me and I will be," Okay let's talk about spending some money and doing some experiments paid ads." It's not that I'm totally against it it's I'm against it until you know your numbers cold and you know your offer cold. You know what it converts at you're willing to spend the money upfront to have that back and money payoff down the line, then it's fine. But in the beginning, you're better off getting a premium ad on Land Modo that already is paying for the traffic. Tate, what were you going to say?

**Tate:** I was going to elaborate on that. You know marketing it's such an ever-changing process that what works today might not work tomorrow, right? You've always got to be looking at ways to improve it. But you know if somebody says this is guaranteed to work you should run away from that because it's probably outdated by the time they typed it up and told you what it was. So that's why I think it's important to cast the widest net you

can. You should be on every platform. You should be on Land Modo. You should be on Craigslist. You should try any of these services that you can because you're touching as many people as possible and I think that's the key to marketing is be everywhere.

**Mark:** Right, right. Erik Peterson, what are your thoughts?

**Erik:** Yeah. I mean just in closing I think that the paid and stuff works really well for little gadgets, small products, what have you that it's more of an impulse buy. So it's a lot easier to make that conversion if you have a good offer. But when we're talking about land I mean it's a whole different ballpark. So the most we're trying to get in that scenario is well ultimately a sale but we want to get their email. But I think it's still a stretch for even that and then as Scott was talking about you've got to warm him up over time and it's a lot of money that can be spent better elsewhere.

**Mark:** Yeah absolutely. I had a marketing guy that I hired he is one of my mentors and he... I can't say the names but he literally he had one guy who was like we all know who he is. He worked with him and their ad budget was over a million a month on Facebook. This guy really knew who he was like one of the top people in the country running Facebook ads and so I talked to him about my metrics and this and that he's like, "You're just going to waste money." He's like "You're not ready for paid ads." I'm like, "I'm not ready for paid ads?" He's like, "No, definitely not." He's like, "You need to do this, this, this in place and you've got to be willing to lose this much money upfront to even know in experimenting what's going to convert."

He's like, "Are you willing to lose that much money?" I'm like, "No." He's like, "Then keep doing what you're doing and just keep warming people up and you're just fine like there's no reason to spend good money after bad leads when you don't have all that in place." He's like, "This guy has it all in place because everyone already knows him. He's a brand. So he's top of mind and he can convert and his products aren't expensive at all, but his back end products are super expensive. So that's why it works." Mimi, what are your thoughts?

**Mimi:** I like the point about gaining trust. It's so hard for us the warm folks up, right? So my biggest sales challenge just developing that rapport and that credibility so if I can use a platform to help me get there why wouldn't I? Why wouldn't I make that easier on myself?

**Mark:** Exactly.



**Scott:** Mark, I don't want to pass by something you said and you just skimmed over just a little bit but it's so dang important and it's the back. You said the word back end, right? Like you see when a lot of these companies when you see their ads for something well you're seeing the front end, okay? Like you see ... I'm just trying to think let's say that you offered something that they could buy for, pick the number, \$19 or \$9 whatever it is free something free pay for shipping only. I mean these ads are all over Facebook right like, "Hey the book is free, pay \$9 for shipping." Well, that \$9 dollar shipping covers the cost of the book and it covers the ad cost, right? That's the customer acquisition piece.

That's the top of the funnel right very top and then once you start going through the whole thing well then they're going to have something you can buy for \$19, for \$99, for \$497, \$1000, \$5000, \$10,000, \$100,000, right? Like there is a whole value chain that's there and it all starts with a free book where you pay for shipping and handling. That's the way that it works. Everything goes back to the ages when before the Internet and you look at those CDs you remember those CD clubs? Man, you'd get like nine CDs for a penny. Tate's like, "No I don't know what you're talking about."

**Tate:** What's a CD?

**Mark:** Does Tate know what CD is?

**Tate:** Floppy disk? Is that what you're talking about?

**Scott:** Tate doesn't know what we talking about which is hey it's the Columbia House. Tate, Google that, Columbia House.

**Tate:** I've never heard of that either.

**Scott:** A penny gets you what? Nine CDs and then you're on the CD of the club month and you commit to buying so much, right. That's the back end. But what's the front end? The front end is, "Oh look I get all these CDs for free." Yeah but then you paid what? You paid like top dollar for these CDs and then if you forgot to check it off or close it out guess what? You still got the crap that you didn't want and you like, "No, no how do I stop this thing? Okay? So yeah you can do paid to traffic, you can do these things. But like it goes back to what we said you'd better know those numbers man because you better know what percentage is going to operate? What percent is going to do this? What present is going to convert? Because when you don't know that man just go flush money down the toilet and it I will be more entertaining.

**Mark:** If you've got a million dollar ad budget and you're a big land seller and you can afford to spend that kind of money on that experiment, nothing wrong with it. It might be a great investment. But for as long as I've been doing this I know of two companies that do Google AdWords and they don't spend that much to drive traffic to their sites. But what they do is a lot of SEO right and they kind game the system that way and then Google changes their algorithm and then they call me crying saying business is slow for the next three months while they try to figure out the algorithm. So it is not for the faint of heart. It is not for newbies. Even the most advanced people in this business don't do paid ads for all these reasons. But maybe Mike Zaino has a different approach, Mike?

**Mike:** No, no. I will just say that the biggest thing I'm taking away from this and I think everybody else was leverage your time and money, right? Do something like Land Modo let them do all that paid traffic and just reap the benefits of it. So I mean it's ... Other than that you know what we teach and what we use in our day to day business with our postings and whatnot it generates a ton of traffic that's very specific to what we need. It's I guess what you're referring to is warm traffic as opposed to just people that are coming to us totally not knowing anything. We get the right people doing what we do. So I think this is a great discussion. I don't really have much to add in terms of value other than some extremely good points as to why we don't use it.

**Mark:** Yeah. Bear Land Aaron?

**Aaron:** Yeah. I'm kind of with Mike, not a lot to add to that but you know this is obviously why we don't use it. You just got to know too much and it's not our business to do that you know? So go where the people are. Don't try to go through the brain damage of roping them in to come to you.

**Mark:** Yeah absolutely. You're better off sending out an email deal of the week and selling property to your buyers' list than you are paying for paid traffic. Now if you want to build that buyers' list a little faster I could see this as a strategy on maybe Facebook where they come to your website from some maybe Craigslist and then you have a retargeting pixel on your website that retargeting pixel then fires when they go to Facebook they might see an ad for the deal of the week with some type of irresistible offer that expires.

So you've got the urgency, you've got the scarcity. There are already warm because they already come to your site. Maybe that would work, maybe. Again you can experiment with it and see what your conversion rate is again very, very tough. Erik Peterson had to drop off. But is there anything else we

want to talk about as far as the irresponsibility of newbies getting into paid traffic in land investing?

**Scott:** No, I don't think so.

**Mark:** No, okay. Let's move on to another topic is we are getting into the dog days of summer 110 here now 105. By 7:00 o'clock I take a cold shower, I'm ready for bed. I'm just drained from the heat. It's really rough. What we're seeing is generally that summer slowdown. Sales might be slowing because parents are getting ready for their summer vacations or their kids are going to sleep away camp. You know people are occupied with the beginning of summer and you could see some seasonality there. My question is Tate Litchfield, are you seeing this slowdown?

**Tate:** Let me look at the numbers real quick. No, we're not seeing a slowdown. We've had deals, we're moving property, moving inventory. We're not buying as much as I'd like to be buying. It could be for a number of reasons. But I do think that the business ebbs and flows. I've said it for years that certain areas are going to be hotter as far as demand than others at certain times of the year and selling a piece of property right now in Arizona might not be as easy to sell something in the highlands of Colorado, right? Nobody wants to go camping on a piece of property when it's 115 out in the middle of the desert, with no water, no air conditioning, no electricity. But all of a sudden 7000, 8000 feet above sea level sounding really, really enjoyable right now. So I'm not personally seen a big slowdown. Normally June is not a very hard month for us. But the month is not over so we might not hit our goals. So I don't know yet.

**Mark:** All right. Mimi, what about you, how are sales?

**Mimi:** Sales are good. Buying is a little slower than normal but when I'm choosing my counties I'm looking at the seasonality of sales and the way I have them now they counterbalance each other fairly well. So kind of like what Tate says look at the seasonality of the counties you're in. So summer is not a slow time for me usually. I just focus my time in a different area.

**Mark:** Brilliant, brilliant. Bear Land - Aaron, what are you seeing out there?

**Aaron:** We are having a little trouble buying right now, just started to increase our mailings. I added 10 a day to just try to bumping the quantity getting out there a little bit. We'll see if that works. Other than that I might try some pricing changes but we'll see how that goes right off the bat. But yeah little I mean a bit trouble buying right now.

But I've seen I don't know I guess the market move to some of those higher elevation kinds of states and everything so that is somewhere we're trying to buy. But I think now that more other people see the same thing. So they've also moved there. So it might just make it a little bit more competitive for our market right now to try to buy and also to sell. So we're dealing with the people in our business also kind of doing the same thing. So might be time to be a little bit creative and you know maybe not be contrarian but try some creative approaches to both buying and selling in those areas as well as some others.

**Mark:** All right. Zen Master, how about you?

**Mike:** Well I think it kind of brings up a really good point because as you said with the temperature even here in New England it's getting hot, right? So we were in the 90s yesterday and I think it makes us just as normal people a little more lethargic, right? I mean we just don't want to do as much. So I think this kind of points towards the idea of we always talk about the niche within the niche the fact that we scale the business, right? We're all like land investing is what we're talking about but then we say we have this micro niche is that we don't do it, right? We build a team of people that are in many cases more intelligent in the particular areas we hire them for and they're actually more dedicated because that's their job. So if these systems are underway then you can remove some of that seasonality I think by consistency.

So I think that that's a good thing to look at is like you can experience seasonality in your business but you'll probably experience it more if you're relying on yourself to do everything because you're going to want to take a vacation. You're going to want to go to the beach. You're not going to want to be doing all these things. So if you leverage your business and you scale it and you use the tools we have in place LG PASS or Geek Pay or land Modo, use these tools they are going to leverage your business and allow you to actually be lethargic and still make deals.

So I don't know I kind of think of it that way when you're bringing up that question today because it's really hot around here and honestly I don't feel like doing a lot of things. It's my day off in the fire department I want to go play in the pool. So yeah I mean but I have a team in place that's doing all the necessary processes so I kind of I don't know if that's the question you asked but I kind of feel that way when you ... That's the kind of response I feel like saying when you bring it up.

**Mark:** I love it. I love when you say it's a team sport. You know I was I was listening to one of my favorite podcasts is Malcolm Gladwell Revisionist

History. So before he gets into this whole thing him and Adam Grant, Adam Grant wrote *Give and Take In* and he's like the organizational psychologist of our time and this young guy just brilliant professor. So they're talking about fit and how important it is to have these teams that you know fit and how when you sort of examined these small teams they're using Google as an example the most profitable teams are sort of the small two to four-person teams.

What was interesting about that model for them was, well why do we then not hire in teams and why do we then individually sort of promote people? Why don't we just promote the entire team because the entire team is doing so well? It was really interesting subject and a lot of it was just sort of corporate logistics why they can't do that but it sort of kind of gets you thinking about business in general and how important it is to have a really strong team. Mimi this will be interesting to you when they look at FAA safety, the most dangerous crews are the ones that fly for the first time together. That is the most dangerous time to be on a plane. You could take a crew that has been completely sleep deprived and they are flying more safely than a brand new crew.

**Mimi:** That's so interesting.

**Mark:** Yeah.

**Mimi:** Can I say something? I will say in software development we're selling teams now. We are selling agile teams. We sell for a capability, we are like if you're going to go build something you bring an entire agile team that's worked together, that they know each other's, you know can work well together, know each other's skills, their strengths and weaknesses and can help each other.

**Mark:** Right, absolutely. So if you want to check out an interesting podcasts check that one out because they kind of debate each other and it's really interesting and they bring up the NBA which I love. Scott Todd, what's going on with your seasonality?

**Scott:** I was just looking and we're down a little bit from... I mean this has been so far the slowest month of the year so far but the month is not over with and we've had a good year so far. So sometimes you get those little dips and then the next month they shoot back up again. It's just something and I know that when you're starting out you know like when you're starting out that little dip kind of hurts but when you've been doing it for a while it's like, "Okay it's just the way that it is."

**Mark:** All right great. Well, we're at that point now the podcast where we get to put the Zen Master on the spot and ask him for the tip of the week. A website, a resource, maybe a quote a, book, something actionable where the Art of Passive Income listeners can go improve their businesses improve lives. Mike Zaino, what have you got?

**Mike:** Wait a minute. Oh, there we go. Thank you, Scott. I just had to wait for Scott to remove himself from the screen because he loves these quotes so much that I think that he gets captivated and then I just, I don't know.

So I kind of already talked about it was kind of this whole idea I'm going to kind of springboard off of land investing being a team sport because I say that quite a bit. But I really believe it. I think we all have these fudges, these fears, these uncertainties and these doubts, right? Those can cripple us at times especially in our business and in our life as well but when you have a team and you assemble people that are very skillful in their particular areas then these fears, these uncertainties, and these doubts, begin to remove.

I mean in the fire department we have teams that work well together. We all have a job. We all have a mission. One's inside the building fighting the fire and it's getting really hot right now it's unbearable to so all of a sudden there comes a hole in the roof and the heat and the steam is relieved and they can continue on. So there's this whole process of working together in a team.

I think in land investing the other thing that's important is us as a team, meaning all of us here in this podcast, all of us probably as a Land Geek because there's people that have funds, fear uncertainty, and doubt when they come to the land investing right? They come here and you know they wonder if you know this is going to work this and that you know and you know if they don't dedicate themselves, their time, their effort and put... I mean it's a simple but like buy low sell high, how hard can it be, right? It's a simple model. But there is micro-processes that we all know can beat you down. But when you work with people that have overcome those then you begin to feel empowered. So I think we as a team when I say the Land Geek we are a very strong team and we assist people in removing their fears, their uncertainty and doubt. So I think the whole idea of that team sport really is huge.

I was thinking about what you said. I realize that we have four key players in our land investing team. Now they may have some micro VAs that work for them and help them with individual areas but there are four really good A-level players that make up our team and I think that's interesting. I didn't

think of that until you brought that up Mark with that case study you were talking about. But I just think that team sport the whole idea of leverage it in all areas your life right? If you're unsure about something you're not completely confident then you know get some people around you that are, right? These are the best friends I have a right here in the virtual world because I surround myself with people who are better than in what I'm trying to do because then I get better. So I love it. I love that whole team aspect. Never been a big sports player but I'm happy to be part of this team. See? I finally made it to a team. You can come back now Scott that's Scott.

**Mark:** Scott just may not come back.

**Mike:** Is he going to come back? Did I scare him away? Land investing truly it's a team sport. Come on Scott. You like that one, right?

**Scott:** Very good Mike very good.

**Mark:** So if you if you want to join the next July Flight School team and you want to start taking action on this in real time with Scott Todd please schedule a call. Go to [TheLandGeek.com/Training](http://TheLandGeek.com/Training). Get on a call with the Zen Master or Scott Bossman and let them walk you through how to eliminate the fads of land investing in our 14-week land intensive training class which also includes the Investors Toolkit.

By the way, people are starting to like *Dirt Rich* we got 77 Amazon reviews. If you haven't gotten your copy yet just go to [TheLandGeek.com/DirtRich](http://TheLandGeek.com/DirtRich) and go there. You can order *DirtRich*, it's like to 2.99 on Kindle and get over \$500 worth of bonuses with that Kindle book. The audiobook is coming out. I'm working on it. So if you have listened to the book not listened to the book, if you've read the book, you like the book, please leave an Amazon interview. Send us a screenshot Support@TheLandGeek.com .I'd love to send you a paperback copy out from me signed and just to thank you. Please do that.

Also, the podcast needs some love. You've got to subscribe, you to rate, you've got to review the podcast. Scott Todd is just going to stop coming here if you don't give him some love. So please do so. Send us a screenshot Support@TheLandGeek.com with your podcast review. We're going to send you for free *The Passive Income Launch Kit* our \$97 course. So please do that. Tate, are we good.

**Tate:** Oh yeah. This was a really, really, really good podcast this week. Hope everybody likes it.

**Mark:** I think so too. Mimi, are we good?

**Mimi:** We are good.

**Mark:** All right. By the way, speaking of Mimi she's coming to Scottsdale Boot camp. We only have a few seats left to go to [TheLandGeek.com/Bootcamp](http://TheLandGeek.com/Bootcamp) and get registered. Mike, are we good?

**Mike:** We are great.

**Mark:** We are great. All right awesome. Bear Land - Aaron?

**Aaron:** Absolutely.

**Mark:** All right. Scott, anything else?

**Scott:** We are good Mark.

**Mark:** All right. I want to thank all the listeners and ready? One two three...

All: Let freedom ring.

**Mark:** Oh my gosh. So I don't know if Mimi knows this but we never really stop recording after the podcasts.

**Mike:** Is Aaron on some sort of ... Are you on some sort of protest?

**Aaron:** No, no, no you haven't been here in a while. Apparently, I'm the reason for the jagged sign-out. I abstain because of some slower internet. I don't know. Mostly I just don't want to be razzed by Scott Todd I guess.

**Mimi:** That's funny. Yeah, he hasn't participated I didn't notice.

**Tate:** He says he's abstaining but in reality, he's not invited.

**Aaron:** Man, that's cold

**Mark:** Scott was going to pick up his son from a camp in Pennsylvania and he's going through Amish country and he's Voxing and he's like, "I'm In Bear Land's country. I just saw a horse and buggy." Scott?

**Scott:** Mark I'm driving through this town talking to you. It's just like Mitt Neff Lindbergh or something like that Pennsylvania. I'm driving and I'm like, "Stop, stop, I got to stop I got to back," because on the side of the road you



know like the roadside attraction said it was the buggy museum. I'm like, "The buggy museum? Man that sounds thrilling."

**Mark:** I will have to tell you though I wish there was like an Amish Country camp. I'd love to send my kids there for like two weeks, no technology, no cars, just totally unplugged. Get your hands dirty build something. Churn some butter. I think it might be the way to go.

**Mimi:** Well they do that on the East Coast. We send all our kids like to Asheville North Carolina. We send them up to the mountains in New York. They all go, West Virginia and they have to unplug. They do horseback riding, canoeing. It's kind of a big thing here. Send your kids away for two weeks to go do that stuff.

**Scott:** So I picked up the kids and the internet connection isn't that great out there. I picked up the kids and I'm driving back and my son's friend says, "I think what I missed the most was the internet."

**Mark:** That's crazy.

**Scott:** Mark speaking of which, I've got an app you've got to download, okay?

**Mark:** All right, I'm going to get it

**Mimi:** Why don't we hear what it's called?

**Scott:** It is called Moment. M-O- M -E -N T, Moment. What it does, you download it onto your phone and what it does is every time is you are on the phone like you're getting screen time it's recording your screen time in terms of the number of minutes that you've used. So like today I downloaded it this morning after I heard about this I've used 35 minutes of screen time on my phone because now I'm self-conscious of it. But it tells me that I also have picked up my phone and hit the little button to turn it on 24 times today. The average person... I heard this this morning, the average person is using their phone four hours a day.

**Mimi:** Yeah I got to get this for my kids and my husband.

**Scott:** if The average [Indiscernible] [00:44:19] is 10 years old and we are already using it a quarter of our waking hour and this app will help you know like how bad it is how bad you're addicted to it.

**Mimi:** I love it. I'm doing it. I'm going to get it for my husband and my kids.

**Mark:** I'm really scared to use it.

**Tate:** Yeah, I was just going to say that.

**Scott:** So you know I've done and I told my wife I'm like, "That's it. I'm going to get better." So I got my iPad here and I don't have it on.

**Mike:** Does that count?

**Mimi:** You don't count it on?

**Mark:** You don't count the iPad?

**Scott:** Well she says it's cheating but I'm like, "I'm working on here."

**Mimi:** Yeah I work on my iPad.

**Aaron:** That's totally cheating.

**Mark:** Wait, wait, I'm working on my phone all the time at my wife's like, "No it's not working."

**Mike:** 35 minutes on the phone three hours on the iPad.

**Mimi:** Does it break it down? Does it break it down? Like will it show phone time versus game time at all?

**Scott:** No. Well, listen here's what it doesn't do. So if you're talking on the phone it does not count that against you.

**Mimi:** Okay good. Okay.

**Scott:** If you are listening to a podcast or Audible it does not count that against you, okay? It counted when that screen is turned on and you're looking.

**Mimi:** Okay. I'm going to put it on my family's app and not telling them and then they pull it out tomorrow night at dinner.

**Scott:** Pull it out. Let's see what you guys did.

**Mike:** Wait a minute. Wait a minute. It says, "For technical reasons Moment needs to also track the places you go automatically check your screen."

**Scott:** We'll just turn it off. Turn that. If you're untrustworthy you know of the app.

**Mike:** Yeah, of the app.

**Scott:** If you're untrustworthy of yourself, Mike. If you don't want the app to know where you've been because you're hiding something.

**Mike:** I think it already knows.

**Scott:** Listen, you don't need an app, you've got a wife. She knows where you are. Even when you think she doesn't she does.

**Mark:** Oh she knows. Oh, she knows.

**Mimi:** We have a different app for that.

**Mark:** That's hilarious. All right, well I'm going to go eat some leftover Chinese food.

**Mimi:** Were we going to talk about something? Did you mention something at the beginning of the podcast we're going to talk about afterwards?

**Mark:** Oh I mean by the way when we stop recording Mimi we don't really stop. So we always like say goodbye. You like hang up and like, "That was really abrupt." So you can hang up [00:46:59] [indiscernible].

**Mike:** That is so rude. It is hell.

**Mimi:** I'll learn.

**Mark:** I get it. Just you know it's okay.

**Mimi:** I'll learn.

**Mark:** All right well thanks everybody and see everyone next week.

*[End of Transcript]*