



# THE LAND GEEK

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

Today's Guest: [Nick Loper](#)

### Transcript

**Mark:** Hey, it's Mark Podolsky the Land Geek with your favorite niche-y real estate website [www.TheLandGeek.com](http://www.TheLandGeek.com), and I'm really excited for today's guest. But before we get into today's guest and all the side hustles that we could possibly be doing on the side, I'd be remiss if I didn't properly introduce my cohost. The 'Professor', the 'Brain', your Flight School Sherpa; Scott Todd, from [ScottTodd.net](http://ScottTodd.net), [LandModo.com](http://LandModo.com), and most importantly if you're not automating your Craigslist and your Facebook postings [PostingsDomination.com/TheLandGeek](http://PostingsDomination.com/TheLandGeek). Scott Todd, how are you?

**Scott:** Mark, I'm great. How are you?

**Mark:** I'm good. I'm afraid that our guest is going to give me shiny object syndrome.

**Nick:** Is that because of my head?

**Mark:** No, I'm just a little trepidatious if you will. So, everybody knows my guest probably, it's Nick Loper from [SideHustleNation.com](http://SideHustleNation.com). If you don't know about Nick, every day he's hustling, he's an entrepreneur, he's involved in a variety of projects but his main purpose in life is to help you earn more money, pay off debt, learn new skills, use your free time more productively and escape the rat race. He's got a book, which I'm really excited to talk

about, *The Progress Journal: A Simple Daily Planner to Make Meaningful Progress on Your Most Important Work*. So Nick, let's just get into it, let's just skip the pleasantries.

**Nick:** We've done this before. Yeah, we'll cut to the chase.

**Mark:** Yeah, absolutely. I think this is the second time Nick has been on. I don't know if he was on the Best Passive Income Model or The Art of Passive Income but we love Nick Loper. So Nick, thanks for coming back on.

**Nick:** Thanks for the invite. Did you pause the treadmill there?

**Mark:** You know what, I've got a peloton now. So I don't feel as compelled to be on the treadmill as much.

**Nick:** Okay.

**Mark:** And truth be told it's probably a little short-circuited and I've just been too lazy to get a new one.

**Nick:** I was on my third. When the third one died I've been relegated to the closet now. This is my closet office and the only reason the banner is behind me is to block the backlight from the window.

**Mark:** Yeah, I know. I mean Scott and I are in full peloton mode, we're competing, we highly recommend it. You like it, right, Scott?

**Scott:** I love it, man. I love going on there and competing against you and Scott Bossman, even though we're all remotely located and there's nothing like feeling good about like whapping your friends or being whapped by your friends.

**Mark:** Yeah, unfortunately, I'm being whapped not doing any whapping but that's all right.

**Scott:** It's a long time man, it's a long burn.

**Mark:** Exactly.

**Nick:** But there you go, you've got your next sponsor for the show.

**Mark:** Yeah, there you go. So Nick, tell us a little bit about *The Side Hustle Show* in the sense that you are constantly hearing and learning about different side hustles. There's got to be a few out there that are really sort of

made you to stand up and take notice. What are some of your favorite side hustles right now?

**Nick:** Hosting the show is like the best and the worst things. You're like, oh crap I can do that. I remember thinking that the very first time I hang up with you, I was like you know he makes it sound so... this whole land flipping thing like I could do that and I know that's the mark of a good episode.

Really, the three big business models come down to selling a service, selling a product or selling an audience and the audience kind of has the most flexibility, but it is also usually takes the most time to build. So, often most people are going to start on the service or product side and service being right out of the gate. Like, you can stick your flag in the sand and say, hey I'm a freelancer, I'm a consultant, I am a housecleaner, knife sharpener, I am a whatever and go out find some business, find some clients and it's off to the races. On the product side [00:04:49] [indiscernible] you categorize the land business as a product businesses, because it's buy low sell high and it's the same business model as Walmart, as Amazon, as any of these other stores but that's been a popular one. One of my favorite guests is the Flea Market Flipper who...

**Mark:** The Flea Market Flipper.

**Nick:** He makes his living buying and selling stuff, random stuff in the free market and he's leveled up and gone on with like bigger or bulkier items. He's doing like freight shipping all across the country but it's the same thing it's buy low, sell high, and he's just going out every month trying to find new deals and he's built six figure business doing just that.

We've talked to people doing the wholesale thing, the private-label thing on Amazon. The product business is kind of exciting but some moving parts and some upfront investment involved and then the audience business. So like, what you and I have with the podcast and with the blog content, it gives you a little bit more flexibility if you can sell digital products, you could sell your own consulting services, so you can go a lot of different ways or you can do maybe affiliate advertising thing as well.

**Mark:** Yeah, absolutely. Scott Todd, what are your thoughts?

**Scott:** It seems like and look maybe I've just been spoilt by land, but like it just seems like some of these seem like they just might be dead. Like, the affiliate marketing. I know, there's a lot of affiliate marketing, people that make good money out of affiliate marketing out there but just seems like it's

just so old and antiquated. Is that still like a popular thing or it just seems like a slow burn as well, because you kind of have to buildup that audience like you're saying.

**Nick:** Exactly. You guys are selling dirt that's like oldest business on the planet.

**Scott:** Okay, I agree. Okay, now you got me on that one.

**Mark:** Touché.

**Scott:** I guess what I'm saying is that like affiliate marketing and maybe I'm just thinking of it wrong but like affiliate marketing am I not like having to build that audience up and like just drive traffic to these links or am I playing the arbitrage game? Where I am like the old-school Google stuff like, running ads on products so that I can make commissions on.

**Mark:** [00:07:02] [indiscernible] sustainable. Is it sustainable? Are these models long term sustainable? Like the affiliate marketing piece of it FPA's. Is that what you're saying, Scott?

**Scott:** Well, I mean, it just seems like there's easier ways or easier business to get started than affiliate marketing. It seems like with land. I mean land is not necessarily easy. Okay, it's like an easy model but it takes some setup but in like literally within a couple of months you can have a sale. When I started two months in, I had a sale. Like, from the time I mailed to the time I sold my first property and it was a substantial amount of money. Affiliate links seems like, and I'm just picking on affiliate links but some of these other models seems like they're just really a slow burn and it takes forever just to get the traffic there but maybe I'm just being naïve.

**Nick:** I think there is something to that. There's always a ramp-up period especially if you're going to create content, trying to get it indexed into Google and Google wants the best content in the world. So, when you're first starting out you're probably not qualified to write the best content in the world. So, there is a practice, there is a learning curve to get over there but once you do that, once you have stuff that's on the first page, like that can drive totally passive income for years and that's been exciting for me and it's been a focus in the last couple years.

Funny realizing that I was leaving a lot of money on the table by not having enough affiliate opportunities, affiliate at least presenting them as an option on certain pages. The Google game is going to be slow but YouTube as you guys know, stuff can get indexed immediately. So, if you have a YouTube

video on a popular keyword, on a popular topic you start making affiliate income from that right away.

Then the other channel that has been popular has been Pinterest less so, as a social network but as a content discovery platform as well. Because people will use it similar to Google for searching for specific keywords and you've got the article and the pin image that can show up there, that can also be a source of pretty consistent evergreen traffic and then as the added benefit of some spikes of virility as your content repined.

**Scott:** Right, that's a good idea, the YouTube thing. I guess that's where you see a lot more focus today, is you'll see people doing product unboxing or product video reviews and I guess then they have the links to the affiliate links in the comments.

**Nick:** Right.

**Scott:** Got it.

**Mark:** Yeah. I mean that that sort of segues into when you talking about creating evergreen or passive income, today's sponsor which is Flight School. Learn more about land investing over 16 weeks with Scott Todd, who has done over 800 deals, let him be your land investing Sherpa, take you up the mountain of land investing quickly, safely and efficiently and also he can do it in three days now with Flight School Live as well. Learn more, just go to [TheLandGeek.com/Training](https://TheLandGeek.com/Training). See how I did that, Nick?

**Nick:** That's good. I've got to work on my sponsor transition game for sure.

**Mark:** Yeah. You know, I had a coach.

**Nick:** But you mean you've done hundreds of these episodes, too.

**Mark:** Yeah. I did the middle coach right there.

**Nick:** Thanks.

**Mark:** So, what are some of the worst advice you see or hear given in Side Hustle world?

**Nick:** The worst advice in the Side Hustle world? Probably the biggest misconception is that it's easy. I mean you're going to invest a lot of time. Even if you're starting a consulting practice like, I'm going to charge 50 bucks, hundred bucks an hour for my time it's like the length of time to try

and get that client like there's so much overhead. Still a superfast business model to start, but like all that time upfront. I mean, it's similar like you guys are going to send out 100 mailers before you get that response and so there's a numbers game element to it, there's this time investment.

The other thing that is worthwhile that a lot of people, there's a lot of get rich quick gurus online that will have you believe that starting a business is easy. I believe it's easier than it probably ever has been, but there are still some fundamentals that go into it. And then, you see a lot of stuff and you'll see these links on Side Hustle Nation too where it's like, oh you know sign up for this survey service and it's like your hourly rate is going to be awful from that. Like, let's just be upfront about that if you're willing to work for \$2-\$3 an hour, taking these surveys it's like, that's fine if you're otherwise just sitting on your butt watching TV like, fine and that appeals to a certain segment of the population. But if you if you're willing to do that kind of speculative work like, invest it in your own business, like build something that has a little bit more upside potential.

**Mark:** Yeah, I love it. Let's transition to the book, *The Progress Journal: A Simple Daily Planner to Make Meaningful Progress on Your Most Important Work* so let's just unpack it, right? So, of all the things you could write about why a progress journal?

**Nick:** So, number one I'm obsessed with progress. I think that Tony Robbins calls it the one word secret to happiness. Like, how can I make consistent progress toward my goals? So, I think there... and then for years been publishing progress reports on the blog so it was aligned with the brand. But for a lot of last year and we had a new baby in the house and stuff so I'm going to throw that out, it's like not an excuse but like kind of an excuse.

I find myself a lot of times like in maintenance mode and you just, with the day-to-day operations and the content demands, email and at the end of the day, what did I really do? Did I make progress towards something meaningful? And we were actually able, we're really fortunate to be able to take a month off last summer and had all this creative energy built up after that and it was some of my most productive time. Because I was only able to work during the vacation like, maybe an hour during the kids nap times.

So, when I came back I was like this catharsis of content creation and all these cool stuff was happening and what I realized was it was like having the short-term project sprint goal to work towards. So, it's kind of what the... each of the four week blocks in the Progress Journal centers on and there's daily accountability tracking towards that; some microhabitat stuff that I found effective in forming different business and health-related habits

and a gratitude component and then being really clear about your priorities for tomorrow, today. So, when I sit down when I do have that block of time tomorrow I know exactly what I'm going to tackle.

**Mark:** Scott Todd, he sounds like he's preaching to the choir here.

**Scott:** He is man. Like, it's just really about the old saying like, plan your work and work your plan. It's just really about being laser focused and if there's a journal that can help people do that it sounds like a great investment.

**Nick:** Yeah, it was something that I created. I found myself like, I was better off when I was doing these five things on a consistent basis and it's like, hey if I put it together and somebody else buys it like that's fine too.

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

**Mark:** Yeah, that's great 'Happier and more effective in five minutes a day'. So, let's just unpack the most important work and I think for a lot of people figuring that out is the hardest part. What is the most important work? Because you were just saying in your day it is important for you to respond to email let's say, but it's not the most important. And so, you can kind of get into you know what I think... I forgot the productivity guy that said like you're always shining the runway, you'll never get off the ground and you're always kind of below there. So, how do you get to okay this is my most important work?

**Nick:** For me, it is centered on the idea of KPIs or key performance indicators. Now, I mean in my business that tends to be podcast downloads, how many people are paying attention to me in audio form, what's the traffic look like to the website? How many people have joined the email list? Those are the kind leading indicators and then revenue and profit is kind of a lagging indicator. I found as those other numbers go up like the profit has always followed and so, I focused on growing those metrics.

So, the kinds of sprint projects I do are usually related to expanding some of those metrics. Like one of them in December, my spring goal was to create this Amazon Alexa flash briefing skill. It was a daily micro podcast called *The Moneymaking Minute*, with the goal being like maybe I can reach more listeners in audio form in their home and eventually transition them over to become podcast listeners once they jump into their car for their commute.

**Mark:** Oh I love it, very cool. What were the steps that got you into creating the Side Hustle Nation?

**Nick:** Man, there was a lot of soul-searching. To be honest, I was working on my original side hustle which was a footwear comparison shopping site like Scott said, it played the arbitrage between driving traffic from Google ads and then what that traffic was ultimately worth on affiliate sales through the shopping engine and that business we know, was a vehicle that allowed me to quit my job. Like it was fantastic, had a great run but it kind of had plateaued and maybe was kind of starting this long, slow decline.

I was like, what else do you want to do? What do you want to be known for? What do you want people to find when they Google you? And it was this idea that I like talking about in a different entrepreneurial stories and business ideas and creative ways to make extra money. Like, that stuff was really exciting to me and still is exciting to me, 300 and something episodes later.

Originally my plan was like okay, I will test out all these different side hustle's and share my results. I first started that way at the beginning and there is still a little bit of an element to that, but really what kind of took off was the podcast; like showcasing other people's stories. Look, I'm not the world's foremost expert on this stuff, but you can learn from people who've built pretty incredible businesses, usually starting on the side and the show has kind of grown from there.

**Mark:** Scott Todd?

**Scott:** I'm laughing, because Nick and I are kind of... whether he knows it or not we have a similar wavelength, because I can't tell you how many times, like back in the day before the Internet, or heck maybe even during Internet like you'd get like success magazine or entrepreneur magazines flip through and there's like another type of a business. I guess, the internet had to be around but there was another type of business opportunity and I thought oh well, I want to be the test pilot on all of those things. Like, I want run them and like judge them, evaluate them. I'm like this sucks, this is not and the do a report on them.

So, almost what Nick was saying and I think that when you do that it really just kind of... I'm sure Nick and I have a similar background to where we work for the man, we probably wanted to get out of the rat race and maybe we couldn't find that one thing that would work for us or the thing that we connected with. I truly think that' really the secret to the really any type of success in the side hustle is finding that one thing that you can connect with, that one business. Because like, I started off in this example, talking about the affiliate links it doesn't connect with me. So, if I went out and I'm trying to do it, it would be probably a miserable failure but maybe Nick has success



with it. So, it was kind of cool to see how Nick has taken that and basically allows other people to share their stories of what's working for them so that, you can kind of shortcut it and maybe connect two things together and create your own thing.

**Nick:** Yeah, the business models. The episodes that do the best are like the ones that are relatable, repeatable and low startup costs. That's why you know Mark's episode about land flipping starting with... what was it \$900 or \$300?

**Mark:** I started with 3000 but my buddy Jeran started with \$800.

**Nick:** Okay. I felt like there was a story about like, three parcels for \$300 a piece or something.

**Mark:** Yeah, 10 parcels 300 bucks a piece.

**Nick:** Okay, it was 10 parcels and people were like in your step by step thing where you were like, okay out of state property owners, they owe back taxes, here's where you can find these lists and here's where you can find comps and it was just step by step by step. And you're like, okay. This guy just laid out a system I've never heard of this business before. Maybe I've failed in other businesses or many other side hustle attempts but it's like I've never heard of this opportunity maybe I should give it a shot.

**Scott:** Nick, I have a question for you. So, like you deal with a lot of people. Like you talk to a lot of people, you encounter a lot of people I think that one of the things that holds people back is and look it held me back for a long time. Is I wanted out of the rat race, but then at the same time I've got this comfort blanket around me called a paycheck coming. So, I may have been miserable in my job but I basically had this protection and I could complain all I wanted to but the money sure was pretty dang good. So, then I get a fear, right? Like now, I am fearful of taking action, now I'm fearful of making a mistake. What do you tell someone or what kind of advice do you have for someone that's sitting there and they want out but yet they have some level of fear? How do you move through that fear?

**Nick:** Well, you're a hundred percent right, it's super scary to take that leap and say okay, I'm going to be a hundred percent responsible for cutting my own paycheck now, and even when I was at the position of quitting my job [00:22:35] [indiscernible] from the shoe business it was like [00:22:38] [indiscernible]. Am I allowed to do this? Like, we had a couple beers before I felt comfortable like laying that on them and it was just like this huge weight off my shoulders. So, that's one reason I advocate the side hustle. Like,

build something up on the side. I would not recommend jumping off the cliff without a parachute and trying to figure out how to replace that income on your way down.

The other component of it too is a lot of people are like, how am I going to replace my income? Hopefully you're living below your means or you're living affordably. The real number you want to pay attention to is replacing your expenses and if you can do that with your side hustle or you can kind of get it within striking distance we'll say well, I'm not quite there yet but with an extra 40, 50 hours a week to dedicate to it, I'm pretty confident that I can get there within a few months.

**Mark:** Yeah. I mean it's kind of you and I both did that. So Scott, it took him 17 months and three days to replace his Fortune 300 income. It took me 18 months to replace my investment banking income, but we did systematically. You know that we're both married. He was way farther along with his family than me. I was about to have my first child but even still those fears were there and I think what you're saying is so true. Sort of, just being in that place where well, even if I lived on ramen for the next year that's is worth it to invest in myself and build a better future and a better life for my family than being stuck in a cubicle hell just getting a paycheck so, I can eat out at Panera three times a week.

**Nick:** One thing that's come up and I'll pose this question to you; one thing that's come up recently in the Side Hustle community is, how do I justify spending time trying to build this business it's somewhat speculative in my few limited hours that are supposed to be family time in the name of hopefully having more family time down the road? Like, I'm curious how you guys have combated that in your own lives and in your community.

**Mark:** Scott.

**Scott:** Nick, that is a great question because like, the one I would say is that if your partner is not on board with this with that, why then you're probably fighting an uphill battle. You'll never win that battle and I've seen it too many times where one person wanted something and the other person didn't. But like, what I have seen and what I have found is that essentially if that why is there, why this is important – like, for me my why was that I knew that anytime my executive positions was going to be eliminated. Like, I could see that writing on the wall and so the why became look, if I don't do this, if we don't do this, if we're not successful then what's going to happen is, I'm probably going to lose my job at some point and we had just moved into a house and we're going to pack up and move somewhere else and I don't know where that is. So, we're going to relocate everything. We kind of

did that anyway, but the story was is that that's why and my wife is like, "You're right, let's go do it." So, it kind of gave me the permission slip if you will, it kind of gave me the supporting and backing to go do it.

I've seen people who try to do this where they face resistance from their significant others or their spouses. They don't understand why. You should be content with what you have. If you have a good job, you just stop here. Why do you need more? It kind of just shows me that, the why is not there. That might be a self-centered why, because I hate my job or I want out of the corporate world and it's not necessarily selling them on the big thing of this is what we can go do together.

**Mark:** Yeah. I mean I am with Scott on that. I think the only thing that I would say is that, let's say let's take like a Matt Forbes. So Matt's got four kids and he is married and he is building a house. He's got a big life, right? Now, he was smart about it. He went to a boot camp with his spouse so then she was aligned, she understood, she was fully on board. He didn't leave it up to summary or a cliff notes summary of, this is what I want to do because he wouldn't be able to do it justice.

But when he took her to a bootcamp she was able to see for herself without Matt's sort of lens on this is what life can be. Because now she's seeing other people in the room that are already, just like Matt, doing deals and making a huge difference in their life with this model. So, now all of a sudden something theoretical becomes real and now you've got alignment. So, because of that now Matt is able to manufacture time. So, he can get up a little earlier than he was and work in his land business. He can go to bed a little later and they can work on it together in his business.

So, those golden hours don't need to be sacrificed with the children to do this but on the weekends then he can spend those golden hours with the kids but maybe instead of going out to dinner and a movie they can do this business together and manufacture two more hours and then go watch Netflix or something like that. So, there's always a way to do it within everyone has the same 24 hours in a day, it's a matter of how badly do you want it, how much energy can push towards this goal and this system to accomplish it and I think it's a lot about energy management in that sense. Does that help answer the question, Nick?

**Nick:** You know it does. We've heard some cool stories from the community of parents getting their kids involved in the business. An upcoming guest is an Amazon arbitrage shopper and her son is like in elementary school and he's like asking her [00:29:06] [indiscernible], "Hey mommy can I [00:29:06] [indiscernible]." I was like oh my gosh that is awesome. Like, I

love it. Like, teaching these kids at a young age. Because it's like I don't know, I was trying to sell baseball cards at the end of the side walk. Like, there is a whole new realm of business models that are available today but to your guy's point it's like... what's that quote? It's like, good is the enemy of great and it's like, if things are okay now where you say you've got this job, like this is what you're supposed to do, but you're not always looking at that next thing. So, there may be more out there.

**Scott:** I think the other part to that too and I think that the fact that someone... I guess what I am trying to say, is when people go down this path sadly too is that they go down the path and then they get to the point where it's time to add people to help them build the business so that they can manufacture time by outsourcing or onboarding a VA team or doing whatever and then they get scared. They get scared because they've hired someone or they get scared because they've heard horror stories and they don't do it, and then all of a sudden...

Like, I know one guy is like, hey I made a very good passive income doing land, but it was taking away time so then it nosedived. It was taking away the time that I wanted to create and so, I kind of just moved on from it. Then I'm like why did you move on from it? You had something successful.

And it always reminds me of this guy, he worked for me and he told me about this business model that he created and I thought was crazy, stupid, and ridiculously successful and what he did was he went out... Again, this is way a long time ago, early like, in the mid-90s he went out to this apartment complex and he basically told them, "Hey listen, I'd like to offer your residents the ability to pick up their garbage". So, in an apartment building you take the garbage and you walk it down to the dumpster. So what he said was, "Listen you push your garbage by your door. We will come twice a week like garbage day pick it up and take it to the dumpster." Not even like, take it to the dump but take it to the dumpster and he told me he got this apartment complex and he got like 60% of all the clients and he had this massive income coming in, he had people doing the work for him and all these other stuff.

I'm like why? What happened? I don't understand. He's like, "I just closed it down." I'm like why? Why did you close it down? He said, "Because I got scared because I had to go buy a truck for the business." I'm like, that makes no sense. So, we get to success sometimes and then it requires to step outside of our comfort zone, even as little as going to buy a company truck and we freeze and we backtrack. I didn't believe this guy. I told him like, you've got to bring me some proof. Literally the guy brought me all

kinds of contracts. Like two days later, he brings me this big stack of all these contracts and everything. I'm like, you're crazy.

**Mark:** Yeah. Absolutely, and there's all these things that you can do to short-circuit that fear. I mean you can do fear setting exercises like Tim Ferriss recommends, and you can just break down your fears and get them on paper and then solve them. Another thing, is just ask yourself the question what would a successful entrepreneur do in this situation? Well, act as if. Well, a successful entrepreneur would buy the truck. They wouldn't be stuck in fear-mode. They would grow the business; they would go for broke. Whether it succeeds or not...

**Nick:** When you go for broke it's like, you've got revenue coming in to justify the expense.

**Mark:** Yeah, but at some point it's almost like, that's what entrepreneurs do. Like, we're constantly testing things and 80% of the time they don't work. It's getting into that magic 20% that does work and then building it from there. So Nick, I think that your mentorship has been great in this podcast but I want to transition now into your tip of the week: a website, a resource, another book, something actionable for the Art of Passive Income listeners to go improve their businesses, improve their lives. What have you got?

**Nick:** [00:33:18] [indiscernible] tip of the week kind of a spin off what we were talking about in creating the space and manufacturing time. The most effective thing that I've done over the last few years from an activity stand point has been to stack all my calls, all my meetings, all my recordings up on one day a week. Historically I had no meetings. Friday, that was my rule for a long time and then I was like, holy crap. I get a lot of stuff done on Friday. What if I had like no meetings the rest of the time? I was like well, I can't do it every day but, without being a total hermit, but stacking everything up on one day has freed up these bigger blocks of time the rest of the week to actually make meaningful progress on those KPIs, on those projects that you decide are going to be important.

**Mark:** I love it. I do that on Mondays and Fridays actually. So, welcome to the world got to add that extra day there, Nick.

**Nick:** Welcome to the club.

**Mark:** Welcome to the club. Were you the one that introduced me to cold showers by the way? Are you still doing that?

**Nick:** Actually starting tomorrow, starting March 6th of 2014 I kicked off a 500 days of streak of cold shower, but alas the 500 days streak ended and I haven't been doing it consistently since then.

**Mark:** Wow, that's impressive though. Wow. All right, Scott Todd, what's your tip of the week?

**Scott:** I just want to say first, I had like tens of thousands of days of warm showers streak. So, I don't know anything about it.

**Nick:** There you go.

**Scott:** Hey Mark, check out this book it's by one of our favorite authors Mike Michalowicz. It's *Clockwork: Design Your Business To Start Running Itself*. Good read, especially kind of what we talked about building a self-running business and definitely worth a read for anybody in our audience.

**Mark:** Yeah, he's coming on the podcasts too.

**Scott:** I know, I'm looking forward to it.

**Mark:** Yeah.

**Nick:** I just that one myself. Looking at what's the Queen Bee role in my business? So, it was an interesting read.

**Mark:** The Queen Bee role... Between *Pumpkin Plan* the first one which is like, he's a little angry on and then *Profit First* and then this last one Scott, which is your favorite one?

**Scott:** I going to say, I like *Profit First* man. I do like that book.

**Mark:** Nick, how about you?

**Nick:** This was the only one of his that I've read so far.

**Mark:** Oh, you've got to get *Profit First* you'll love it for sure. If you do any kind of consulting get the *Pumpkin Plan*. So, hopefully that helps. All right well, my tip of the week is learn more about Nick Loper and how he's changing the world one hustle at a time at [SideHustleNation.com](http://SideHustleNation.com). His podcast is amazing and then check out the book just go to... I'm sure it's on Amazon but if you just Google - *The Progress Journal: A Simple Daily Planner to Make Meaningful Progress on Your Most Important Work*. It hasn't been out too long but it's got five stars reviews all along.

**Nick:** Check it out, [ProgressJournal.net](https://ProgressJournal.net) is the shortcut there.

**Mark:** [ProgressJournal.net](https://ProgressJournal.net). So Nick Loper, are we good?

**Nick:** Yeah. Thanks for having me. This was fun.

**Mark:** Awesome, anytime man. Scott Todd, are we good?

**Scott:** We're great, Mark.

**Mark:** Well, I want to thank the listeners again and just remind them the only way, the only way we're going to get the quality of guests like a Nick Loper from [SideHustleNation.com](https://SideHustleNation.com) is if you do three little things: you've got to subscribe, you've got to rate and you've got to review the podcast. Send us a screenshot of that review to support@TheLandGeek.com we're going to send you for free our \$97 *Passive Income Launch Kit* course. So, please do that it really helps and you know. Are we going to do this Scott? One, two, three.

**Mark & Scott:** Let freedom ring.

**Mark:** Thanks everybody.

*[End of Transcript]*