



THE LANDGEEK

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

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

Transcript

Mimi: Hey, this is Mimi Schmidt and welcome to the Round Table podcast with The Land Geek. I am here today with three great guys Erik Peterson 'The Technician'. How are you doing today, Erik?

Erik: I'm great. Good to be here.

Mimi: Yeah, it's nice to see you and Mike Zaino. How are you today?

Mike: Doing wonderful. How are you Mimi?

Mimi: Great, and your new office it looks spiffy, it looks very nice.

Mike: Almost to the new office. This is a transition period here but looks okay.

Mimi: Hi Scott, how are you today? Love the new beard coming in.

Scott Bossman: Thank you yes and warming up for Wisconsin winter, it's coming.

Mimi: It is coming. I think like the solstice we saw it yesterday something like that.

Scott Bossman: No.

Mimi: It's officially fall now.

Erik: Not here in Tennessee. It doesn't feel that way here.

Mimi: It was 90 yesterday here but now it's I think that was our last day. You guys?

Erik: We've had weeks in the 90s, it's been warmer than it was all summer. It's been crazy.

Scott Bossman: We've had a beautiful September here in the 80s mostly.

Mimi: You call that Indian hot when it's hot like that?

Erik: Indian summer

Scott Bossman: Indian summer yeah.

Mimi: Oh my gosh. So please have patience with me today guys this is the first time that I'm doing the podcast but...

Mike: It's a phenomenal job.

Mimi: Our topic today is worst advice. What is some of the worst advice that we have either gotten from fellow folks there in The Land Geek business with us or on some of the other platforms like Facebook? So that's what we're going to get started with, okay.

Erik: All right.

Mimi: Going around in the same order. So Erik what are some of the worst advice that you have gotten?

Erik: I think one that kind of speaks to me is just this idea of you need a website to sell land or you need a website to get your business started or anything along those lines. I mean the reality is I have coached many

students that never started with the website, didn't have a website probably their entire coaching period and still sold lots and lots of land.

Now you know I will admit that I'm a bad example because my background being in graphic design for me it was super important for me to have a website from the beginning and I did invest time in that. It wasn't the very first thing I did but it was certainly early on I spent a lot of time developing that and getting it, you know, just the way I wanted it but in doing that I also learned that you know the reality is it's not the best marketing tool you have there. The platforms that we talk about for selling land like Craigslist, Facebook and Land Mado and the other land selling websites are far better places to be out there marketing your property than on your own website.

Mimi: I agree with that and I also think you know when you do a good website don't go down a rabbit hole of hiring someone and spending a lot of money and effort extended into developing a website. A lot of platforms out there that are 40 bucks a month, that you can pay that are super easy to use and I see a lot of folks get caught up in building websites too once they start and I think it's not the best use of their time.

Erik: Absolutely. It's a big place to waste a lot of time without a lot of results on the income side.

Mimi: I agree. How about you Mike what are some of the worst advice you've seen out there.

Mike: I'm thinking it's the advice some people silently give themselves this whole idea of proof of concept. Like I want to get involved in land investing and you know I'd like to learn from someone say like Scott Todd and Flight School or something like that who is very successful but before I do that I want to have proof of concept, I want to know this works.

So the dangers I think in that is that if people start making mistakes in the beginning maybe with their mailing or with their pricing then the result are lackluster which will create less action that they will take in terms of executing more mailings. Then so slowly what happens is this whole thing just kind of slowly scrolls downward to the point where they're not doing anything and then they're off like Mark always says to ATN investing or something.

So I believe this is something that I always tell people that first and foremost you hear about us, you hear about the land investing and you're like wow is that even real? Does this really exist, this idea of buying 25 cents

on the dollar and then selling it for massive profit? Well then there's a ton of... you know there's an overabundance of prove out there.

Then you say okay, who are these people, this Land Geek people? Now you've got to know, like and trust us. So you kind of we've around for a long time, there's a lot of proof of concept for what we do. We're just average people that follow the same business model. So those two are aligned and the business speaks to you.

It's like okay how am I going to learn? Then so it comes down to what am I going to do? I think that we have this recipe in place, this Flight School that works but then people say well I'm going to be just a little, I'm going to hedge my bets, I'm going to try it on my own first and see if I get proof of concept. This proof of concept is a dangerous thing because if you're left to your own devices your action may not be consistent, you may make common mistakes that we've all made and that's going to cause you to take less actionable steps and it's going to just spiral downwards.

So there are some people out there that have that massive entrepreneurial type mentality and spirit and they can actually but most people really would benefit from some sort of guided action like Flight School. So I think that I would say the worst is the advice that a lot of people give themselves is I like this but I want proof of concept first.

Mimi: That one really strikes me because I think it's not only that advice you give yourself about proof of concept that you need to see if you can do it. That advice just the self confidence is that sometimes I see other people can do it but can I do it myself? That advice I'm giving myself that and I completely agree. How many people have we seen that have started that way and never gone anywhere, right?

Mike: Right, right it's so important that...

Mimi: I always tell people sure do it, try it yourself like that and give yourself a date. Go 60 days and see how far you get and then think about where you could have been had you gotten some help otherwise.

Mike: I think that a definite timeline like that is very helpful. Let's say okay if you're going to do it on your own give yourself like a month, two months, three months. Give yourself a hard deadline to judge your progress and then say okay well maybe I should get some help. You know maybe you're doing well but that's a great idea.

Mimi: Yeah, because I did that. I did the same thing, right. I went to a Bootcamp at the end of April, by June I had signed up for coaching because after two months I hadn't gotten to where I would have like to have. I mean that's a good one. How about you Scott, what's some of the worst advice you've seen or gotten?

Scott Bossman: Trying to think back to my time starting up. I don't know if I got a lot of bad advice starting up. I got some good advice and that was to you know go into coaching because Mark knows what he's talking about. But it seems like the longer we're in this now and that there are more and more people doing this it seems like this little things are popping up here and there that kind of go against the Land Geek model of things that make me cringe a little bit.

Back to the website thing I've seen over and over that people need a land buying website and to me, it just makes absolutely no sense whatsoever when I can monitor things on the buy side with my telephone and take a manager or what not. It just seems like that would be definitely a waste of resources getting started.

The other thing is I see some advice on mailings recently that in order to find a good area you need to mail there first and you need to mail in large volumes and figure out over time what, you know, look at the stats over time and see what deals you're getting out of that. That really goes against our model too because what do we teach people in Flight School? We teach people start out with 20 a day and stagger your mailings and split test your mailings, split test your prices in different areas and that type of thing.

As you start to get responses back you can fine-tune your offer. You can fine tune your knowledge in a particular area and you don't need to send out thousands and thousands of mailers to find the right area. You can do very well with your County research. I would recommend spending hours and hours and hours on County research before you even send out any mailings and then when you start sending out mailings do them in a very deliberate fashion where you're kind of testing the market with those mailings.

So it's just kind of things here and there that are popping up and I think when it comes to The Land Geek model you know we have overwhelming evidence that this works as Mark says all the time. So if anybody has questions about you know the market, our equation, how this works you know just get in touch. We can put you in touch with a lot of people excluding ourselves who are doing really well in land investing.

Mimi: I completely agree. I see so many coaching students that are buying land too high because they're not doing enough County research, right. Which puts them in a bad spot in their business and then also drives up prices for the rest of us in the areas, right?

So I see that and then additionally the way we teach the model is that right learn short. Like you were just saying Scott and that track your response rate. If you're getting a 5% response rate and you're able to buy 1%, one for every hundred, that your pricing is good and adjust otherwise. So I think you're completely right and you can learn after a month of mailings at 20 a day, right. That's a couple of hundreds then you're not expending investing thousands of dollars to learn about that County. So I completely, completely agree with you on that one.

Gosh some of the worst advice I've gotten? Just recently this that it has to be in markets where the land is 10 acres or greater. That is crazy to me. That's absolutely crazy to me. That I mean I've bought quarter acre lots in counties over and over again, two and a half acres, five acre parcels. All different sizes, it just is so dependent upon the county that you're in and the kind of land that is there. So I thought that was kind of odd advice when I saw that earlier this week but wow interesting.

So yeah, just make sure that the advice that you're taking I guess just some advice from all of us is that make sure that the advice you're taking is from people that are actually in the business and doing it every day and sharing the kind of deals that they're doing because they are in tune with the market and they know what's going on with the market and can give you sound advice on this type of thing.

Another reminder - today's podcast is sponsored by Flight School. If you want to learn more go to The Land Geek, TheLandGeek.com and another thing Bootcamp is in a month. I think that is... I'm so excited. I think it's like my thirteenth. I'm starting to lose track but I was actually...

Erik: You don't have enough fingers.

Mimi: I know. I was actually watching a show yesterday. We read so many books about motivation that we share with each other. I watched the show and I need to find you the name that Bill Gates did. It's kind of a documentary about him and he takes a think-week every year he goes off to this dinky little cabin and just thinks and plans. Thinks big picture about where he wants to go with his business or how to solve this polio. He literally, I think there were 33 cases of polio in the world last year alone because he's solving it with the work that he's doing. So that whole think-

week it reminds me of Bootcamp; that's really my think-week. I just do it four times year and it's not a week where I go in, I get away from the rest of my world and I can come up with a plan high level on where I want to go with my business. So it's good enough for Bill Gates, its good enough for us.

Scott Bossman: I've thought of one other piece of advice that people often get that I would just I guess address really quickly. Mike and I talk to a lot of people on the phone and I don't know why there is this notion out there that you need to get the Toolkit first and then go to Bootcamp and then go to Flight School or you need to you know go through Flight School first and then go to Bootcamp or you know. It's just kind of interesting.

I think what I would just recommended to people is that Bootcamp is for everyone no matter where you are in your stage of land investing and for me I think I've been to you know nine or 10 now. Every time I leave Bootcamp I come away with something for my business. Mimi you say this and Mark Forbes says this it gives you what you need, when you need it. So if you're a newbie you're going to get the things you need, if you're a year into this you're going to get the things you need and our coaching students definitely get the things they need in the VIP room. So don't be afraid to come to Bootcamp. There's no right or wrong time or rather there's no wrong time it's always the right time in my opinion.

Mimi: I agree because a lot of times you hear things that you're not ready for yet and it takes you to be further down the road in your business for that and it may be the second or third time you've seen it or heard it but it strikes you differently because you're now ready on your journey because we're all got our different journey's in building our own businesses. I completely agree with that. Well Erik, do you want to talk about targeted lists?

Erik: That was just in reference to what Scott was talking about earlier. He was talking about having to mail maybe thousands of offers to a give county or something to determine what the buying price is or if you can buy property there or whatever it is. Well the reality is if you narrow down your list and target a certain area where you can determine the pricing very quickly with just like we were talking about maybe a month worth of offers or maybe two weeks' worth of offers. You can get into that data and determine where you need to be. So yeah I don't want to encourage anybody to send out thousands of offers, just blanket an area without really knowing what the market is and what you should be buying for.

Mimi: I completely agree sound advice there. All right, well anything else guys?

Scott Bossman: We forgot the tip of the week, Zaino?

Mimi: Oh tip of the week.

Mike: Well I've got a quote that relates to what we're talking about if that's all right.

Mimi: Fabulous. That's awesome.

Scott Bossman: No quotes allowed.

Mike: Ha ha. Let's see I just had it right here. Today's quote comes from... Where did it go? Comes from Henry David Thoreau.

Mimi: Woo la la.

Mike: He says, "It's not enough to be busy. The question is what are we busy about?" I think that relates because we're talking about like Erik was talking about building websites. I mean you could be awful busy in the beginning doing things that are not going to move the needle and it's easy because you think oh I'm being very productive but at what? In the beginning you just need to execute on the fundamentals: get an area, get a list, scrub it and mail it that's it. All these other things that you can get really fancy over that aren't going to bring any prove of concept, there it is to you just stay extremely focused. So it's not enough to be busy it's what are you busy on.

Mimi: That's a great quote.

Mike: Thank you Thoreau Henry David.

Mimi: And I love quote tips of the week. That's awesome.

Mike: Thank you.

Mimi: All right. So we ask that three favors of you guys so please: subscribe, rate and review and send your screenshot to Support@TheLandGeek.com and get the new free wholesaling Course on how to double your money in 30 days or less and *The Passive Income Launch Kit*, all right.

Mike: Thanks.

Mimi: Do you guys what to do let freedom ring?

Erik: We have to.

Mike: Yes, we have to.

Scott Bossman: Tradition.

Mimi: Oh my.

Mike: Make it better than ever.

Mimi: One, two, three.

All: Let freedom ring.

Mike: That's pretty awesome actually. Had a little echo to it - let, let, let.

Mimi: You know you guys rock.

Scott Bossman: I thought it was good. I thought it was good.

Mike: Mimi, you did an incredible job.

Scott Bossman: Yeah.

Mimi: Well it was kind of a surprise.

Erik: We don't have any West coasters on the call. We can't talk about what's for lunch we've all had our lunch.

Mimi: Yeah.

Mike: Yeah.

Scott Bossman: Yeah exactly.

Mimi: We're rolling into evening. It's going to Happy Hour in another hour right here.

Erik: It's always Happy Hour in Wisconsin.

Mimi: Beer or cheese.

Erik: That's right.

Mimi: Not bad, not bad.

Scott Bossman: Thanks Mimi for filling in. That was nice of you. I know you had a lot of prep time.

Mimi: Yeah, definitely that was right. Well nothing like learning on the fly.

Erik: That's right.

Mike: Fire by fire.

Scott Bossman: Fire by fire that's right.

Mimi: That's right.

Scott Bossman: All right sweet. I'm excited to see you guys at Bootcamp.

Mimi: Yeah I am too. It should be fun.

Erik: Likewise. It's going to be here before we know it.

Mimi: Yeah and I like that hotel. It's a nice hotel, weather should be nice.

Erik: Yeah.

Mike: I think that time of the year doesn't the heat break and it's going to be like cool, you know.

Mimi: Yeah. Used to be we would do Scottsdale in August, right. Yeah.

Mike: This is typically Florida.

Mimi: So it should be normal.

Scott Bossman: Yeah.

Mike: So this is a big changeup. This the first big changeup, right? Wasn't it Florida this time last year?

Erik: Yeah.

Scott Bossman: It's the first time we're having it in Florida in the Fall I guess.

Mimi: Now we just have to keep pushing to get the East Coast Bootcamp.

Mike: We should take a vote now on whether or not it should go to Florida the four of us here.

Erik: Oh yeah.

Mimi: We should definitely do that.

Mike: Florida.

Mimi: Let's do it on the record: one, two, three. Who wants the East Coast Bootcamp?

Mike: Here we go.

Scott Bossman: I'll do it. I mean it's about the same one - one way or the other for me.

Erik: I'm in.

Mimi: Sure, there we go.

Mike: All Land Geeks agree.

Erik: All right, we'll let Danielle know.

Mike: Look at that, massive action.

Mimi: Got to go, got to go. I'll let Danielle know.

Scott Bossman: I like this Round Table today there's no meanness. You know Mark is always picking on Scott, Scott is always picking on Mark and it's all that.

Mimi: Well, you're always like the favorite one. What do you not like?

Scott Bossman: I don't know about that. I just get embarrassed.

Mimi: I can't say anything either you guys are always nice to me here. Yeah, it's unanimous East Coast, Bootcamp. We just have to decide now if it's going to be Florida or Atlanta.

Erik: Yeah.

Mike: We'll do one of each.

Mimi: Oh that's an even better one I think.

Erik: There we go.

Mimi: That's a great idea. While the cats away.

Scott Bossman: Mark is calling us after this I'm sure.

Erik: Does that mean we have to take away Texas? I don't know how Danielle is going to feel about that.

Mike: No, we don't want to take away Texas. I love Texas.

Mimi: [00:20:59] [indiscernible] yeah.

Erik: We can't take away Vegas.

Mike: It's like we'll only be able to go to Scottsdale once a year.

Mimi: Yeah, that works. That's a plan.

Mike: It's not that exciting we have to go there twice. Come on once a year.

Mimi: I think that's a great plan. Any other changes we're going to make while it's just...

Erik: Yeah, while we're here we have the...

Mimi: While we're here...

Scott Bossman: It's what happens when you leave us in charge.

Mimi: That's right.

Erik: Awesome.

Mimi: It was nice talking with you guys. I hope you have a wonderful day.

Mike: You as well.

Erik: All right.

Scott Bossman: Thank you Mimi. Thanks for filling in.

Mimi: That's all right.

Erik: Thanks Mimi.

Scott Bossman: See you guys next time.

Mimi: Bye, bye.

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