



# THE LANDGEEK

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

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

### **Transcript**

**Mark:** Hey it's Mark Podolsky - The Land Geek with your favorite niche-y real estate website [TheLandGeek.com](https://TheLandGeek.com). Guess who is back on the Round Table? That's right the 'Technician' Erik Peterson. Erik, how are you?

**Erik:** I am well. I've been away for a little while, obviously, but I'm back and ready to offer any support and help I can.

**Mark:** Well it's great to see you. You know who else is great to see? The most feared woman in the country Mimi Schmidt. Mimi, how are you?

**Mimi:** Happy to be back. I had my wedding anniversary last week so [00:00:57] [indiscernible].

**Mark:** Oh happy anniversary.

**Mimi:** Thank you.

**Mark:** That's great. Speaking of great marriages we've got the 'Zen master' Mike Zaino. Mike, how are you?

**Mike:** I'm doing great.

**Mark:** Breath in the mailing, breath out the marketing. Happy wife, happy life. I believe you have a happy wife - happy life. We've got 'Dude buddy' the Nite Cap 'OG' Scott Bossman. Scott, how are you?

**Scott Bossman:** I'm great Mark. Hope you had a good Thanksgiving.

**Mark:** I did, I did, thank you. Which kind of leads me to let's get back into shape with the cyclist even though he's out of commission right now. Tate Litchfield, LOTS Looking Over Tate's Shoulder. If you haven't checked out LOTS go to [TheLandGeek.com/LOTS](http://TheLandGeek.com/LOTS). Tate, how are you?

**Tate:** I'm good yeah. Really good, happy to be on the call, happy to be see our numbers have gone back up again. It looks like the people are finally going to get what they wanted and that's Mimi and Erik back on our call.

**Mark:** Absolutely. I mean just selfishly just the Round Table is just not the same without the full group for sure. But you know I don't know if we're going to be nice to him today and man do we all love him: Scott Todd from [ScottTodd.net](http://ScottTodd.net), [LandModo.com](http://LandModo.com), and if you're not automating your Craigslist and your Facebook postings, [PostingDomination.com/TheLandGeek](http://PostingDomination.com/TheLandGeek). And, to learn anything about anything [InvestorNinjas.com](http://InvestorNinjas.com). Scott Todd, how are you?

**Scott Todd:** I'm confused why wouldn't you be nice to me?

**Mark:** Because there's always this little tension depending on the topic.

**Scott Todd:** We can definitely create some tension with this topic.

**Mark:** Yeah. So what is the topic Scott Todd?

**Scott Todd:** We're going refer that to Erik. There's the tension right there. I'm not giving it Erik's giving it.

**Mark:** I almost feel like this whole podcast Erik should speak the entire time.

**Erik:** Right!

**Scott Todd:** Isn't that what we planned?

**Erik:** [00:03:01] [indiscernible].

**Scott Todd:** Well we'll just ask you questions and you and Mimi can just take turns answering them.

**Erik:** Perfect. So the topic for today really comes from Office Hours last night. There was a discussion around open rates, Black Friday emails, and just how, in general, people's campaigns went; so that's what we're going to talk about today.

**Mark:** All right. So open rates for Black Friday. Mimi why don't we start with you what is your typical open rate and how did your Black Friday promotions go?

**Mimi:** My open rate was twice as high as has been for my deal of the week for the last month or so and I really think that was because every Friday my marketing VA was sending out the 'It's coming, it's coming, it's coming these are some of the properties with just pictures. Details you know are coming. So I was happy to see my open rate so high it was around 40%. So I was happy to see that.

I did notice I got a lot more activity on the terms deals as opposed to cash deals. People were much more interested in the terms deals and more activity when there are terms numbers in the headings versus another terms deal where the heading has no numbers in it. So that's what I found as far [00:04:38] [indiscernible].

**Mark:** Interesting. Am I the only person that their eyebrows raised up when Mimi said 40% open rate?

**Scott Bossman:** No you're not.

**Mark:** Scott's yeah, Erik's head nodding, Tate's nodding, Mike Zaino is not even paying attention, Scott?

**Mike:** I was looking up my click rate.

**Mimi:** Yeah, mine usually is not that high I was kind of surprised. It actually had been going down recently and my VA and I were like why does it keep going down? So I was kind of surprised myself. I do have one County where my open rates are much, much higher than in some of the other more investor intense counties. So that does help pull my numbers up.

**Mark:** All right Mike Zaino I apologize for the careless comment, he's not paying attention.

**Mike:** No, no I know.

**Mark:** What was your open rate?

**Mike:** It's less than 20%.

**Mark:** Less than 20% okay.

**Mike:** So Mimi wins that one. It's like the old...what's that old game? [00:05:44] [indiscernible] wins, Mimi Schmidt wins.

**Mark:** So how did it go for you?

**Mike:** Me?

**Mark:** Yeah.

**Mike:** We sold a couple of properties. I mean I think not everything is a knock out of the park but consistency just like any other day of the year, any other even of the year I think you know you adjust, you learn. I didn't do what Mimi did I loved what she just said there, I wrote that down. Well now I got accused of not paying attention but I was taking notes.

**Mark:** Yeah, you can't win.

**Mike:** She was doing a prelude. Is that what it was? Like a little... I love it. I don't know why I didn't do that but I learned something here today and I think that would make a huge difference. I love that Mark.

**Mark:** Yeah, she was doing like the Cliffhanger email and on the next email...

**Mike:** The Nancy Drew technique Cliffhanger.

**Mimi:** We all talked about it in the Mastermind. Tate, challenged everyone to come up with a plan so we all did it; what we were going to do, a weekly reminder, right Tate?

**Tate:** Yep, yeah and looks like your hard work paid off for sure.

**Mike:** She had a win with the click rate?

**Tate:** Definitely. I mean the click rate that's impressive. Mine was not nearly even 20% which is interesting because we had pretty successful Black Friday campaign. We were more like 15% which again that's not terrible, especially when you have a pretty large list. But 40%, looks like I need to get on Mimi's buyer's list.

**Mimi:** Even my weekly reminders were down 11-12-15%.

**Tate:** Yeah. I don't really feel bad for you Mimi those are fantastic numbers.

**Mike:** I might take a picture of Mimi Schmidt and put it on my next buyer's blast maybe that will get my click rate up. That's what I've got to do.

**Tate:** Yeah, might work better too for you Mike.

**Mike:** How do you get off of that?

**Mark:** Well Tate how did your sales go?

**Tate:** We did really well. We sold all of the properties that we had selected; it was just under 65,000 worth of enterprise value so it was a good campaign for us. I know some people are going to hear this and be a little upset that maybe there's didn't work as well, but that's okay. I think you've got to remember you're competing with a ton of other companies and this is a time of the year where having a large buyer's list really pays off.

I mean 20% open rate and let's say you had only a thousand people on it means to 200 people are going to look at it, but if you had 10,000 people all over sudden you've got enough real buyers there to where you can make an impact on things. So don't be upset, don't be discouraged you've got to consistently show up and if you did run a buyer's or Black Friday or Cyber Monday campaign and you didn't have the results you wanted learn from them, right. Look at what you could do differently, make changes and there's no secret formula or recipe to marketing you've got to try everything multiple times and learn from it every single week basically.

**Mark:** Yeah, what I think was interesting was when you said the consistency. So if you're consistently emailing your list and they know you're going to show up, essentially you're nurturing your list. The problem happens when you're not consistent and then all of a sudden you think oh well it's Black Friday I'm just going to email my list. Well they're not used to hearing from you. It's like you know the neighbor you never talk to and then

the neighbor all of a sudden they're knocking on your door you're like who's this and you're immediately taken back by it.

So that is I think sort of the key piece of this is throughout the year you need to be nurturing your list with good information, valuable information and deals and then when it's time to really do a big ask they're not surprised by it, they're ready for it, they want to buy because it's so obvious what a great deal this is compared to what they've been seeing from you throughout the year. Scott Bossman how about you 'dude buddy'?

**Scott Bossman:** Yeah, my open rate was a little lower than normal. We still got a couple of sales. So we're looking at like a 12% open rate but we did get a couple of sales this weekend one lower valued property and one pretty decent return. We kind of ran a special all November no doc fee all November and we got a number of sales in November so that really paid off and then ran a promo this weekend with half down payment, no note doc fee, no payments till 1st February and got a couple of sales on that. So I mean it ended up being a successful campaign I think in the end. A successful November for sure.

**Mark:** Wow, that's great. Scott Todd, what are your thoughts on the Scott Bossman strategy: no down payment November and no payments until February?

**Scott Todd:** I like it. I just think that like my own opinion is that when you do something for a whole month - like no doc fee November - it's good because it's themed but at the same time that's a long time. Like it's a long time to the people can just like oh there's no urgency I have until the end of the month and what I want is I want that urgency like immediately. Like if I had to like keep changing up the deal every week that's what I would prefer to do because I want that urgency there every single week not just once a month or at the end of the month. Makes sense?

**Scott Bossman:** Mm.

**Mark:** Yeah, my big fear and hopefully it's an unrealized fear is when you lower the down payment too much or you extend out those payments until February you're increasing the odds of a default. Now if you know that going and you're picking properties that you don't care if they default I think it's a great strategy. Scott Bossman what were your thoughts on that going in?

**Scott Bossman:** You know I agree. I picked properties that I know I'm not going to lose money on for sure. For all the properties I sold the numbers look great, the buyers seem good, in my interactions with them they were

excited about the properties. So I would say based on my interaction with a couple of buyers that I had over the weekend I don't think they're going to default based on my interaction with them but I could definitely see that.

It's hard to stand out from the crowd when you're getting all these emails in November. I mean I was even thinking to myself this weekend looking at my email inbox I could just get spam blasted with hundreds of emails so how to make yourself stand out is a challenge and we were just thinking of ways of how can we get people raved up to buy property in November and the no-doc fee for us paid off. You know we still got some significant money on the down and in the end our numbers look really good.

**Mark:** Fantastic, fantastic. Scott Todd, how about you?

**Scott Todd:** Well, I'm looking at the numbers right now. So our Black Friday open rate was 30% okay and a typical weekly would be around 32% and...

**Mark:** You've got 32% open rate?

**Scott Todd:** Yeah. My typical click through rate is 11% and the Black Friday deal was 6.1%. So half the click throughs that we would normally get. So I wasn't really excited about that number however when you look at the overall results we sold just shy of \$72,000 worth of land over nine deals. So my average deal continued to deliver around the \$7000 mark, \$7200 mark that's pretty consistent. You know all in all not too bad and you know it took some idle assets land and moved it up and we'll see what happens, we'll see they come through or we get some defaults.

**Mark:** Yeah. So why is your open rate so high?

**Scott Todd:** Okay, so, oh man this is like the abundance mentality right here okay. So like here's the deal what happens is when you send an email and you send a lot of emails. Like we send a lot of emails through Land Modo. Like if you can imagine our buyer's list is pretty large, but what happens is when you send out a lot you've got to be careful of domain spamming. So you've got to make sure that your domain is clean and that you're not just being sent to the junk mail lot and that's an ongoing challenge and it's an ongoing challenge when you're trying to kind of breakthrough the noise of all of these other companies. You know like Black Friday, Cyber Monday, the whole weekend I think that every email server in the world was like melting down with all the emails flying back and forth. So you've got to really think through how this is going to pan out for you.

So what we do is we take people, who have opened our emails in the past, these are the people that we know are openers. So we take our emails to them and we code them. So these are the openers and what happens is we send the email to the openers first. So what happens is; the emails and servers of the world like the Gmail's etc. they have seen a pattern of this person opening an email from this domain. So what happens is when they do that boom all of a sudden it gets sent right to their inbox and then our openers they go and then they open the emails, they do what they want them to do they open them.

Then what happens is we take the rest of the buyer's list about an hour and a half to two hours later and we send the same email to the rest of the list. When we do that the email servers have seen 'oh I've seen this email, I've seen this go to other people, they've opened it, they haven't spammed it, they haven't unsubscribed'. So now what happens is you take these emails and it goes right into their email box so you're able to get and breakthrough the noise especially on a day where the email servers looking for junk, spam and everything so that's what we do. We do that on a pretty regular basis it's how we maintain even our weekly email blast. So we do that and we're very religious about it. So it's a two-part process and boom we go in and we try to like breakthrough the noise that way.

**Mimi:** Wow.

**Mark:** Erik Peterson that might be the tip of the week, right there.

**Mimi:** Yeah.

**Erik:** It is. That is excellent.

**Mimi:** I agree that's great info.

**Mark:** What's so great about that is a lot of us don't even think about deliverability rates; we just take it for granted that if we're using an AWeber or Mail Chimp, Constant Contact, Drip. What's another fancy one Erik that you're using?

**Erik:** ConvertKit.

**Mark:** ConvertKit because they are the email service providers they are already seen as being in a good neighborhood and they're going to deliver those emails. But Scott you're debunking that in a sense and saying hey no not necessarily. So do this two-part email process you know it's going to be delivered and then you're going to really spike up your open rates which is



sort of a virtual cycle then in that sense because then your first batch of emails are getting open more and then you start approaching Mimi numbers.

**Scott Todd:** Yeah and then the second piece of that, so that's phase 1 then the second phase of it is that we go back and typically around like two days later, we will go back and we will send to the unopened. So like when you look at the people that did not open originally... so here I'll break it down a little bit further.

So of our original blasts that went out 24% was the open rate. So when we originally sent out to everybody it was a 24% response rate and then after that when we remailed, so we mailed everybody on the 27th so that was Wednesday. So we emailed everybody on Wednesday before all of the traffic started coming out and then what happened was actually on Black Friday around 11:30 we re-hit the people that had not opened the email and so then that produced another basically 11% response rate. So when you merge the two together you're at 30%.

So you do have to re-hit the people that haven't opened it because it may have gone to their junk folder, like it may have just gone further then what we do is we put it it's almost like a Forward and we say a little message like 'hey I just want to make sure that you saw this'. So now all of a sudden it's coming back to them and you know that's how we got the combined literally 30% even open rate.

**Mark:** Yeah, that's phenomenal, that's phenomenal. So if you're listening to this please implement that even if you've a small list it's just a good habit to get into and I think it makes it even more intentional with your list as well because at the end of day that is your best asset, it's the only thing you really own. Craigslist you don't own, they can change their algorithm which they do all the time, same thing with Facebook even though Mimi thinks she can crack it at any point in time even Mimi is still subject to the algorithm that can constantly be changing on these big platforms. Heck even Land Modo might one day, you know, the server could go down whatever it is I doubt it knowing Scott Todd, but it could right, you don't own it and what you do own is that email list. So even spending that little extra time increasing your deliverability, increasing your open rates can make a huge difference to the bottom line.

Well I thought this was a great topic for discussion. Erik Peterson anything else you want to add?

**Erik:** No. I mean I would just I guess the last comment on it would be to really take to heart what Scott said. I think he offered some really great

advice for anybody that's managing a buyer's list and sending out regular emails, there's some stuff there that he talked about it that he hasn't talked about before and I think it could greatly increase your deliverability of your emails.

**Mark:** All right, fantastic. On Office Hours Erik what would you say was one of your bigger takeaways from that group?

**Erik:** So the general consensus in Office Hours was, you know, people our students struggled getting their emails opened for their Black Friday deals. And one of the things we talked about was the fact that a lot of that email was going out during kind of prime time if you will from Black Friday through Cyber Monday and we talked about you know think about the emails you got in your inbox during that time and what you did with them. Did you look at them all, did you do a mass delete because there were so many? Because I know that's what I did. I had way too many emails; I didn't want to look at them so I knew they were all Black Friday deals and I just selected them and deleted them.

So I think the take away there is that you really need to come in advance of Black Friday, you need to start to talk about your deals before they're going to happen, build that anticipation and then maybe release over time those deals so that there's that urgency that I've got to be available when that one comes available I want to get that property or whatever it is.

And the last thing to consider there is maybe you don't want to do a Black Friday or Cyber Monday sale instead maybe you want to go to the week before or the week after or some other special holiday that you're going to focus your big sales onto to get out of the noise of Black Friday and Cyber Monday.

**Mark:** Tate?

**Tate:** Just along those same lines the one thing that I did buy over this kind of crazy Cyber Monday/Black Friday was from a company that they sent out their Black Friday specials a week early and their headline was really clever it was "Oops did we chose the wrong Friday." I thought that was interesting because they knew being a smaller company that they were going to have to cut through the noise and they knew that they couldn't when competing against the marketing giants of, you know, Target and Walmart and all these other companies. So what did they do? They said no, we can run it a week early it doesn't matter to us and it resulted in at least one sale with me buying something from their website. So my hat is off to those guys who got

creative, recognized that they were trying to compete and make noise and they did.

**Scott Todd:** And Mark I'll just say one more thing is that if you look at the big companies and their marketing it was not a one and done okay. Like that's a big difference too. One and done like I just send my email out and everybody is going to love me and they're going to open up the email that's wrong. So like the larger companies what are they doing? They're like sending three emails a day, okay like they're alienating, like they're changing it up.

So often times what I find is that people are afraid to do that because they're afraid of the unsubscribes. Like oh my gosh these people are going to unsubscribe. Well I have to tell you something like I always hate seeing the unsubscribe number but the spin on it or the antidote that I tell myself is they weren't going to buy anyway and one less person to pay for because once you have a very large list you start paying by the number of users you have and it gets expensive. So just imagine everybody that's opting out and unsubscribing they weren't going to buy from you anyway bye, bye.

**Mark:** Yeah, speaking of marketing there are four components that every ad that we write and if you want to know what those four are I go over them intensively at Bootcamp and the next Bootcamp is in San Antonio January 10<sup>th</sup> through 12<sup>th</sup> there are still spots available go to [TheLandGeek.com/Bootcamp](http://TheLandGeek.com/Bootcamp) to sign up. Now if you don't know what I'm talking because you don't have two free tickets, because you're not in Flight School, you don't have the Tool Kit get on a call talk to the Zen Master, talk to the Nite Cap OG and learn more about how can I be in that room and just go to [TheLandGeek.com/Training](http://TheLandGeek.com/Training) to learn more about those pieces.

I thought this was a really informative podcast and certainly it's not really a great Round Table podcast until we pick on Mimi Schmidt and ask her for the tip of the week: a website, a resource, a book something else actionable for the Art of Passive Income listeners to go improve their business and improve their lives. Mimi, do you have?

**Mimi:** It's so not fair I have to go after Scott with that great tip. This tip actually put my husband to sleep on the couch with his hand on the iPad it was so boring.

**Mark:** Okay, no reason to start pumping it up Mimi, you know, maybe you should play it down a little bit.

**Mimi:** [mute]

**Mark:** Wait you're no mute.

**Mimi:** So I have an EQRP and it is not a ROTH and I'm going to have to track it forward for ever for tax purposes with the land that I flipped in there. So this is I have second EQRP that I'm doing a ROTH conversion on so these are the rules behind it and that how to. So it's the end of the year we've got to start thinking about those kinds of things, right?

**Mark:** I find this really fascinating actually. I don't think this is boring at all.

**Mimi:** So yeah I need to pay some taxes now to keep me from paying taxes later when I have a lot more money.

**Mark:** How does a ROTH conversion work? How did you do it? This may be like a million dollars tip.

**Mimi:** So yeah it's worth looking at if you have an EQRP or you know you're using money from the retirement funds to fund your business.

**Mark:** All right fantastic. That's a great tip. Scott Todd actually gave a really great tip earlier on a podcast that's probably not going to come out for about three or four months. Scott, do you want to give that tip because it's kind of that time of the year or do you want to save it?

**Scott Todd:** I'm trying to think what it was.

**Mark:** It was the Momentum one.

**Scott Todd:** Oh, oh yep good one. That's a good one yeah okay. Look check this out let me pull back up again. Oh look it's right here, yeah right here.

**Mark:** There it is.

**Scott Todd:** In the chat check GiveMomentum.com and what's cool about this app is you know giving is always a good thing but it's also a hard thing to give. Like it's hard because you have to make a purpose decision to go do it. So you've got to say like okay well I'm going to go write this check and we all know that the best things are all automated.

So if you visit GiveMomentum.com it is an app that will automate the giving process and it is pretty cool how it does it too. It does it almost like an IFTTT which means if this then that it's a way of automating things. So just imagine you can set up, you know like 'hey for every time President Trump

tweets 10 cents go to this charity' or 'for every cup of coffee I buy at McDonald's round up to the nearest dollar and give it to the homeless shelter'. So you can do all of these things, you can preprogram them and so as you go through your day all of a sudden the money goes to charity and you might say well man how much is this going to cost me? Well the cool thing is you can setup up monthly limits. You can say I want to donate \$103 a month or I want to donate \$10 a month or whatever you can give and the app will go through it and once you meet that cut off it will stop doing it but it will automate your giving based on events in your life. I think that's pretty cool.

**Mark:** I love it. I mean how granular can I get? Can I say every time Mike Zaino can't pronounce an R I'll give a dollar to charity?

**Scott Todd:** The app needs to be able to track it so I'm not sure how that would go on.

**Mike:** No one's tracking me.

**Scott Todd:** But maybe if how many R's were in there no-one's-tracking-me? One R, two R's. So you just cost like two bucks or something I don't know because there's two R's in tracking.

**Mark:** No, no he can't pronounce the R like park the car.

**Scott Todd:** Right so why don't we just say every time he says an R you've got to give a dollar or something?

**Mark:** Okay fine.

**Mike:** I'll just do it R, R, R, R.

**Scott Todd:** Oh, he just cost you a lot of money.

**Mark:** You know I love that Tony Robbins quote which is "Suffering is an excessive focus on yourself." If there's an automated way to give without even having to think about it I know like I'm guilty of this when I go on Amazon I don't always think about going on Smile.Amazon.com which would then you give a portion of that purchase to your charity of choice. Is that what it is it's a Smile? I have it us a...

**Erik:** Yeah, it's Smile.

**Mark:** Yeah, it makes it so easy but I still don't, it's not on my app I have to go on my website it still doesn't make it that automated I don't think unless I'm doing something wrong but it's great. So all well great podcast and Mimi great tip of the week, Scott great of the week. I want to thank the listeners and just remind them that the only way that we're going to get Erik and Mimi back on the Round Table is if you do us three little favors: 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 the \$97 *Passive Income Launch Kit* as well as *How To Double Your Money in 30 Days or Less* in our wholesaling course. All right are we ready to do this one, two, three?

**All:** Let freedom ring.

**Mark:** We're a little too fast on that freedom part but that was good, that was really good. So Thanksgiving did everybody over eat? Mimi you over ate, yeah?

**Mimi:** Oh yeah and the leftovers oh my goodness, so good.

**Mark:** It's so good, isn't it?

**Mimi:** So good.

**Mark:** Yeah. Erik did you jump on the peloton after?

**Erik:** You know I finally got the peloton set back up this... Well I guess it was probably right around Thanksgiving and yes indeed I have been on it ever since it's been up and running again.

**Mark:** Every day?

**Erik:** Every day, even while I didn't have it I was still using the app every day.

**Mimi:** Wow.

**Mark:** Wow. Yeah Jeff Dettmer just posted in Basecamp 21 days straight.

**Mimi:** Wow.

**Erik:** Awesome.

**Mark:** That's why we call him the Executioner, which I don't think he likes as a nickname. So, we didn't do turkey this year, we did Cornish hen because it was a very highbrow Thanksgiving Cornish hen and it felt very fancy. No, it was great, it was really good. And our neighbors, we had extra so we brought over some to our neighbors. Their son was sick so that felt good to give as well. So I didn't have any leftovers but that's okay.

**Scott Todd:** Did you guys see anything good on Black Friday or Cyber Monday?

**Mark:** I mean I know you know Mike Zaino's razors were on sale. The supply gets supplied.

**Mike:** No.

**Scott Todd:** No, no, no.

**Mike:** I bought a whole year's supply of Bic.

**Scott Bossman:** Oh I got one. My wife bought me - I showed Mark and Mike this yesterday - my bought me a series of 15 Star Wars socks to build up to the Christmas holiday. So I have 15 pairs of socks to build up to the movie and to Christmas all different Star Wars' characters which I just thought was amazing.

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

**Scott Bossman:** Yeah.

**Mark:** So cool.

**Scott Todd:** Who wears that, your son?

**Scott Bossman:** That's funny.

**Mike:** Do you have them on right now?

**Scott Bossman:** No, because it's 15 days before Christmas so I've got to time it out.

**Mimi:** Yeah.

**Scott Todd:** So it starts on?

**Erik:** You can wear them every other day right now.

**Mimi:** Yeah.

**Scott Bossman:** That could work. I could wear them every other day that's true.

**Tate:** Two days in row.

**Scott Todd:** Two days in a row, what's your problem?

**Mimi:** You can put them on like an advent calendar, right?

**Scott Bossman:** Yeah they are my advent socks.

**Mimi:** Maybe starts on the 10th.

**Mark:** Now do you watch Mandalorian while wearing the socks?

**Scott Bossman:** Oh I will this Friday.

**Mark:** Okay. I've only watched the first episode but so far it's still good.

**Scott Todd:** Have you seen the Star Wars hotel they're building at Disney World?

**Scott Bossman:** I have, I've got to make it there. Except it's like a thousand dollars a night or something, isn't it?

**Scott Todd:** I don't know I have looked at the price but you know come on man it's baller money.

**Mark:** [00:36:44] [indiscernible] to you Scott?

**Scott Todd:** Yeah, what's the problem man? Just sell a piece of land and you're golden.

**Scott Bossman:** Yeah, I only need like three rooms for my family.

**Mimi:** Right!

**Scott Todd:** Listen on one says you have to bring them with you. You can come by yourself.



**Scott Bossman:** I could do a solo trip.

**Mike:** Oh pun.

**Mike:** Solo trip, never mind.

**Mark:** Ah.

**Scott Bossman:** That's a good one Zaino.

**Mark:** That was good.

**Scott Bossman:** [00:37:14] [indiscernible].

**Scott Todd:** Mark I didn't see anything, like I didn't find anything on Black Friday or Cyber Monday. I was really kind of depressed. Like I was looking to like I know I was contacting you and Tate like what did you guys find? What did you guys find? Nobody had anything. What did I miss?

**Tate:** Nah, I didn't see anything good.

**Mark:** Erik just sent the FluidStance.

**Erik:** You could have got your standing board, you could still get it buy one get one. You and Mark can split it.

**Scott Bossman:** They cost 250 bucks those things.

**Erik:** Yeah.

**Scott Todd:** Look you could get a fleet of them.

**Scott Bossman:** Hey, you get a fleet for two grand.

**Mark:** Are you on it right now Erik?

**Erik:** I am. Every time I'm standing I'm on it.

**Mark:** And you don't get tired?

**Erik:** No.

**Mark:** Maybe I should get it because I'm standing on this cushion and I still get sore from standing too long. I don't know, all right I will get it.

**Scott Bossman:** What are the purported benefits of that? Just takes pressure off your back and spine.

**Erik:** What I do, like, shift your weight around.

**Mimi:** Does it help your core, tighten your core?

**Erik:** I don't know. I mean to me it's not that hard to balance. I feel like if it was hard to balance maybe it would be good for your core but I don't know. I don't find it to be that challenging per se but I just like that I can kind of move around a little bit and spin and whatever.

**Scott Bossman:** See the PT in me would say just stand on the couch cushion. So we do it the way little old ladies do you know, stand on the couch cushions or pillows or whatever.

**Mark:** What does that do though if you stand on a couch cushion?

**Scott Bossman:** Well it improves your balance. A lot of older people have problems with their balance so you want to challenge their balance in order to improve their proprioception.

**Mike:** Is this while it's on the couch?

**Scott Bossman:** Probably not while it's on the couch. That would be a safety hazard.

**Erik:** If they have good balance he instructs them to stand on three couch cushions stacked on top of each other.

**Scott Bossman:** Yeah, with one leg with your eyes closed.

**Scott Todd:** That sounds fake.

**Mike:** The laugh or the comment? I don't know.

**Scott Todd:** Scott's response I don't believe that.

**Scott Bossman:** No, for athletes after surgery I would have them progress from an uneven surface standing on one leg to an uneven surface standing on one leg with their eyes closed. It's actually is a progressive balance exercise to improve your proprioception after injury or surgery. Tate you're probably going to be doing some of that stuff in the future.

**Tate:** Yeah.

**Mark:** So don't get the FluidStance Scott Bossman? Because I always get like a little paranoid at Boot Camp because you watch everybody and how they're walking. I just want to be a little like have a stronger core than Peterson but you'll know.

**Scott Bossman:** Right yeah. It's funny we go to the mall and I'm like, hey Ben that guys hip is weak or that guy has got a stiff ankle or whatever so they make fun of me but it's just the PT in me. I don't know what it is but I don't... Yeah, get it Mark. Tell us what you think?

**Mark:** I have to compete now in San Antonio.

**Mike:** What do you think of that thing that beeps and makes you sit up straight Scott is that good? You all seen that? That thing you wear around your neck it beeps.

**Mark:** Yeah, I saw that thing.

**Mike:** Is that worth getting?

**Scott Bossman:** I mean you could just set a little timer on your desk to remind yourself to sit up straight every 30 seconds.

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

**Mark:** No, but this thing like buzzes you if you're like this.

**Scott Bossman:** Oh okay, I got you. So when you slouch it makes you correct.

**Mark:** Yeah.

**Scott Bossman:** Yeah, I don't see why not. That got to be a decent thing. I don't know the price put on it. I imagining it's somewhere around the FluidStance price.

**Mark:** Yeah, I think so. I think they have one at Apple actually.

**Mike:** Does the Surface people Microsoft makes that?

**Mark:** Well I think Microsoft probably has one, but based it's just a virus then you know...

**Mike:** It shocks you for no reason; I am up straight.

**Mark:** Yeah, exactly. You know it's like some kind of subliminal messaging Did you get an Xbox this Christmas? You're like, oh Xbox!

**Tate:** Oh man.

**Mark:** I don't know. Tate's got that far off look on his eye.

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

**Mark:** Are we going to keep chatting here? There's nothing worse than a hangry Tate. Do we all agree on this?

**Mike:** You know what a hangry Tate is - hate.

**Tate:** That's fun. That's good Mike, that's original.

**Mark:** I think we've got our episode title.

**Tate:** Tate + Hungry = Hate.

**Mark:** All right, thanks everybody.

*[End of Transcript]*