



THE LANDGEEK

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

Mark and Scott talk with Jim L – LandsForYou.com

Transcript

Mark: Hey it's Mark Podolsky - The Land Geek with your favorite niche-y real estate website, TheLandGeek.com and I'm super excited for today's guest because he's a fellow Land Geek. I think he started with the Toolkit, then went to Flight School, and then into one on one coaching. I can't wait to hear about his journey. But he also has some really specific tips for us because he's crushing it in one specific area that we don't talk enough about.

But before we talk to our guests, I'd be remiss if I didn't properly introduce my co-host the 'Brain, the 'Professor' Scott Todd, from ScottTodd.net, LandModo.com, and if you're not automating your Craigslist and your Facebook postings, PostingDomination.com/TheLandGeek. Learn anything about anything InvestorNinjas.com. Scott Todd, are you psyched? Are you pumped?

Scott: Mark, it's always fun for me to see the evolution of people, right? I get to see them on the front end through Flight School, all the way through their progress. I always look forward to these podcasts so yeah, I'm excited.

Mark: All right, so today's guest is going to be a little anonymous, because unfortunately, he still has a day job. So we're just going to say our guest today is Jim L, Jim L, Jim L, how are you? Welcome.

Jim: Good. You know, it's so funny I always listen to this podcast, like every single episode and I listen to it on probably faster than two times speed. So the intro where you say I'd be remiss if I didn't introduce my co-host, you know him Scott Todd... it' seems like super, super slow motion. But yeah, I mean, I've been listening to this podcast for years and so it's awesome to be here with you guys.

Mark: Well, we are so happy and we're huge fans and I remember our first Bootcamp together. I don't know if you remember it, but you were in the front row very inquisitive. But before we talk about all of that, let's just rewind the tape and how did you even find Land Geek and what really prompted you to get started in land investing?

Jim: Yeah, so it all started with Bitcoin. A buddy of mine had introduced me to Bitcoin and it turns out there was this little niche where you could make money by helping people buy Bitcoin. So this was back in January of 2017. In 2017, the price of bitcoin went absolutely bananas. It went from like 500 to 20,000. So, I happened to get very lucky and I timed it just right. So, this business that I had, it did really well and then at the end of the year, there was obviously these tax implications and I realized that even though the business had done well, it wasn't something that was going to be sustainable, long term. It was also in somewhat of a legal gray area.

So I said why don't I take what I've earned from this business and roll it into something sustainable and something legitimate. I should also add, during that whole run up of 2017 when I had been doing this business, it really kind of awakened my entrepreneurial spirit. Like I loved the marketing aspect, the sales aspect, the customer service aspect. I loved that it involved you know some data analysis, risk management trading. I mean, these are all things that I kind of have a little bit of experience in and it brought it together in such a way that was really fascinating and it just brought out the best of me. I realized that if I have my own business, if I can be entrepreneurial, that would probably be the best fit for me and my personality.

So what I did was after I had kind of decided to exit that Bitcoin business, I said, let me find something that's more sustainable, that's more suitable. So what I did was I went to the Side Hustle Nation podcast from Nick Loper and I scrolled through and I literally said, "How many are there that really seemed like good ideas?" Some of them are like, you know, retail arbitrage where you buy sneakers for 40 bucks, sell them for 70 and I wasn't really interested in that.

Then I saw this, I think it was Roberto Chavez, had been on the Side Hustle Nation podcast. So, I literally remember I was like raking leaves in my yard and I was listening to this podcast where he's talking about how, you know, he was doing really, really well with the land business. It's not something where you have to go out to the site, check the property, do all this, you know, rehab, you don't have to deal with tenants, termites, toilets, all those terrible things that you don't to deal with. I thought, you know, this might be a really good fit for me.

So, I did some more research and then I decided, you know, I got to really stress test this thing. So let me go look at the testimonials and I'm going to contact someone. Just because you never know online if somebody's posting fake testimonials. So I went to the website and I saw there was a testimonial from this guy called Scott Bossman. I'm like, that's a pretty unique name. I'm betting I can probably find this guy and make sure he's real and sure enough I reached out to him. You know, I ended up talking with him. He had obviously great things to say.

Then my wife and I scheduled a call and we had a call for over an hour, we asked as many questions as we wanted and he said, "You know, it probably makes sense for you to start out in Flight school". So I joined Flight School of March 2018 and yeah I've been doing it ever since. Flight School was the first introduction to land investing for me.

Mark: So, that's incredible. What was it like with the mini bat and Scott Todd in Flight School? So like give us an inside look. What did you take away from Flight School?

Jim: First of all, I was so excited to start. I was so excited to soak up as much stuff as I could and you know every bit. We had an evening Flight School. I'm sure that's what most people do. So you know, I would be there on the couch, my wife would be there next to me and I mean, Scott's just a great presenter. I mean, he knows his stuff forward and back. What I liked about it too is Scott has like a really unique sense of humor. You know, he's got kind of a dry sense of humor, he likes to use expressions, he has funny stories. He's just someone that's, you know, he knows his stuff, he's personable, he's had the track record to prove it, he's someone that, you know, you just learn a lot from.

So I soaked up about as much as you could from all those classes. Not only were the classes good as I was going through it, but I remember I was at a Bootcamp and I think it was in January of 2019. And I said, "Oh, you know, I need to really brush up on this one thing. I went back and I looked at flight school videos from you know, almost 10 months prior. So it's stuff that I've

used even well after I've graduated from Flight School. The material is still useful. It's still relevant.

You know I was trying to get my sales side of the business more finely tuned I said, "Let me see how it let me see what they said about it in Flight School." So you know when you go to Flight School you get all the videos you can you know, obviously watching the two times speed, you can refer to them when you need to. So that was very helpful. So not only was it good as far as just doing it one time start to finish it was also good to refer back to it and have that available whenever I need it.

Mark: All right, Scott Todd?

Scott: You know, Mark there's so many so much there right? I didn't know about Bitcoin and the whole... I mean that sounds pretty interesting. I would agree Bitcoin isn't a sustainable business. But you know, I think that one of the cool things is that kind of what Jim did was he went into it with a plan, right and he executed on the plan. You know, we talk all the time about, you know, like you have to have that burning desire, you have to want to move forward in order to make this thing work and I think that's what Jim did. He came, to this business with a plan. He just wasn't out looking like, oh let me go to this thing. It looks pretty cool today, you know, and he went to it. It was a purpose he drove to it. I think that makes a big difference.

Jim: Yeah, I mean it totally does. Sorry to interrupt. I was just going to say, Scott, you're exactly right. My 'why' was like the biggest it's ever been because my wife was pregnant at the time. Now we have a daughter who's just about 18 months and so I was super motivated. This was like, you know, I'm going in, all chips in. I'm really going to focus. I'm going to make this work.

What I would say is not to scare anybody off but like this business is so... I mean, there's so many things that can just grind you down. If you have to wear all the hats and you have to do all the accounting, all the mailings, all the marketing, hiring all the VAs. If you have to do everything yourself, you will eventually get tired of it and drained and it'll be very hard.

But if you have a big why I mean, that's like the greatest gift it'll help you push through. It'll help you make this a priority which I have and so now it's gotten to a point where yeah, I mean, it's great where every day there's funds coming in from people paying me for the land. So it gives me the peace of mind that okay I can invest in VAs. I can maybe not use a free version of an app or a system. I can get the paid version and not have to worry about it.

So yeah, a big why is probably the biggest thing that you can have in your corner that you know no matter how many obstacles get put in my way I can overcome them. I mean sometimes you'll talk to people for, you know, day after day after day after day and they're on the fence of buying or they don't know and you just get so fed up. So having that why helps you persevere helps you get through some of those tough moments.

Mark: Yeah, absolutely. So after Flight School, you went into coaching and Tate is your coach. What's coaching been like for you?

Jim: So I got done with Flight School, probably, you know, mid-April, and I tried doing it on my own from about April until December and it was okay. I was having some success, but it was taking a while. You know, I literally said... I remember it's so funny, I was at the mechanics and I was talking with Mike Zaino and I remember this conversation so perfectly and he was trying to talk to me about coaching and I really thought about it and I said, "Let me talk to my wife." So, I sat down with Catherine, I said, "Look for 2019 this has to be a focus for me. I need your buy-in. It's a financial commitment. It's a time commitment. This is something serious that I want to do to really make a push to get this business off the ground." And it's been fantastic.

The best thing is that you just get that instant gratification from having a coach there who can answer all your questions, who can show you pitfalls and you don't have to just rely on putting a message out there on a message board on Facebook and hoping you get the right answer. You can schedule a quick call, you can get 15 minutes uninterrupted with your coach that can answer all your questions. You can go through problems that you're having. They have great suggestions and it just helps speed up the learning curve that month faster.

One thing I would say is that, you know, coaching is a big commitment and you don't want to be... I wouldn't want to sign up for it unless I was 100% committed, and knew this was going to be something that you want to do full time. I'd love to do this full time, that's what I'm working toward and so for me, it made sense.

Mark: Yeah I know, amazing. So let's kind of get a little bit more into the details of from when you started to where you are today. How many VAs you have? How many hours a week are you working in the business? Talk to us about one of your favorite deals.

Jim: Okay, sure. So how many VAs do I have? You know, hiring VAs has actually been a problem that I've had in that I didn't hire them soon enough. Now what I've really realized is that you can go in Upwork and you can find quality VAs that have a track record of success, that do the job better than you and you can hire them for, you know, less than \$10 an hour and that's what they do full time. You know, I can scrub a list with the best of them but there's people who do that full time, they can do it better and it's okay to let go of those tasks.

So that's one of the things that's held me back because I've been doing too much on my own. I feel like I have to just torture myself and do as much as I can on my own and it's finally sinking in like, it's going to be better for you, for my family, if I just start to get some of this stuff off my plate and focus on what I really need to be focusing on; so that my time is better spent doing the higher dollar per hour work.

Mark: I'm smiling.

Jim: I know Scott Todd is like [00:14:51] [indiscernible].

Scott: I mean, Mark this is one of the things that we teach and it is the hardest part of this business, right? Like mailing you get the mailing, the marketing you get it right? You all adjust. In the beginning, it feels weird because look, I mean like I know for me every time I used to send out an email I felt like one of those slimy, sleazy, spammers, that's going to get in someone's email box, right? You get over all that stuff.

What happens though is it's so dang hard to build a team of VA team because there's a couple of thoughts behind it. One no one, I mean no one has ever gone to like a college class and they're like, "Okay class, this whole term, this whole class is all about making yourself obsolete to where you can build a VA team." No college class on it. Why? Because that's not what they teach, right? You don't go...

Like I've had a very nice career. I never went to a college program or I'm sorry, a work program during my career where they're like, "Hey, we're going to teach you how to make yourself obsolete." That's not going to happen, like no way and now all of a sudden here people are they're trying to build this business. Guess what we're telling them? Make yourself obsolete and they are like, "I can't do that." It's against everything that we've ever been taught and then we fight it. We are like I can't do it.

You call it a control issue. It's not a control issue. You know what it is? It's the mere fact that we feel like we have to do work. I call it survivor's guilt,

okay? Like, we feel like, oh I don't have a real business unless I'm busy. Grant Cardone will tell you, "You don't have a real business unless you have an office somewhere and you're employing people." I disagree. I have a nice business. Is it his business? It's not his business okay but like he's doing all these stuff. Me, I'd rather just collect the money. Call me a passive income bum, but that's the thing is you got to get out of your own dang way and the minute that you do, you will see the business take off; because honestly you're not good at half the stuff that you're trying to do.

Mark: Yeah, Jim, walk us through your favorite deals so far.

Jim: So favorite deals so far, it's funny they're actually two of my oldest deals. So the first two deals I did, it took me... I mean, Flight School was March. I didn't do my first deal until August, meaning I had bought before but I didn't sell my first property until August of 2018. I mean, I bought this for probably \$600 right around there, and I sold them for like 4000. I mean, just like great and they're still paying.

Those two my first two deals have been paying me consistently from the very beginning. I mean, it's not like I made crazy amounts of money, but just the fact that you know, one of the ladies sends me a check in the mail every month for \$120, which is kind of cool and then, the other guy, just PayPal's me \$99 every month. And I mean, they're not the biggest, most glamorous deals, but it's those, those people that reliably pay you every single month that's just so freaking amazing.

Because, you know, and one of the other things I'd say is once you get over... You know if you have 20 people who are paying you \$100 a month, I mean, that's almost every single day of the week, someone's dropping \$100 into your bank account that you can use to hire VAs or you can use mailing or you can use for marketing. So it's just a really cool business in that regard that you know, it's literally people, you know, handing you the money every single day and not to steal your thunder, but yeah, you can automate it with the Geek Pay, which is awesome. So that's really cool. Yeah, my favorite deals aren't the most glamorous ones, but they're the ones that just quietly you know, keep that bank account stocked.

Mark: Yeah, I mean, so knowing what you know, now what sucks about the business? What would you have done differently?

Jim: I definitely would have started hiring better VAs sooner. But you know what? It's just a learning process like you know you can apply yourself, you can do your best but you know there's going to be shortfalls, there's going to be mistakes and you know, I'm still learning. I know all the guys and gals

that are coaches they're always still learning and they're always improving their businesses and tweaking their processes. So, you know, you just got to have the right attitude that I'm going to be in this for the long haul, I'm going to constantly keep improving things. You know, you need to get help and you need to get the right people to help you so that you can free up your time.

A really well trained VA, you know, they're worth their weight in gold. You can just kind of give stuff to them and let them do their magic. So everybody's different. For me, it was I need to get better at hiring VAs. That's helped me the most in the past and it's probably what's going to help me the most in the future. I'd say probably the most important VA is probably the bookkeeping one, and that's what I hated the most, and the one that knows how to do accounting specifically for land investors.

Mark: Phenomenal, phenomenal. So Scott Todd, when's the last time you had a customer so happy about their land investment that they made you a video testimonial?

Scott: I get testimonials like written but I don't have a video testimonial.

Scott: I can't remember the last time I had a video testimonial but for some reason, Jim L. has raving fans. I get these Voxes of videos and these people are so happy about this land investment and working with Jim. So the question is Jim, what are you doing differently than Scott and I that your costumers love you so damn much?

Jim: Honestly it's funny because I think I've done some things really well and that I'm very attentive. I give people great customer service. I'll drop you know what I'm doing and helping them.

Mark: Oh wait, wait now let's just back up like when you say great customer service, I think I give great customer service. Scott, not so much but I think I do. How do you define that? Like, what great makes great service?

Jim: I mean I will always pick up the phone and talk to them, I will always respond to their emails, I'll send them you know, like a video text that type of thing. But to be honest, it's kind of a double-edged sword because some ways, you know, you can spend an hour writing up potential customer the perfectly worded email or you know, buttering them up or giving them all this info and that can actually be a waste of time if they never end up working with you.

But at the same time, if you have these customers, you know, you have to take care of them. You have to nurture them. If they're a fan of yours yeah, I mean get a video testimonial, get a written testimonial. Make sure you're accumulating that proof that this is a legitimate, successful, thriving business that you're running with satisfied customers who will go to bat for you. That really helps.

So, on one hand, I'm trying to get away from writing these super elaborate emails and wasting too much time on the wrong people. But at the same time, I want to really nurture the people that are great customers and make sure I'm always giving them, you know A-plus treatment. But I also know that you know, that's only scalable to a certain extent. So yeah, that's one of the things I'd say it's unique about what I do is I've definitely gotten some of those cooler video testimonials and I just started my website, LandsForYou.com. So I'm trying to give some meat to that website with some of those great testimonials.

Mark: Scott Todd, this is this is a Round Table discussion for sure because like Jim said, great, great customer service is not scalable. Well, at least not if Jim himself is going to make these sort of, you know, videos. You know, texts, hey just following up seeing if I can answer any more questions about the property or these long elaborate more let's say emotional, laborious type of emails that are a little bit more than the standard just follow up emails. On the other hand, he's getting incredible testimonials because people love working with him because no one else is doing what he's doing. He is a purple cow in a field of brown cows and it's making a huge difference, and ultimately will to his bottom line. So what do you think?

Scott: Well, you know, Mark here's the thing. One of the things that Jim's doing, and he just kind of mentioned it, he'll talk to people. Like he'll talk to people even after the sale, he'll get on the phone and talk to people. You would be amazed at how many times, I'm laughing as I'm saying this. You'd be amazed at how many times I get an email from somebody and like it's one of our either our deal the week for Land Modo or it's kind of an onboarding email where we're like, hey, you know this and that we're trying to onboard them through our autoresponder series, they will reply back.

I get it and it says, "Scott, I've asked this seller for information on the property. They won't get back to me." Like I get this email I kid you not a couple of times a day and I'm like that's insane to me. Like you're putting a property up there, someone's going to the website, they're sending you a notification like they were interested. Even if it's sold, tell them that it's sold and put them on your buyers' list. What are you doing?

Like I don't know if it's sold or if it's not sold, I don't really know the whole deal. So sometimes I have to go and I have to like shake the seller. Sometimes I do, sometimes I don't it depends if they're a Platinum customer. I'm like, "Shake, shake, hey you got a live one here." "Oh, okay. Thanks, I'll follow up with them." What?

So like that one thing, right there is something that Jim is doing I think that separates him from a lot of people. I don't know what happens. I don't know why people don't do this but like be there. Be there for your customers and you'll be amazed like they will get... I mean, I get a lot of people that refer other people to me. There's a lot of people that want what you're selling. You've got to believe it first and then when you do that, you'll build a raving fan base too.

Jim: Yeah, I was going to say I think in the beginning, what helped me out was that I would scrap for these deals like crazy. You know, it gets easier if you have the money to put out more ads and hire VAs but in the beginning, I wasn't in the most attractive area either. That's another thing I kind of learned as I've been in this business. If you're not in an area that's super-hot, you are going to have to touch people more times and get them interested and pitch them. So you know, fighting for these deals and keeping them engaged and working them with my list, building up that ability to communicate with them multiple times I think that's definitely helped me out.

Mark: So Jim, before we get to your tip of the week, any final words of advice that you would give someone that is brand new to land investing? Maybe they're looking to just dip their toe in the water and see if it's right for them?

Jim: Yeah, I mean, the only thing I would say is it's one of those things and I don't know if this is going to turn people off but you got to be committed because it's like a business. You can't open up a taco shop and only say, well, I'm going to work in it when I want. If you're going to build a thriving business, you got to be there every day, you got to have people in place that if somebody asks a question, you can answer it. So for me, it was all about having that big why and showing up every single day. I mean, I work on this business every single day, I don't take any days off because I'm building something for the future. So I want to get it to earning as much as possible as fast as possible.

So this isn't something that's really easy to dabble in. I mean you can get it to a point where it's on autopilot, once you've put in the time and the work and making sure that you have all those systems in place. But it's not

something that you can just dabble in a little bit. You've got to really commit to the starting the business, hiring the people, getting those processes nailed down and that's going to take a while. So before people commit, they should know that it's not going to be an easy process.

Mark: Yeah, I mean, you know, as far as real estates concerned, it's a very simple model but it's not easy. I would argue anything worth doing is not easy because if it were easy, we'd all be doing it.

Jim: Exactly yeah, yeah and psychologically, that's one of the things that's kept me going because every time there's frustration I'd say okay, well this is going to happen to someone else. Someone else is going to have to call the county or figure this out or deal with this or set this process up. So, you know, if you can keep marching forward while people around you are dropping out you're going to be doing well.

Mark: All right, fantastic. Jim, thank you so much for taking the time to share your journey with the listeners. We're just going to ask you for one more tip, a website, a resource, a book, something actionable for the Art of Passive Income listeners to go, improve their businesses improve their lives, Jim, what you got?

Jim: Okay, so I'll make a shameless plug here LandsForYou.com that's my land website and then tip of the week, boy! I would have to say, you know, definitely, if you're interested in land investing, if you've been listening to this podcast for a while, there's lots of programs out there but Land Geek is just fantastic because every single coach, every single one of them, I've talked to one-on-one they've given me wonderful advice. They've given me both time, attention, respect and they're very open about sharing what works for them. This isn't a business about trade secrets, it's about execution and if you're serious about it, you're going to need that top-quality execution and the coaches at The Land Geek will definitely help you get there.

Mark: Awesome, awesome. Well, before we get to Scott's tip of the week, if you want to be like Jim, you want to go up that that mountain of land investing with Scott Todd as your Sherpa you owe it to yourself, you owe it to your family, and you owe it your future. To learn more go to TheLandGeek.com/Training. Get on a call with Scott and Mike and see how this would work for you once you get that free strategy call, TheLandGeek.com/Training. Scott Todd, what's your tip of the week?

Scott: Okay, Mark, do you have the new iPhone like the iPhone 11?

Mark: Of course I do. I only have because you got it first and I had to get it.

Scott: I didn't get it. I haven't gotten it yet.

Mark: Oh, no Erik Peterson got it. Erik has it.

Scott: Okay because I've been holding on I'm like, there's no reason for me to go get it. But guess what? There is now a reason that I need to go get it and I'm going to help you take better advantage of your new iPhone. Check out the app called Double Take okay. What's cool about Double Take, and I'll put it in the chat for you also, what's cool about Double Take I mean this app is single-handedly going to make me go buy an iPhone 11. The reason is because with this app, Double Take is a video recording app and it will basically allow you to record on all of your cameras at the exact same time. Okay? So you can record on your selfie camera, you can record on all the other lenses and bring them all in together to create an incredible video, all with different lens links or different views.

Mark: All right I'm getting it right now, Double Take.

Scott: Double Take.

Mark: Well my tip of the week is really I hadn't really thought about it because I usually take the guest tip of the week which is [LandsForYou.com](https://www.LandsForYou.com) buy some land from Jim. Scott Todd is laughing. He's like, huh.

Scott: I'm laughing, yes.

Mark: Look, I'll tell you what, though. I always have a book in my back pocket, Scott Todd.

Scott: Okay.

Mark: So there you go. I rarely read fiction but I'm reading a fiction book now because sometimes it's nice to take a break from all the nonfiction that I'm constantly reading. Right now I'm reading a book called *American Dirt*. If you are not grateful that you live in the United States, holy cow, you will read *American Dirt* and you will be filled with gratitude. It's the story of a mother and her eight-year-old son becoming migrants and fleeing the cartel from Acapulco, Mexico and what they have to get to, to get to do Estados Unidos el Norte it's an amazing story. *American Dirt* is my tip of the week. Jim L, are we good?

Jim: We're good.

Mark: Scott Todd, are we good?

Scott: We're good Mark.

Mark: All right. I want to thank the listeners, remind them please subscribe, rate, 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* course as well as the wholesaling course, *How to Double Your Money 30 days or Less*. Jim, it's always great seeing you. Hope to see you at a Bootcamp soon.

Jim: Absolutely.

Mark: We're going to do this together. You guys ready? One, two, three ...

All: Let freedom ring.

Jim: I'm so used to hearing this on like two times speeds so I'm like let freedom ring.

Mark: It's great. Thanks, Jim.

Jim: Thank you. Thanks so much.

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