



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

Mark and Scott Todd talk with: Erik Peterson - LandOpia.com,
Tate Litchfield - FrontierPropertiesUSA.com, Mimi Schmidt –
ParcelNParcelProperties.com, Mike Zaino -
ThreeLandGuys.com, and Scott Bossman - 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 and on this week's Round Table Podcast we have the usual suspects we've got 'The Technician' Erik Peterson. Erik, how are you?

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

Mark: I pictured you yesterday - yesterday was Memorial Day weekend - just grilling with the boys, your family you know because it is Tennessee lots of ribs, maybe some chicken, maybe some brisket. Was my fantasy even close?

Erik: Only partially true. I'm not the barbecue master that Tate is but no, I was out grilling some chicken for the family for sure. We had a nice meal last night.

Mark: Nice, nice. We got 'Dude Buddy'/'The Nite Cap OG' Scott Bossman. How are you?

Scott Bossman: I am great Mark. How are you?

Mark: Good, good. My fantasy for you Memorial Day week was very simple it was just cheese, curds and beer and you just gathered the whole family around and just really you know that was it that was all you served.

Scott Bossman: I mean I'm going to add to the quality of your dream here not only did we have cheese, curds and beer but we've grilled blocks and during the grilling of the blocks my sons and I were playing cornhole. So, how much more Wisconsin can you get?

Mark: You are really giving the Wisconsin people a lot of love right now.

Scott Bossman: Yes.

Mark: So that's fantastic. By the way I'm so hard up for sports right now that I was actually watching in St. Louis - where I am from - a cornhole competition on ESPN with my wife and like we randomly just picked like somebody we wanted to win based on just his looks, name or something. It was really interesting.

Scott Bossman: His wallet.

Mark: His wallet it was great. We've got 'The Terrorist Hunter', the most feared woman in the country Mimi Schmidt. Mimi, how are you?

Mimi: I'm great. How are you?

Mark: Great, great. So my fantasy for your Memorial Day weekend was basically you and the family really just having a who messed with us list for last week and flying your drones, maybe doing like a little drone competition, you know your husband was on the grill with ribs, chicken, and salmon and the next thing you know like there's explosion and then they all sort of celebrated.

Mimi: Yeah, there were some fireworks that's about as big as the explosion got though. We just were on the porch, we have a little fire pit, grilled some steaks, jalapeno, some vegetables, corn on the cob that's about it.

Mark: Nice, nice. We've got the 'Zen Master' Mike Zaino breathing in the mailing, breathing out the marketing. Mike, how are you?

Mike: I'm doing well. How are you?

Mark: Good, good. I had Memorial Day fantasy for you. You and your big family were just out, you know, grilling you know just the Italian specialties.

Mike: I know. The first half of the day was spent recovering from the fire station the day before and then got up and did some Pilates. I know you guys all love my love of Pilates and then we went all actually to New Hampshire just the next state above us which I live on the border of they had some social distance restaurants open. So with a close friend of ours we went out and got a little meal.

Mark: Nice, very nice.

Mike: It's some fish and chips. So yeah, I think your fantasy was completely off.

Mark: Completely off. 'I love it when you call me Big Poppa' Tate Litchfield. Tate, how are you?

Tate: Doing well thanks.

Mark: My Memorial Day fantasy for you was very simple you were just playing with the kids, swimming and eating like an abundance of cheese to the point where you were like at one point during the day you actually threw up and was just like it was too much cheese.

Tate: Well most of that is true, you know, the throw up included with little kids but it wasn't due to cheese. So we did spend a lot of time in the pool and it was really nice day here in Vegas. We had a beautiful temperature. We actually heated up the pool to about 80° because really, can you swimming pool that is not 80°, I don't know, it doesn't seem right. So yeah it was nice and warm, great day.

Mark: Nice, nice. Last but not least, 'The Professor'/'The Brain' your *Flight School* Sherpa Scott Todd from ScottTodd.net, LandModo.com. If you're not automating your Craigslist and your Facebook postings - PostingsDomination.com/TheLandGeek. Learn anything about anything - InvestorNinjas.com. Scott Todd, how are you?

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

Mark: I'm great, I'm great. My fantasy for you and your family on Memorial Day was just you guys are kind of hanging out and you were grilling and then at some point like you just got frustrated and started going online and looking for the best deal in Microsoft Surfaces and that was like you just couldn't even eat anymore. Like you were like, "Okay guys Memorial Day deals. We're going to upgrade our Surfaces." You bought five Surfaces because why not you can and you thought well what you know I get one for everybody in the house plus one. Who cares, I can do it. Am I even close?

Scott Todd: Well okay you might be surprisingly close like here's the deal I didn't grill, didn't grill.

Mark: Okay, okay.

Scott Todd: All right so that's a no and what happened was my wife yesterday was telling me like she's like, "I'm tired of trying to look at these websites on my phone." And I'm like, "Well here you go. Here is a Surface for you." And so she's like, "What is this?" And I'm like, "It's for you. It's my Surface." She's like, "Well what are you going to do with it?" I'm like, "It's time to upgrade." So I did go Surface shopping yesterday that is true. I did find a good deal. I found an i7 Surface Pro.

Mark: You know what Scott we don't care about it. Can we get into the...

Mike: No, no...

Mark: We don't care about the i7.

Scott Todd: This is important.

Mark: Only PC guys talk of i7 chip no one cares.

Scott Todd: Hold on listen yeah because guess what, let me finish and I'll toss it back over you. I got an i7, 16GB, 256 hard drive, right. You might say only a PC guy would care about the processor which might be true but before this call you were telling about your new Mac being 32GB. Only a Mac user would care about the megabytes and not the processor. I'm just saying you 32 for that thing, but you're close. Now Mark, I envision that your Memorial Day was sitting there looking at the Apple Store looking for a new Mac like I need more memory, I got a memory hog here, I got to get more memory and then like you found out that you needed more memory because your computer was so slow as you were trying to type emails you were getting frustrated. You were like, "I need a better computer." Am I right or am I right?

Mark: Not even close that was last week's problem.

Scott Todd: That was last week's problem. I was off by a week.

Mark: Yeah. I hung out in the pool with the kids and the family and we have nice little like we did veggie burgers actually. Mike Zaino, don't judge and...

Mike: I like veggie burgers.

Mark: Okay good it was very nice. Well this was fun but we do have a topic and our topic this week for the Round Table is how are you maximizing your Deal Of The Week? So Scott Bossman can you just explain to everybody what I'm even talking about when I say Deal Of The Week with your buyers list.

Scott Bossman: Yeah. Our best marketing platform buyers list and the longer you're in this business the more and more leads you're going to accumulate and they need to go into your buyers list and you need to hit that list frequently. So in our business we've just made a point for a really long time to do a Deal Of The Week email midweek and we also have a Sunday Blast kind of listing more of our properties, highlighting more of our properties and a great happens over time as you continue to do this consistently is you you're able to track metrics, you see what works well, you see what titles work well, you can keep track of open rate for these emails. You know we have a top 10 list of our best open rates on these emails, best click rates that type of thing and you can really get a sense for what attracts people in opening an email.

Our best ever open rate was probably a month ago we did have the word Corona virus in the title but it was like 49% of the emails were open which I had never ever seen before. It did result in one sale. So it's kind of cool you can keep track of the metrics in these tools and you know it's a very cheap thing to do as well. Mailchimp your first 2000 subscribers is free, AWeber I don't know 2000 to 3000 subscribers is free. So it's a platform that you can start right away and then another topic that maybe somebody else might talk about is it's something you can easily outsource to somebody if it's a thorn on your side.

Mark: All right well fantastic. So let's just start with 'The Technician' Erik Peterson. So Erik, how are you sort of maximizing your Deals Of The Week?

Erik: So we follow a methodology very similar to what Tate taught everybody in some of our VIP calls that we've done in the past and that

typically is going to involve us emailing our list multiple times per week, kind of repeating the same deal and you know resending it to people that don't open it the first time. Maybe at the end of the week we're sending it to everybody again as we're kind of approaching the end of that timeframe.

So our deal runs from Tuesday through Monday every week and you know we're going to offer either we're going to announce a new property or we're going to offer some kind of special on a property. That might be that we reduce a down payment, maybe we reduce a doc fee, maybe there's something else that we're doing but whatever that is there's something special about that property for that given week and it goes out to our list.

You know it starts very specific going to the people we feel will be most interested in that deal. So let's say we've got a Colorado property and we know we have these many people that are interested in land in Colorado that's who's going to get it first. They're going to have first opportunity to buy that property and later on as the week goes on if that hasn't sold we might open it up and send it to our whole list. On top of that I mean we're utilizing not only email but landing pages, video content, we're also utilizing some text messaging intermixed with all of that. So our Deal Of The Week tactics are rather large I guess, you know. I mean we do a lot but there's a lot of value to it.

Mark: Yeah absolutely, I mean that is the one asset you own. Is there anything fear that with all of the things that you got going on you're going to get more unsubscribes?

Tate: No, I mean we get unsubscribes all the time but we're also adding new leads to that list all the time and just like you say Mark you know I mean if people aren't subscribing or unsubscribing then I'm not emailing enough. So it doesn't bother me at all.

Mark: All right fantastic. I want to talk a little bit about segmentation with the 'Terrorist Hunter' Mimi Schmidt. So Mimi can you kind of walk us through this because Erik sort of alluded to it where like if someone sort of raised their hand at some point in time said yeah I mentioned Colorado property he's emailing those people first that's a segment of your list. So you don't just have one big list you segment them into smaller segments of the same buyers list. So yeah you have one buyers list within but within that buyers list you might have five or six segments depending on state or how they self-segment. Can you talk a little about that?

Mimi: All right well in the CRM when people say they are interested in hunting or fishing or electricity or paying cash or terms, five acres or 10

acres I note that in the tags. So I'm finding that my open rates are higher and I'm getting more interest from people when I send these bulk mails that are tailored to their specific wants as opposed to just generally land coming to them that might not even be in the same state as they are in and then additionally if I see that they've gone in there multiple times then I can really tell who's interested. So it isn't really just an issue of I sent the email out I can actually then go in and my second or third emails target the people that I can are truly interested. So that's been working better for me recently is to actually customize the Deal Of The Week into segments like that for interested parties.

Mark: Okay very cool, very cool. 'Zen Master' Mike Zaino what about you what are you kind of doing to optimize your list? Are you segmenting?

Mike: Yes similar to what Mimi said more so on the CRM we've been experimenting with the tags and sending out batch emails and drilling down. So that's been kind of exciting to start that because you can actually see how many times they've opened or looked at a certain email. So for sure that and yeah I think there is power in that to be able to see you know or drill down as you say because you can really refine that based on multiple parameters.

So yeah I think definitely and I don't know how much else to add everybody really this is some serious content everybody has kind of thrown out in terms of their strategies and whatnot and I agree and I'm on board with all of them and we use variations of what they said. So yeah but to your question, yes drilling down into those tag leads and being able to segment them I think is very powerful.

Mark: All right great, great. Tate I know you talk a lot about this with your coaching clients in the VIP Room, but as far as just what you're seeing as in this market right now the most effective sort of email strategy, list strategies is there anything that you are doing differently?

Tate: I mean it's not necessarily different than what I've already said to do but I think the number one thing here is consistency where I'm very fortunate and pretty much when we send out a Deal Of The Week it almost always sells. In fact, when it doesn't sell it's more of a surprise than when it does sell and it's not because my list is massive or anything like that. It's because I'm consistently showing up every single week to my buyers and presenting them with deals that they want at irresistible prices.

And if you send the first Deal Of The Week and when you do it will likely be crickets, you will likely not hear back from anyone and that's normal. In fact

I would say that is going to take you maybe a month, maybe longer than that for people to start recognizing your email and it takes time for you to move out of the spam folder into the inbox and the way that you do that is to show up, you to be consistent and if you can master that I think the Deal Of The Week is kind of one of the best kept secrets.

I remember when I first met you Mark you told me, "You know your Deal Of The Week that's like the key to success in this business, and it's all about building that up and getting it be strong and full of active buyers. If you can accomplish that your property will fly off the shelf." And I remember I got your 15 or 20 people and I mailed to them for the first time for the Deal Of The Week and nothing happened and I was so disappointed in myself and you. And you said to me, "Tate what did you expect? You expected to work the first time re-email them. Obviously they didn't open so resend it." And I kept resending it and changing things up and eventually I don't want to say perfected but we came up with an approach that really works for our buyers and now that consistency has paid off to you know pretty regularly scheduled sales and it's a good position to be in. Like Erik I don't care if you unsubscribe. Every time we email we get a handful of people that unsubscribe it doesn't hurt my feelings because I don't want to pay for you to be on my list right if you're not a serious buyer so it's okay.

Mark: All right fantastic. So last but not least Scott Todd anything you want to add, any final nuggets of email list wisdom you want to impart?

Scott Todd: I'll say a couple of things one remember the market is always talking to you. Like the market is always looking at what you're doing and you can look at your click through rate, you can look at your open rates and it is telling you whether your message is hitting or not okay. So if you're mailing and you see for example a lot of people opening but not enough people clicking well then you did make that call to action strong enough okay that's on you. It's not your list's fault it's your fault. Now the next time go make it stronger and learn from it right and that's what Tate was just talking about like finding your voice and you know getting better at it over time.

If you're seeing that the click rates aren't there and the open rates aren't there well then what are you doing? You're not giving them a headline that makes them want to open it up and it's funny because Scott Bossman mentioned like all of the things that he looks at in terms of the open rates and the click rates. And I'll tell you what like just I don't know about three weeks ago I was in the car with my daughter and she had my email list and we were going through while driving and I'm like, "Okay what was last week's click rate?" And so she's telling what the click rate and what the open rate was right she's telling me that and I'm like what was the headline

again? And so she's telling me the headline and then all of a sudden as we're going through this it's almost like a game.

As we were going through this I realize like holy cow, there is a pattern. Like if I say this then the click rates go up okay like the number of clicks or if I use this it's weaker. So just kidding with her I said to her I'm like, "Well next week for the Sunday Blast let's use the words 'open me'." Like based on what I was seeing I said let's use 'open me' and you know what Mark I just looked at it right now the 'open me' was double what anything else was, right. Like it's a standard but this one was double. So if you sit down and look at the analytics behind and just start thinking right like don't just look at, look at what the numbers are telling you and just be a student of the numbers, be a student of the marketing piece and look for the patterns there you'll find the patterns in your messages.

But then there is one more thing I want to remind everybody is look if you're going to do a deal the week and I see lots of people doing the deal the week and that's cool but don't assume that people are one looking at your Deal Of The Week and going, Oh my gosh I've got to read it." Like so some people will and some people will just let it sit in their email forever they just don't look at email and not every day, not every hour, not every minute they may not be like you. They might go once a week, they might go once every two weeks, but you know what you can do, is if they haven't opened it within a couple of periods or a couple of days like I know the system I use I can do a resend. So midweek we do a resend to the people that haven't opened it and guess what happens, we hit them again at a different time when they are like, "Oh yeah I wanted to see that." And then we go and we squeeze more out of it and that's how we're doing is we're trying to like always squeeze more out of emails that we've already done.

One last thing Mark.

Mark: Yeah.

Scott Todd: Is if you're afraid of emailing someone okay because they might unsubscribe as everybody else has said on this call like they don't care if they get unsubscribes or not and I agree with that. Like if I don't get unsubscribes well then I'm paying for them to be on the list to do nothing and if they're going to unsubscribe guess what, they weren't going to be buying from me anyway but yet I'm paying for them.

But here's the thing go sign up for like I don't know go to MyPillow.com, for example and just sign up for their list. You will get two to three emails a day often times the exact same headline, exact same offer because they know

one thing you're not paying attention. So if they can hit you two or three times a day and I've got to tell you something the stuff doesn't change. Like they're selling a pillow the pillow deal is the pillow deal right like it's 19.95, and it's going to be 19.95 tomorrow and it might be 19.98 the next day but guess what, it's the same thing it's a pillow. So if you don't think that you can get three emails a day out of what you're selling c'mon you're not thinking about it right.

Mark: Yeah. I really liked everything you've said. I owe Bossman five bucks because we made a bet that during the time you were talking you were going to say the word Fibonacci and you didn't.

Scott Todd: I did not. Now see.

Mark: So that was disappointing, but everything else you said was really great and...

Scott Todd: Did you lose the five dollars?

Mark: I lost it, but that's not here or there.

Scott Todd: Awesome.

Mark: Right. What was really interesting though is your mindset Tate alluded to and it's not just the tactics it is sort of that mindset of you know some will like you wanted as far as like opening some will, some won't. So what? Someone's waiting and that person who is waiting you need to keep showing up for and you know what Mimi said and Mike as far as the segmenting that's even more powerful and it's really just about all of these. So if you can have all the best tactics in the world to have the highest open rates but if you're not doing it consistently your list won't trust you at some point and they're like well you showed up this week but she didn't show up last week. So wait, who is this company again, this all my ILoveLand.com? I forgot about them. So you want to be there, you want to be top of mind. You can market like a billion-dollar company without having a billion-dollar budget it's so effective. So hopefully this was really valuable for the listeners.

I do want to just mention that when Scott was talking about with his daughter the wording in his headline and what ads were getting open and which weren't it reminded me of boardroom and so our Boardroom program take that even deeper. When we look at our past coaching clients' analytics and we are able to use their metrics to help everyone in that very small room maximize their marketing: what's been your highest performing ad,

what's been your best headline and sharing all of that. So if you've been through one-on-one coaching and you're listening to this then you certainly want to schedule a call to learn more about the Boardroom and that small Mastermind group and how it can help you get to the next level in year two, year three, year four as your business hockey sticks up.

Also today's podcast is sponsored by *Flight School*. Learn how the next 16 weeks can literally change your life; go up that mountain of land investing with Scott Todd as you Sherpa. To learn more schedule call with the 'Dude Buddy'/'the Nite Cap OG -Scott Bossman or the 'Zen Master' Mike Zaino. Just go to TheLandGeek.com/Training and schedule a call.

So now we're at that point where we all get to find out from 'The Terrorist Hunter' the tip of the week: a website, a resource, a book something actionable Mimi for The Art Of Passive Income listeners' to go improve their businesses, improve their lives. What have you got?

Mimi: So this is an article from the Land Think website it's called *How's The Covid-19 pandemic Impacting Recreational Land Sales* I thought it was interesting some of the things it says here. It talks about how they are still doing closings but more people are doing them online with Zoom and with SignNow.com and all the tools that we've always used, right. Before there used to be a credibility issue where you had to talk to the person buying your land to make sure they were comfortable with doing it online with the person they've never met. Well now because of Covid-19 that's becoming the standard so that's wonderful for us, right, we'll have less of an issue building that credibility. But, additionally just as the sales are doing just as well as they were before so that's reassuring. So it was an interesting article.

Mark: Yeah, that's fantastic and it sort of just reiterates everything that we've been saying about our own land that it's going very well. Has anyone had any kind of change in their business? Erik has anything come up for you?

Erik: Certainly not in a negative way. I mean, if anything, the change has been we've been doing more sales.

Mark: Scott Bossman?

Scott Bossman: Yeah, nothing negative. Today it's still, knock on wood, no defaults today and the sales are up.

Mark: Zen Master?

Mike: Yeah, pretty much the same both with what Erik and Bossman said.

Mark: Terrorist Hunter?

Mimi: You know I've had a great month.

Mark: Okay.

Mimi: I'm really happy with land sales are good. I just got to make sure to keep the land coming in.

Mark: The 'notorious' Tate Litchfield?

Tate: Yeah, I kind of echo what everybody else's. Like Mimi, it's been another really, really fantastic month, it's a good time to be a land investor put it that way.

Mark: Scott Todd have sales been going up at a Fibonacci type rate?

Scott Todd: Not at a Fibonacci type rate, but good enough.

Mark: Good enough. Erik what were you going to say?

Erik: I was just going to add you know if I were to come up with one thing that has I won't even say it's negative but just different is it's taken a little longer than most of the times to close deals. So from the point that we're sending out documents to getting them back people are struggling a little more to get a notary and do some of that work, especially the older generation. But I mean we're still managing to get them done it is just taking a little longer sometimes.

Mark: Has anyone else seen that on their side as well? Scott Bossman, you were nodding your head. Are you having the same mishap?

Scott Bossman: Not necessarily I was just I guess lamenting, but no I haven't seen that significantly.

Mark: Mimi has. Mimi?

Mimi: I have two deals where I've sold the property and the people I'm buying it from haven't gotten the paperwork yet and I have to go FedEx to send the docs tonight because I've got to make sure they get done because

I don't want to lose the deal - the sale. So yeah it's taking longer and the paperwork is just getting lost in the mail.

Mark: All right awesome, awesome. Well I rarely ask the listeners for a favor. In fact I can't remember the last time I asked them for a favor besides subscribing, rating and reviewing the podcast. Now if you do that and you send us a screenshot of that review to Support@TheLandGeek.com we're going to send you for free the \$97 wholesaling course *How To Double Your Money in 30 Days Or Less*.

But I've got another ask if anyone out there listening has any direct contact with a gentleman who is a best-selling author named Jay Papasan him and Gary Keller wrote *The One Thing*. Jay has been rescheduling now to be on our podcast for the fourth time. I get feeling that if someone knew him personally and was like, Man, these guys are going to ask you some really interesting questions; you'll get a lot of fun with them. Come on the podcast and you won't be the only best-selling author that they've had. They have talked to Grant Cardone, they've talked to Greg McCune, they've talked to Nir Eyal, they have talked to Bob Burg from *The Go-Giver*. Like you know that will be helpful. So anyone who knows Jay Papasan email him, call him text him and say, "You know what, give those guys some love. Don't reschedule on them again because Mark can only take so much disappointment in the midst of Covid-19." I'd really appreciate that.

Scott Todd: You love that book man. Like that you're go-to in life.

Mark: It is. I've got four copies right.

Scott Todd: Yeah. I mean you've given it out at every Boot Camp. Do they not know who they are messing with?

Mark: I mean Mike Michalowicz has been on twice. C'mon it's not like we are a new podcast.

Scott Todd: Send the word.

Mark: Send the word.

Scott Todd: C'mon The Land Geek army let's go.

Mark: Land Geek army someone knows him or you know someone who knows him just I'm saying that would really help. All right, I thought this was a really great Round Table discussion, thanks again everybody and should we now do this? Yeah, count to three: one, two, three.

All: Let freedom ring.

Mark: Not bad. Mimi is like why do I keep coming here every Tuesday and doing this? Is that the thought process Mimi right after we do that?

Mimi: No, no I wouldn't miss it for the world.

Mark: It's fun, right?

Mimi: Yeah.

Mark: It's fun, very fun.

Mimi: It is.

Mark: So tonight is going to be fun *Flight School* Q&A call on Zoom. So for the people that missed it where can they go? Will there be a recording? Because by the time this comes out there might be some people that had some questions about *Flight School* and then didn't of course as we were talking about buyers list didn't open my email to remind them hey this is your Zoom link. So are you guys going to do a replay or is it like if you don't show up, you don't show up, we're not going to do record this.

Scott Bossman: We do this once or twice a month and I would just point them to the next great opportunity and that is June 15, we're going to have a Q&A session with none other than Scott Todd at 9 PM Eastern and...

Mark: Okay.

Scott Bossman: Yeah, that will be a great time. Tonight is kind of a lounge event. Mike and I do this about once a month we open up the lounge and we talk about all things land investing with people who are interested but with Scott Todd we're doing this June 15.

Mike: It's a good thing this is coming out after tonight because they'll be like we'll wait for Scott Todd's.

Scott Bossman: Well, I know and that's why I said it.

Mark: Yeah.

Scott Todd: You want to know something that's really cool?

Mark: Yeah.

Scott Todd: Erik Peterson created like this Investor Ninjas class okay. It's basically Facebook marketplace and Airtable. He shows in Airtable how to manage all your properties, all your leases, how to automate it. Like this thing, this thing is huge. I sat and watched it and I'm like I thought I had a good system no, no. Erik blows it away, right and so what's really cool is being able to learn that system from Erik and he gives you the table, the Airtable the base he gives it to you. There is the links in the class, it's password-protected so you got to know how to get into it but I'll tell you what like it's available for Investor Ninja members, like it's good. Like it's really, really good. I'm not saying the other stuff is bad but it's really good.

Mark: It's really good. You know what, speaking of like if I have to hear the word Master Class one more time is this... I mean seriously like if everyone is in quarantine and not going out like I get you want to like watch some famous person you know teach you guitar or something like on Master Class but like what Erik is teaching will actually not just make you money which we can all make more of but save you time which we can't get more of, it's a finite resource.

Scott Todd: I'll tell you what it's funny how there are certain words that during this thing it is just like I can't stand it and as much as I love my Surfaces I can have multiple and by the way my daughter we were talking about, she did ask me today for a Surface. I'm like, "Are you ready to trade in your MacBook for that?" And she's like, "No."

Mark: Okay good.

Scott Todd: But she did ask, she wanted both and I'm like no you can't have both it's one or the other you've got to pick one or the other. Right now she's staying on the other side but I'll convert her. My wife is converted, I'll convert her.

Mark: My middle son has a Surface. So I am Surface owner and there's a point where I thought well if you're going to rebel like drink and do drugs don't get a Surface but now he chose the Surface.

Scott Todd: Listen, listen he is more than welcome to come to uncle Scott's house I will welcome him with open arms. His family just from the Surface like that's it. That's all it takes he just shows up his Surface I'm like hug c'mon you're here and he might like Florida better too because there's water and all of these but [00:36:25] [indiscernible]. You know what commercial I

can't stand, is the Microsoft team's commercial where the guy is like, have you seen it, and he's like...

Tate: Oh it's terrible.

Scott Todd: We're managing our Covid-19 process on teams and at the end like that part is okay but then at the end it goes a black screen that shows teams and he goes, "We're living on teams." Every time I hear that I just want to take my Surface and toss it in the pool like Microsoft you're killing wit that ad, stop it.

Mark: Okay, so you're sick of the word teams, I'm sick of the word Master Class. Are there any other words that we're sick of?

Mimi: Covid.

Mark: Covid, we're definitely sick of.

Scott Todd: Covid is big one.

Tate: Social distancing.

Mark: Social distancing.

Mimi: I'm getting so tired of it. I'm so ready to get life back.

Mark: Yeah. If anyone mentions more of viral load to me what's the phrase but be careful I don't know if six feet is far enough because the viral load if you sneeze that can go further.

Scott Todd: Today I went to Costco and I guess I didn't follow the rules because in the back of the store where they have the water and the toilet paper and the paper towels I guess I didn't follow the rule and I guess it's just one way. I didn't know that, like who knew that you can have one way aisles in a grocery store with everybody but apparently you do now.

So I'm going down the aisle and in Costco you have to wear a mask, okay like it is the rule, like they won't even let you in the building without a mask. And it's the funniest thing because I'm pushing the buggy down, I'm trying to get some water and this lady says to me. She goes, "This is one way," And I'm like, "Oh I'm sorry. I didn't realize." But then as I look at her I see that she doesn't have on a mask and then I'm like...

Mark: How did she get in without a mask?

Scott Todd: I guarantee she took it off when she got inside. Like she went through the...

Mimi: Because it makes your face breakout.

Scott Todd: Then I said, "You might want to put on a mask. That might help too." And I just walked away.

Mark: Nice.

Scott Todd: We were going to start a throw down at the Costco.

Mimi: Yeah.

Mark: Mike Zaino, are you more busy at the fire station or are you less busy? Are people giving you more love because you are like a front-line worker?

Mike: No and yes, there are all kinds of food getting dropped off all the time and stuff like that. People being very supportive but I think the call volume for a while has slowed down because there is just less people out and about, less cars in the road, less action is happening but now we're still steadily doing calls but it did slow down a little bit.

Mark: Okay nice. All right awesome. Well thanks everybody and yeah see everybody on the flipside, I guess. That could be another word that you could just try to avoid is flipside.

Scott Todd: Teams.

Mark: What is it?

Scott Todd: Teams.

Mark: Themes?

Scott Todd: Teams, we're living on teams.

Mark: Teams okay. We should do a Master Class on teams and how to avoid...

Scott Todd: Hey on social distancing, can we do a Master Class on social distancing?

Mark: We should definitely do a Master Class on social distancing.

Scott Todd: And the impact that social distancing has on Covid-19?

Mark: Absolutely and perhaps a Master Class on reducing the viral load.

Scott Todd: Yeah. You know what causes that viral load, don't you?

Mark: Viral smut.

Scott Todd: Shortage of RAM on your Mac.

Mark: That's how we're ending this? At least now we've got a show title. The show title is 'Shortage of RAM on Your Mac'.

Scott Todd: That's it. There you go. End it.

Mark: All right bye everybody.

Mike: See you.

[End of Transcript]