



THE LAND GEEK

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, Scott Bossman -
LandBosses.com, Dawn Paresa, and Raycne Sugai 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 do have the usual suspects plus some. So Bossman and I, Tate, Erik, even Scott Todd, Mimi, Zaino we've been doing since quarantine Facebook Lives five days a week.

So yesterday Mimi and I were on Facebook Live and we are always getting the regulars they're on and they're leaving comments. We thought why not bring them on secretly to the Round Table Podcast. Unfortunately Mimi is ill today so she can't be on you to even see what she created but it's really cool. So we have other Land Geeks on the Round Table but without further ado I will just quickly mention that the regulars are here. We've got 'Dude Buddy', the 'Nite Cap OG' - Scott Bossman. Scott, how are you?

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

Mark: I'm good. We you surprised by the turnout on Zoom?

Scott Bossman: I was. I thought I was on the wrong call. So little bit of nervousness there, but it's all worked out.

Mark: It's all good. We've got the 'Technician' - Erik Peterson. Erik, how are you?

Erik: I'm good. Caught off guard as is normal practice when you come up with a new idea for the podcast but all is well.

Mark: Look you know we've got to change it up man.

Erik: Keeping me on my toes.

Mark: Exactly. 'I love it when you call me Big Poppa' - Tate Litchfield. What's up Tate? How are you?

Tate: Not much. I'm happy to be here, I'm excited about this yeah this is going to be fun. I feel a little unprepared. I feel like I should have, I don't know, maybe worn pants today or something instead of shorts but okay go ahead let's do this.

Mark: Yeah, look that's how we roll. By the way you know what would be great is if we can look over Tate's shoulder. Oh wait, you can if you go to TheLandGeek.com/LOTS he has an incredible series, you can learn a lot and also get to know Tate let's look over his shoulder. Just go to TheLandGeek.com/Lots, L-O-T-S (Look Over Tate's Shoulder).

And last but not least I mean everyone here I think for the most part has been through Flight School or is in Flight School; you know him, you love him - Scott Todd from ScottTodd.net, LandModo.com. If you're not automating your Craigslist and your Facebook postings - PostingsDomination.com/TheLandGeek. Get smarter; learn anything about anything - InvestorNinjas.com.

And of course today's podcast is sponsored by Flight School. Learn how the next 16 weeks can literally transform your life. Go up the mountain quickly, safely efficiently with Scott Todd leading you up that mountain of land investing. We're going to quickly just ask 'The Land Arb Queen' Dawn Paresa she's recently graduated from Flight School. Dawn, how was Flight School?

Dawn: I loved Flight School. We learned a lot...

Mark: Okay Dawn's got Hawaii Internet connection.

Dawn: ...from Scott Todd. Is it hard to hear me?

Mark: Yeah, you're just kind of breaking up.

Dawn: Oh it's my connection.

Mark: But that's okay we've got Raycne 'The Deal Machine' she can help you out. Raycne you just graduated from Flight School.

Dawn: Okay go ahead.

Raycne: Way to pass the block. Anyway yeah I know Flight School was great. Do I recommend it? You should totally just do it, it really helps you to do it like get your hands dirty and actually do the business instead of watching videos from the Toolkit and trying to figure out yourself.

Mark: There you go. Scott Todd, how are you?

Scott Todd: I'm good. How are you?

Mark: I'm good. Are you surprised?

Scott Todd: Well it's not that I'm surprised but I will tell you like I know that like when you go off script both Erik and I kind of like flinch a little bit. I hope this doesn't turn into a let's end Boot Camp with a hug moment but we'll see.

Mark: There's going to be some virtual hugging going on. 🎵And I rise up...🎵

Scott Bossman: Oh, kill the music.

Mark: Okay kill the music.

Scott Todd: Listen the introduction here has taken like five minutes we're running out of time, let's go.

Mark: All right. Tate, we've got some questions from the other Land Geeks on the call. What's the first question we should mastermind about?

Tate: So I want to talk first about Bill's question. Bill don't list off the county but let's talk a little bit about what you asked us. You were wondering about getting a hold of people to let them know at the County in regards to pricing

property for bringing in utilities, right. Can you ask your questions so the group can hear it?

Bill: Okay my question was I have a person that wants to purchase a property down there in Port Charlotte and they were just trying to get some pricing from me as far as you know how much is it going to cost to get water there which that was an easy one and then how much is it going to cost to get electricity and that's where I was running into problems is trying to get that price because I called Florida Power & Light they gave me a number of the planner I guess that works in that area. I guess that's his deal and I've haven't heard back I've left him messages for about two weeks. So I'm just trying to figure out how to get this guy a ballpark price so we can move forward and get this deal done.

Tate: All right. Let's pass it over to Erik. Erik, how do you handle this situation when somebody says Mr. Erik Peterson I am going to build the biggest eyesore you've ever seen on this vacant land in the middle of nowhere and I want to know how much it's going to cost to bring in utilities? How do you answer it?

Erik: I'd say, "Hey that's awesome. I'll tell you what, here's the number for the planning and zoning department. Give them a call and see what you can find out because I don't know the answer to how much is it going to cost to bring power to this property." I can tell you that the nearest power is maybe 200 feet away or whatever that distance is if I know it but I'm not going any further than that and the biggest reason is you know I'm in the business of buying and selling land.

I don't want to chase down someone's research on a piece of property because the reality is everyone's plans for the property is going to be different and if I have to go, you know, call the county because someone was put a chicken coop on the property or they want to put an RV there or they want to do this or that or the other thing I'm going to spend all my time on the phone with the county instead of selling land. So I'm going to politely put it back on the buyer and let them figure that out and also let them know that, you know, if they want to reserve the property get it under contract I have a guarantee. So if it works out that, you know they don't like the pricing of the power they can have their money back and we can move on.

Tate: Bossman, you like it?

Scott Bossman: I love it. I don't really have anything to add to that.

Tate: I think Bill and everybody listening one of the takeaways here is that we treat all of our buyers like big boys and big girls and we allow them to determine if this property is right for them. Of course if we know right away that it's not a perfect fit we're going to steer them towards something that we believe is but we're not out here to try to figure out if you can have a chicken coop on your land. If you want to do that pick up the phone and call the county. Mark, is that appropriate?

Mark: Absolutely, thanks for the question.

Tate: Yeah, we're moving on. Mark we're going into marketing now, shifting gears okay. We're going to talk first and foremost about I think it was Linden. Linden, what's your question on Craigslist?

Linden: So I'm Flight School right now and my question is what's typical with Craigslist? We've hired a couple of VAs on Upwork to post ads you know between \$.40 and a \$1 and I'm just curious what the frequency you post ads, how many cities you post ads, what you pay and what kind of leads you're getting? Is it worth it and how to do it right?

Tate: All right this is a job for the Posting Domination expert himself Scott Todd. Scott walks us through your abbreviated Craigslist posting strategy.

Scott Todd: Okay well it's basically it's if you imagine wherever the property is it goes let's say 3 to 5 hours around it. Like let's say the property is in Elko, Nevada or Pershing, Nevada. Think of 3 to 5 hours away from that. So look on a map, look at the cities that are around there that have Craigslist cities you've got: Elko - Nevada, you've got Salt Lake City, I think you've got Boise, you got Reno, you got Sacramento, Modesto, pushing the envelope I might go to San Francisco, Oakland, the Bay area or upper Bay Area right I'm going to go out. I'm going to hit Vegas. Yes Vegas is not 3 to 5 hours away from Pershing County it's like seven. Why? Because the Vegas city in Nevada okay so I'm just going to think outside the box a little bit boom I'm going to hit this. I'm going to identify my cities.

Then what am I going to do? Is I'm going to post organically; keyword their organically. Don't go crazy that's what gets people into trouble is they go try to put 100 ads in one city in one day you're a spammer if you do that. Don't be a spammer.

Then you go to Elko today. Like today, I might go to Elko in Salt Lake City post two different ads, two headlines, two different pictures I'm going to put them out there. Think of me being out there putting billboards out on the side of the road. I'm going to put these billboards out there and I'm going to let them be. I'm going to write my best content. I'm going to think about the

four reasons why people buy land and remember we talked about it in Flight School four reasons why people buy land. I'm going to think about that, I'm going to pick one of them and I'm going to write the ad for that one. I'm going to try to bring them in to me.

Then tomorrow I'm going to go to do two other cities maybe it's San Francisco and then maybe it's Vegas tomorrow and then the next day I'm going to pick two more, maybe three cities the next day. I'm going to write three different ads, I'm going to change up the accounts. Not the same account change up the accounts, change my login information, all of that stuff that's what we kind of cover in Posting Domination. Put all that stuff out there and then every time I put up a new ad two to three a day I'm going to leave it up there, the leads are going to come in. In the beginning they might trickle in and then they go through it. If you imagine like my experience with Craigslist is that they start here, they go down and they come back up again okay. So as they get older boom all of a sudden they start to age, they start to get more leads it's really that simple. You know what's the most important thing is, can you guess it? What do you think it is?

Linden: Stay organic.

Scott Todd: Consistency right.

Linden: Okay.

Scott Todd: Be consistent. Don't expect that you're going to just throw something out there. Now listen if you're not getting any leads, if you're not getting any digits then what do you have to do? The market is talking to you they're telling you they don't like what you're saying. Now you learn from it, you start to figure out the words that are going to get them to come back to you. But the market talks to you all time you just got to listen to them.

Tate: I like that Scott. I like everything you said except one thing and that's it's Nevada not 'Navada'. It's Nevada man.

Scott Todd: It's Nevada.

Tate: I disagree with you on a 100% on that. I mean being a resident here I think I would know and I'm telling you right away that you're wrong in your pronunciation.

Scott Todd: Hey when we talk about taking down the Golden Knights we talk about Nevada.

Tate: But you remember when I was at that...

Mark: I'm going to have to step in here. As soon as Scott starts talking hockey with Tate this thing is going to like really go off the rails. Let's move on, shall we.

Tate: All right fine but this is to be continued. Erin you've got another related question to marketing and that's on Facebook. Talk to us what's going on?

Erin: [silent]

Mark: Oh Erin you're on mute.

Tate: There you go.

Erin: Okay yeah. My question on Facebook is somebody said they were going to block me because of they didn't like my ads. So I'm just wondering if Facebook is going to put me in jail or what can I expect. It's just one time that I've had this happen so far.

Tate: So let me let's just start doing this out of curiosity. Who here has been sent to Facebook jail?

Mark: Bossman, Raycne, Erik, Tate.

Tate: I need to raise my feet too.

Mark: If you haven't been put in Facebook jail yet shame on you you're not posting enough.

Tate: Bingo, that's exactly what I was getting at Erin don't worry about it. I mean you're going to have people that are going to say hey you're misrepresenting the property and you say I'm sorry and move on. There's a book that Mark loves to recommend it's *Hug Your Haters*, right Mark?

Mark: *Hug Your Haters* is amazing. So Erin the way you don't even need to read the book this is basically what they're going to tell you in the book let's say that I hate on your ad and I say, "Oh Erin you're scammer. This is the worst piece property I've ever seen Chernobyl looks better." Okay, you're going to respond but you are not responding to me because I'm obviously a little crazy you're responding to everybody else that's going to look at that comment and you're going to reasonable, rational and say, "Hey Mark, sorry

that this property doesn't meet your needs, however, most people that have been out to this property really love it because of the fresh air, the lack of restrictions and the fact that you can camp out there anytime you want and people really love the nearby hunting. Thanks so much for your comment." Okay that's round one.

Now round two I leave another comment, "Oh of course you're a hunter, you must hate Bambi, right." More hate coming your way. So now you respond again, very reasonable and rationally, "Hey thanks again for your comment, I hope the hunting didn't offend but we find that most people that are attracted to this property really enjoyed the nearby hunting because they are hunters and find that the quail out there are plentiful and they are actually helping the environment in this particular area. Now the third comment you ignore okay, the fourth comment, the fifth comment, you've spent two comments but it's the advertising for everybody else where the juxtaposition of crazy to reasonable to rational really highlights the property and what it's good for and then don't need to keep making a point like Mark seemed a little off, right. Everyone can see that.

Tate: Well done, very good. Yeah, I mean don't stress it Erin. You're going to have people say all kinds of mean nasty things to you on the Internet and the reality is that if they want to report you they are going to report you. You can't appeal to everybody and you know we want to do the best we can to be totally transparent and that's what you offer the refund that you most likely do. That's why you give a guarantee on every property that you sell and if this property isn't right for them tell them to move along, go deal with Erik Peterson he loves dealing with hard to deal with customers. That guy is patient. He's got the patience of Job whereas Mark. I mean Mark got no patient he's got teenagers.

Mark: I know. I am like progressive so it's like you don't work I will send you to Erik.

Tate: Yeah. Erik gets all of them, you know. Everybody's problem gets sent to Erik and that goes to everybody on this call. If you've got a troublesome customer please send it to Erik Peterson he would love to work with that individual, but Erin hopefully that helps. Yep, all right Tonsha you got another question related to Facebook, right. What's going on with you?

Tonsha: [silent]

Tate: Oh you're on mute.

Tonsha: There you go.

Tate: Yep.

Tonsha: We have been posting every day on Facebook and Craigslist for the last week. On Facebook it's been Marketplace and then we've got into a few buy-and-sell groups and we know the importance of getting the digits but we haven't got any leads or any bites yet. So I'm hearing that the Marketplace is probably telling us we're not doing the right thing. But I'm just wondering what's the best place to be posting Marketplace versus buy-sell groups and versus Craigslist and how many a day should we be posting per property that we own?

Tate: All right a lot of questions there. Bossman take it away you've been crushing it on Facebook recently. What's your thought on these Facebook, marketplace, groups what's your opinion?

Scott Bossman: Yeah. What we're doing currently is posting to Facebook Marketplace, making sure we get a little bit of interaction on the Marketplace and then we're posting to a few groups after that a little bit delayed and for whatever we're getting a little bit better response on there. So getting a lot of leads on Facebook.

As far as getting the digits that is important, getting the email address is important but what we're finding is that if you can quickly engage with that person I think that's almost the most important thing. So I have a VA waiting in the wings and he like pounces on these people. He gives them property information; he is asking them engaging questions. If the person seems like they are interested we're getting their email, we're getting their phone number but they are all... The thing on Facebook is I think the quickness of the engagement is really important and the engaging questions are important. Because do you know how many people we've sold properties to on Facebook without ever talking to them on the phone and sometimes we don't even get their email address until the end of the conversation?

Because we'll ask for the email address they are a little bit timid for whatever reason then we have to continue to have the conversation with them about the property and they don't get the email address until the end of the conversation when we're drawing up the contract and that type of thing. So it's all about engagement, you can use the audio tool on Facebook to create engagement, you can use the video tool on Facebook to create engagement and that's currently what's working well for us. So hopefully that helps but you know hopefully there's hook to get them engaged whether it's a property report, a conversation, a video of yourself, a video of you describing the property or something like that.

Tate: I love it. Dawn and Raycne are Flight School graduates. You guys have been slaying it on Facebook. Anything you would add to Scott Bossman's response here is far as Facebook tips, Facebook etiquette what's working, what's not working for you guys? How are you getting your success? I know Mark's already interviewed you both thoroughly on this one trying to squeeze all knowledge out of you but what's working for you guys?

Raycne: So I think we're seeing random leads through Facebook. I really should do it more consistently but I hadn't so that's on me. But yeah I usually just post on Marketplace, once in a while I'll do groups. I don't see as much interest I guess from groups as they from Marketplace and then I also was changing around the cities. So if I wasn't getting any leads or hits or whatever I would move it to somewhere else instead of creating a new ad. But then now I'm thinking maybe I should create a new ad, I don't know but that's what I've been doing. Then also then advertising on Craigslist and that's been successful in getting email addresses and a couple I guess bites but it hasn't converted to sales yet.

Tate: It will happen. It takes some time. Dawn let's talk about frequency, how often are you posting on Facebook for a property or marketing a property on Facebook?

Dawn: Hopefully you can hear me. I post one ad a day in a different city but I don't post the same property, like I rotate them all. So one a day and I...

Tate: We lost her.

Dawn: ... but I think that's the one that I have probably the most... you lost me?

Tate: You're back now.

Dawn: I probably have like the meanest hits from the buy and sell groups. I don't pay them attention but they are the ones that...

Mark: I think she said she gets the meanest comments from the buy-sell groups Tate.

Tate: Yeah that's...

Dawn: I was saying...

Tate: All right. So hopefully that answers your question about frequency. I would say you know the thing with Facebook and Craigslist and all of these platforms that we use for our marketing is nobody is 100% certain what the maximum amount of ads you're allowed to post on a daily basis is. So what you want to do is you're going to have to do some private investigating. You're going to have to post, post, post and eventually you're going to close that line, you're going to get a slap on the wrist and when that happens you're going to do your time. You did the crime time to pay in time. So you're going to have to go to jail, you are going to spend a week or 10 days there then you're going to learn from it and while you're in jail you're going to review what you did and how many times you posted and you're going to learn from it and then you're going to scale it back.

I always tell people when it comes to marketing don't be timid, right. We're out here to make money and the only way you're going to make a lot of money in the land business is if you communicate and share these amazing deals that we all have with the public they want to know didn't and unfortunately I don't have a billboard. So the only way for me to get in touch with these people is Craigslist and Facebook and on Landmodo. So you got to be proactive, really, really proactive and if you get slapped on the wrist welcome to the club don't worry about it. Start small and slowly scale your way up. Scott, am I missing anything there, Scott Todd?

Scott Todd: No, it goes back to organic, right. Like if you go in there and you try to slam in 50 ads in one day well then you're not organic you're a spammer. Don't be a spammer. Think about Bob down the street trying to sell his lawnmower. He is very diligent in his approach, right. He is like I'm going to post here and I'm going to post here and then he's posting two ads a day, four ads a day. Now at some point you will reach your limit okay and that's why you end up in Facebook jail.

But you see the thing it's not about how many ads that you're getting it's about one word only. I asked Linden what it was it's consistency, right. It's being consistent: shows up every day, post ads, listen to the marketplace. You're not getting any responses, why? Why are you not getting your responses? Do they just not like you? That's it, they don't even know you okay. You've got to find your words, you've got to find your voice. Go become a student of other ads that's the best way to do it, that's the only way to do it.

Mark: Yeah. I mean I think that the mentality and I talk about this at Boot Camp is, you know, have that Geico mentality. So Jen Ramquist 15 minutes will save you?

Jen: Oh 15... I don't really remember, sorry. You put me on the spot.

Mark: I know. Paul Bilotti 15 minutes will...?

Paul: 15% or more.

Jen: 15%.

Mark: 15% or more in your car insurance. Now why do we all know this?

Paul: It's drilled in.

Mark: It is drilled in. What is Geico? They are nothing but consistent what Scott was saying. Now we don't need to have a billion-dollar marketing budget but every time you see a Geico commercial or a Coca-Cola commercial or McDonald's commercial or an Apple commercial post an ad. Now if you can't do it on Facebook go to Land Modo post an ad, if you're a not on Land Modo go to Craigslist post an ad. But that should your mentality is I can operate consistently and aggressively and not be timid in the marketplace without a billion-dollar budget. Does that help?

Tate: I love it. I want to talk about one thing that Scott said and it's kind of funny because I remember when Scott's program Posting Domination came out Scott I remember talking and you said, "All right Tate, you're going to get excited. You're going to learn how to do this and you're going to learn how to just post like crazy." And he warned and he's like, "This is like the one ring to rule them all. You're going to put this on and you're going to feel invincible."

And sure enough I disregarded with Scott said I went nuts and I just posted as many ads as I could and I thought the way to win at marketing is to carpet on the entire United States clients. Just post as many ads as I could possibly get out in a day and do that day in day out, day in day out and I would generate more leads than anyone else in and since then I've learned as a marketer, I've learned as a land investor and I've realized that it's not about quantity it's about quality. So I'm wondering Scott if you could tell us a little bit about why quality is more important than quantity of ads?

Scott Todd: Well see the thing is like I mean what you'll find also a lot of times Tate is the fact that people they want tell you about how many ads are put out there, "I posted a hundred ads a day." I was talking to a guy the other day he told me like, "Oh I'm a land investor and I posted over hundred ads a day on Craigslist." I'm like, "How many leads are you getting? Tell me you're getting hundreds leads in a day." He's like, "No."

You see his ads are the visible ads and what I mean by that is he's not getting the one-to-one return on his time or his investments each ad is an investment. So if you're posting you know like my goal on Craigslist was always kind I get one or two leads per ad per day. So if I posted 20 ads today could I get 20 leads today and if you keep building it will get there or more. You see some ads you find the market, you post ad out there next thing you know you've got 10 leads. Well that's a multiplier ad, like it's leverage because you posted an ad and you got 10 leads.

How many people out there are trying to post ads? One of the biggest mistakes I see people posting ads is guess what they go after the small little cities. So like why are you posting in like I don't know, I'll pick on Elko. Elko okay like yeah they have a Craigslist. Who looks at it? You, you're the only one that looks at it. Like everything in this world is shown by the 80-20 principle you learned about this a long time ago 80% of your leads are going to come from 20% of your ads right. So if that's the case the same thing applies to the Craigslist cities and I have proven in Posting Domination 80% of the Craigslist traffic comes from 20% of the cities. Why are you messing around with Elko when you can go to Salt Lake City, Vegas Nevada?

Tate: It's Nevada.

Scott Todd: Vegas to like San Francisco. Cities get way more traffic. Its eyes on your properties and then now you're working smart. You don't have to come up with a 100 ads every day. Why? Because you're getting enough leads. You see what you got to do is you've got to figure out how to become a lead building machine, that's what you got to do.

Tate: I love it.

Mark: Yeah, I mean just to put an exclamation mark on that 20-80 rule Tate would you agree that 20% of my jokes about Erik Peterson yield 80% of the laughs?

Tate: Yeah, I mean we're still talking about JotNot Pro and that was from 2014, right. So that was zinger. The other ones I don't really remember them but yeah.

Mark: See exactly.

Tate: I would echo what Scott said I mean it all comes down to consistency, right. You've got to show up every single day and Erik Peterson what's your number one question to get somebody to engage with you? Like if you get a

Facebook lead first of all they're going to say is this available? You're going to say yes it is. What's your question that you ask them to get this person to communicate with you, to keep the conversation alive?

Erik: We like to get them talking about what they want to do with property.

Tate: All right so role play with me. Is this still available?

Erik: Yeah, the property is still available. What kind of plans do you have for the property you intend to buy?

Mark: Chicken farming.

Erik: Chicken farming that's cool.

Tate: Lots of eggs, I like eggs.

Erik: So are you going to live on this property with your chicken?

Tate: No, no they will be too many birds.

Erik: Got you okay. So are you familiar with the zoning in this county?

Tate: Nope.

Erik: Oh you're not. Okay this particular property is zoned AR means agricultural, residential. I think you could probably have your chickens there. However, I'm not sure if there's a limit on how many chickens you can have. So I'm going to text you this phone number for the planning and zoning department. You can reach out to them and see if you can have all those chickens.

Tate: All right and just like that see what Erik did well there was he got the conversation going, whether it's about chickens, whether it's somebody building their dream home or hunting you know. The goal is to get that person to think about how this land is going to benefit them and once you can shift the tables and make them realize you've got something that they really, really need in their life it becomes very easy to get them to open up, right.

Once they start talking about themselves all Erik needs to do is provide good communication with them, making that monthly payment easy and irresistible and he's going to have fantastic success. So what do you want to

do with the land? I'd be curious to know Scott Bossman what's your number one question too that you ask people?

Scott Bossman: You know that's right along the lines of what we ask people. So what type of property are you looking for? That type of thing and if they tell us, "Hey I just want to camp." Okay this property is great for that. You know what this property isn't the best for that but here I have three other ones that are amazing or right for that type of thing. So now what do you plan to do with the property? Why is owning land important to you? Why do you want to do this right now?

You'd be surprised what people say. They come out and say you know what I want to invest in something that's going to grow in value over time. Oh you know so instead of the stock market like you want a hard asset that you're going to be able to seat on over time and getting value yeah and I want to pass on to my kids. You know what any one of my properties will work for you. Let me steer you to this great one. So it's just about engaging, it's about having a conversation, showing that you are there to help solve whatever problem they have right or whatever thing they want to accomplish.

Tate: When somebody says I want to leave it for my kids the correct answer is how many kids do you have and what about your grandkids, right because I think they want a hard asset too and you're going to be the guy who is going to feel that wish list so I love it.

Scott Todd: Exactly. Tate, before you move one let's pick someone from Flight School. Let's pick Jen or Erin you pick. I'll let you pick Jen or Erin which one do you want to pick or anybody else I don't care? Pick on Linden, Tom...

Tate: We haven't heard from Paul. We haven't heard from Paul.

Scott Todd: Okay let's see. Ah wait I'm not sure Paul...

Tate: Okay all right, all right. I say we go with Jen. I'm going to stick with my guts here I've got faith in Jen.

Scott Todd: Okay Jen, what's the one thing I teach you in Flight School to lead off with when people are responding back to you?

Jen: You get the digits.

Scott Todd: Okay get the digits but then once you get the digits and you start talking to them what do you have to do?

Jen: Ask questions to make sure you're getting more.

Scott Todd: Okay now we're going down the right road. What's the number one question I like to ask?

Jen: What do you plan to use the property for?

Scott Todd: Why are you looking for land?

Jen: Why are you looking for land?

Scott Todd: Right, it's the same thing. Like if you listen to Erik or Scott Bossman we're all saying the same thing. Erik is saying it in his own way, you know I'm saying it in my own way, like that's the thing it's like we get the digits but sometimes people want to jump to the digits, right. So like someone says, "Hey, I'm interested." Great what's the digits? Now for those of you in Flight School you don't even know what I'm talking about for digits but it's a different story.

They are like, "Okay give it to me." Well you're jumping the gun. Like people that want to jump to that piece you know I always joke they're like a navy seal getting off the ship after six months at sea. Like calm down, calm down you'll get the digits. But if they say like hey interested okay cool think about how you can apply what Erik said or what Scott said it's like how do you start to ask the questions. Now you start to ask questions, now you get to know each other, now you get the digits and then the next thing you know you're on a date with somebody.

Tate: Love it, I absolutely love it. It's a process right and the person who goes through for the jugular right away is going to scare off people. You don't want to come off as desperate land seller, right. People want to work with people who have confidence, especially confidence on the sales side of business, right Mark?

Mark: Absolutely and you know speaking of confidence it's now time for the tip of the week and since Mimi is not here she has very graciously passed the baton off to none other than the Technician.

Tate: I just want to know Mark how come you gave Erik a heads up that he was going to do the tip and you didn't give me a heads up that I was going

to have to ask all the questions today? Is there some favoritism going on here?

Mark: I really think that's like a Zen cone and there's just no answer for it. But it's going to help you get to a more present state.

Tate: I see all right well I appreciate it.

Mark: So Erik, what is your tip of the week: a website, a resource, a book something actionable for *The Art Of Passive Income* listeners' to go improve their businesses, improve their lives. What have you got?

Erik: So today I just put a link in the chat it is to the [Zapier.com](https://zapier.com) blog and there's an article on Gmail filters it's available there. If you're not familiar with Gmail filters you can do a lot of different things with them in combination with Zapier. So it's a great resource to start learning about those filters if you're not familiar with them.

Mark: Ha, I use Gmail filters all the time but Erik they haven't been working lately. So let's say that I get a promotion I'll go in and I'll do a filter saying archive this message so it skips the inbox and then I'll put it in the label promotions and then I'll it says apply the filter. Next thing you know a week later, it's sent in my inbox. What gives?

Erik: I don't know. Are you saving those filters? You go back and look at them to make sure that everything is still matching in terms of the email address you're watching for and that kind of stuff?

Mark: Ah no.

Erik: Yeah. So all your Gmail filters are under your settings. If you go into settings I think it's like the fourth tab over something once you're in settings is 'Filters' and you can see in there all the filters you've created and you can go edit them. So if you know I was sending you emails from one address and I changed it next week to a different address and you wanted to continue to filter you can go update or add both of those addresses into that filter.

Mark: Yeah, you know what I've been thinking of doing is getting really just radical with my Gmail and just having a VA go in and check my Gmail twice a day and then forward to another Gmail the ones are most pertinent. What do you think of that?

Scott Todd: You don't do that already?

Mark: That really hurt Scott Todd you know I'm a dopamine addict and I need to check my emails. Like did I get one, did I get a good sale?

Scott Todd: C'mon man. Like I hate going...

Mark: Is that what you're doing?

Scott Todd: Yeah. Why would I go into my email? Do you know what happens when you go into email man? What happens is you go into email and then like you get an email that says, "Hey from Facebook you've been tagged in a message." Like you go in there because you want to me a message, right. You go in there and you see the email saying, "Hey you've been tagged in a message." You're like oh my gosh I've been tagged in a message. So Facebook just captured your attention; boom captured, you're gone, bye and then next thing you know you're scrolling down, you're watching videos, you're watching the Facebook Live. The other night in the Nite Cap when Scott Bossman baited Zaino you're watching that whole thing, you're reliving the whole moment.

Next thing you know it's two hours goes by you're like, "Ah, I've got to send Scott an email." You go back over there but guess what Amazons is having a sale and then you're like oh my gosh I was looking at that. It's on sale. Next thing you know you're scrolling through Amazon, you're loading up your shopping cart. Look I've got to send Scott the email. You go back over there but guess what Nordstrom. Nordstrom is calling baby next thing you know four hours later I still don't have my email because you got sidetracked that's the way it works.

Mark: This is the scariest window into your life.

Scott Todd: See that's right your life not mine.

Mark: I'm frightened.

Scott Todd: Your life.

Mark: Yeah.

Scott Todd: My life would be that's you calling me back.

Mark: Yeah, right, right. Your life is like are we doing the boat or the plane today? Well I thought this was a great Round Table so much fun. Thanks everybody for joining us we really appreciate it. Thank you to Erik, and the

'Nite Cap OG'/'Dude Buddy' Scott Bossman, the Technician and 'I love it when you call me Big Poppa' - Tate Litchfield, and the 'Brain'/the 'Professor' - Scott Todd for you know being so cool with me about the surprise with all of you joining. So thank you all of you for taking time to join us for this special Round Table podcast which I now get to upload as a Facebook Live so people can get the Round Table a little early if they want and check it out.

So I'm going to unmute everybody we're going to do this together and see how it goes. Is everybody ready? Before we do that I just want to thank the listeners for putting up with our shenanigans. Remind them the only way that Erik Peterson is ever going to come back on this 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 the 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*. All right let's do this: one, two, three.

All: Let freedom ring.

Mark: And of course...

Tate: Wash your hands.

Mark: ...wash your hands. Thanks everybody.

Linden: Thank you.

Mark: So that was kind of a fun surprise, huh? What do you think Tate?

Tate: It was a lot of fun.

Mark: Can we try to do that again?

Tate: Yeah, yeah, yeah it was really good. It's always fun to talk with a new land investor, someone who is just getting started on the journey and be able to answer their questions in real time I love it, it's enjoyable.

Mark: You know who just jumped on but couldn't stay, was Horst Pock I think from Netherlands that was kind of cool.

Tate: We are officially trending in Europe. Is that what you're saying?

Mark: We're trending in Europe. He was probably like, "Is it Nite Cap yet?"

Scott Bossman: It's for him.

Mark: Yeah. So Scott when is Nite Cap is it tomorrow or Thursday?

Scott Bossman: Nite Cap is tomorrow night at 10PM Eastern.

Mark: Okay so here is the question if you could only have one drink for Nite Cap, what would it be? Like for the rest of your life this is your Nite Cap drink.

Scott Bossman: The rest of my life that's rough. Probably Blanton's.

Mark: What is it?

Scott Bossman: Blanton's bourbon.

Mark: How do you spell it?

Scott Bossman: B-L-A-N-T-O-N'S right Erik?

Erik: Yes.

Scott Bossman: Got the spelling right, didn't I?

Mark: What's so special about Blanton's bourbon?

Scott Bossman: I don't know, it's one of my favorites I enjoy it. It's high-end, right Erik? Maybe not as high-end as Erik drinks but...

Mark: Erik is it good? Is it like razor that Scott Todd likes?

Erik: It is good. There's a lot of hype around it so it's hard to get but it is good. Here's Scott.

Mark: Is it the two blade bourbon.

Scott Todd: ... the greatest razor. Listen let's just read...

Scott Bossman: Here we go.

Scott Todd: No one knows what you're talking about but Mark loves this one razor, Mike Zaino and I and even Tate loved this other razor and guess what, Mark today I like put on my shaving cream and I took your razor. I'm like let me give it another try and I'm like doing it and it's like pulling my hair and it's got a new blade in it and I'm like this is the biggest...

Mark: You're not putting the blade in correctly.

Scott Todd: I am putting it in correctly.

Mark: You probably dulled the blade as you put it in.

Scott Todd: No, I've got it in there, I've confirmed it, it's like tagging my skin, I'm like this is ridiculous. I put it down. I picked up the greatest razor ever made and I started shaving and I'm like oh man, beautiful skin. I'm just saying.

Scott Bossman: All right I'm going to order one now.

Scott Todd: You do it, you do it.

Scott Bossman: I'm going to order one.

Mark: You too Bossman?

Scott Todd: Of course, he wants the best. The best isn't always driven by price.

Mark: Okay.

Scott Todd: See how this rolls.

Mark: All right. Just a quick show of hands Mac people, quick show of hands. Oh my gosh, okay nice, it's good. Any PC people left? One, two, three

Scott Todd: Surface, Surface people. The two are not the same baby.

Tate: It is the same.

Scott Todd: It is not the same. You know what's funny is my daughter comes to me and she's like, "Dad every time I go to search it doesn't go to Google it goes to Yahoo." And I'm like honey so then what I'm doing yesterday. I am removing a malware from her Mac so that she can get to...

Scott Bossman: That never happens.

Mark: What! Really?

Scott Todd: I swear it happened yesterday and I can send you. I even bookmarked the link to do the bomb drop on you guys when you're like, "Oh my Mac is not working. I'll be like maybe you have a virus/a malware here." It was deep too.

Mark: I have no words, yeah you know.

Scott Todd: Rock-solid system. Look Mark everybody here is like can we just drop off now. Look at them.

Mark: You know what everybody should be doing, like Tonsha is like I've got to post some ads. She's like enough with your shenanigans okay I'm posting, I'm making some money, and I'm building my passive income. I don't know what you Yahoos are doing, right.

Scott Todd: Then some of them will have to deal with me tonight already they're like, "Again!"

Scott Bossman: Double dose.

Scott Todd: You've got to let them go.

Raycne: Hey can we watch those while you're doing Flight School, can you do it again?

Scott Todd: Can I do what again, Flight School again? I do it every week.

Mark: Oh you mean like a Flight School graduate you want to go back on?

Raycne: Yeah.

Scott Bossman: Or you just watch your videos all over again.

Mark: Just watch the videos yeah.

Raycne: Yeah, but it's different you know.

Scott Todd: We do have new tool like I can whisper this now because this is really good. We do have a new tool that everyone that went through Flight School I don't what the last year Mark, I don't know like.

Mark: Wait Scott; share your screen to show it it's so cool.

Scott Todd: Listen yeah, I wish you had given me advance notice but hold on I will get there.

Mark: Erik is like I love it when Mark puts Scott on the spot.

Erik: I expected it. It's not that I love it, you just do it to everybody.

Mark: Yeah, you know what this is not relationship enhancing. I really need to work on this.

Scott Todd: Let's see I think this is it. Let me try it. It is... it is I got it, hold on, here it comes. Look at this this is my Flight School team tonight they're getting access to this tonight but look at what we're doing for our Flight School students, our coaching students is we are putting in there the best knowledge base system for land investing, right.

So all the questions that you have like and even from my Flight School who just graduated you guys are going to get it too but basically you can come in here and like this is sorting by my most popular. So we let in a Flight School last week this is what they are seeing as the most popular you can come in here. You can actually go by category so you can look at the stuff that deals with accounting, list the mailing, due diligence, mailing marketing and sales, building a VA team for example. So we're populating this, we're still loading this so this is always growing and it will continue to grow as questions continue to grow.

But things like do I need a 1099 my VAs and you know like are there any roles that you don't outsource? So you come down here and there's either contents like a video or there is an actual response. So like here's one like this actually applied to today's question Mark someone they asked, "How many ads per day?" You had that question. Well look 'how many ads per property should a Craigslist poster should be posting each day?' Well here' Tate's response to that question. So this is a growing knowledge base Flight School students will have access to, coaching students have access to it. It's pretty strong.

Mark: It's kaizen; continuous improvement. I love it.

Scott Todd: Hey, you want to see something else?

Raycne: How do we get it?

Scott Todd: You're going to get it don't worry, don't worry.

Mark: Everyone on this call is going to get it except for the 'Deal Machine' Raycne. Look at her reaction. Of course Raycne you're getting it.

Scott Todd: Mark, I do have to share something else with you too if I can this is a really big deal and this isn't actually live right now okay. So if everybody goes into the LGPass right now... let me log out of this one let me go to a test account here. Hold on a second.

Mark: By the way Scott I'm using 1Password now, I'm loving it.

Scott Todd: You like it better than LastPass?

Mark: I just like the UI more. I mean I don't know if I like it... I don't know.

Scott Todd: So check this out everybody it's a couple of things one we were asked last week where is my fave icon? Well it's there okay. It was there I don't know what happened to the coding but it's always been there. But look at this Mark this is like just released this morning at 12 o'clock in the morning and it is really cool so here we go.

One of the things that the way it used to work is when you wanted to re-mail to our list you actually had to come down here and export data and when you export the data then you would clean up the data, you would re-upload the ones that you wanted to mail and boom they would go back out again. Well that's all changed because now there's a remailing function you'll see it right here it says 'remailing' and if I come down here and I load this what it's going to do is it's going to search all of my mailing. So what you'll see here is that it's searching for all of my mailings and you'll see that I have done some test mailings here and it's showing me the date and it's also showing me the county and the state.

So if I mail to multiple counties and states in a given day well then it will break that out for me and what's really cool is I can come over here and like you'll see like this says Costilla 1 for example was done on May 10. Well if I click on this then what its going to do is it's going to take me to view mailings like this and you'll see the one shows up, right. So like if it says a 100 it would show up and I could dig into it and look at it. So this is just taking me to that view mailings for that particular property.

So here I am I've got this now let's just say that I wanted to mail something from a 100 days ago. So this is May let me go back 100 days. Let's look at something like in February maybe I want to mail to this one Elko Nevada. I mailed 36 that day and again you just saw that I could click on this and see what they were. But this has also given me some new information such as

how many people responded. You see I've zero responses from this fake mailing. It will show me my response rate.

So like up here I've got I mailed two, I got one response, my response rates is 50%, I have to accepted offers so it's 100%. How did I get that? Maybe they had multiple properties I bought off of that you know like I'm getting my real accepted offer rate. I can look at this and go well men I've got zero responses. Well maybe my pricing is wrong. So I can come over here and hit this little resend button and it is asking me, "Hey, how do you want to re-mail these things? Do you want to leave the prices it is and look if I put this as 0% the pricing remains the same. It will re-mail exactly what went out last time but I could change this. I could change it by the percentage basis. Oh let me go up 10% or let me go down 10% or I can go up by a fixed amount. So I can go up \$100, down \$100, up 50, down 50 whatever I want to do I have the ability and flexibility to make that change right there.

And then it's saying hey do you want to include in your mailings offers that responded that you didn't buy. Meaning, why did they respond to you? Well they responded to you maybe because they were interested but you didn't buy it. Why didn't you buy it? Well maybe they didn't accept your offer because that's the thing it's wasn't an accepted offer. So you can chose that or not to choose it.

What we're not going to mail to is we're not going to mail to our 'do not mail'. So if somebody came back and said don't mail me again or you got a return to sender and you mark it as do not mail we won't mail to those, they won't be in queue. So all I have to do is come here and hit 're-mail' and when I do that it's going to start the batching and it will take it and put it into my normal batching. Now I have the Drip program in place so I have set in here I think I have 20 per day to mail. Well its going to mail 20 immediately and then tomorrow it will put it back into my queue.

So if I already had a queue of 50 in there and I'm mailing 20 a day well in two and a half days these will start to go out right because it works the queue system first. It just adds them to the queue and that's really one of the cool things about it but I can also come over here and look at my remailing status. So what I'm doing is I can again pull up the status here and this is showing me the status of what's happening to them.

Mark: Wow.

Scott Todd: Maybe I don't have, maybe I had zero put in there it looks like. See I have zero, that means all of them will go out that's why it's not put into the queue. So all of a sudden it mails out all of my offers. I just re-mail

like that and again if I had the Drip system set up and I was mailing 20 or 40 a day whatever it is it will just queue them up and keep the system going.

Mark: If you are not using LG Pass right now I have no idea what you're doing but go to TheLandGeek.com/Resources play with it for free for a month. See if you don't love it you're not out anything but I guarantee with these new improvements Scott Todd I know it's going to make you uncomfortable but I love you man. Bring it in that was amazing.

Scott Todd: Okay since this is virtual. At least you're not playing the song and going person to person it's all good.

Mark: Not yet, not yet.

Scott Todd: Okay we better end it before you do.

Mark: All right thanks everybody. That was amazing.

[End of Transcript]