

HOW TO BUILD A \$20K/MONTH LAND FLIPPING BUSINESS

**A clear, realistic path to
income, control, & freedom
without tenants, rehabs, or chaos**



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THE MYTH OF MORE

Most people think they want more money.

What they usually want is **the control** that money provides.

- Control over **time**
- Control over **direction**
- Control over how they spend their **energy**

For some, more money is a necessity.

For others, income looks fine on paper but life feels constrained.

In both cases, the issue is the same:
a lack of control.

CREATING LEVERAGE FOR LIFE

...and breathing space for personal agency



\$20,000 per month is not a luxury number.

It is a leverage point.

At that level:

- **Income is no longer tied to a single source**
- **Decisions can be made intentionally instead of urgently**
- **Time opens up for family, health, creativity, or rest**

This is not about chasing a number for ego.

It is about building a predictable income engine that creates options.

- Options to step back.
- Options to say no.
- Options to choose work based on alignment rather than obligation.

Many capable, driven people feel stuck not because they lack ability or ambition, but because they are operating inside systems that demand constant output with very little return of time or freedom.

\$20K per month is where income starts working for your life.

WHY LAND IS A UNIQUE PATH



Land is not new.

It is the foundation of all real estate.

Every home, apartment building, warehouse, and shopping center begins as land. Yet most investors never seriously consider land as a primary business model.



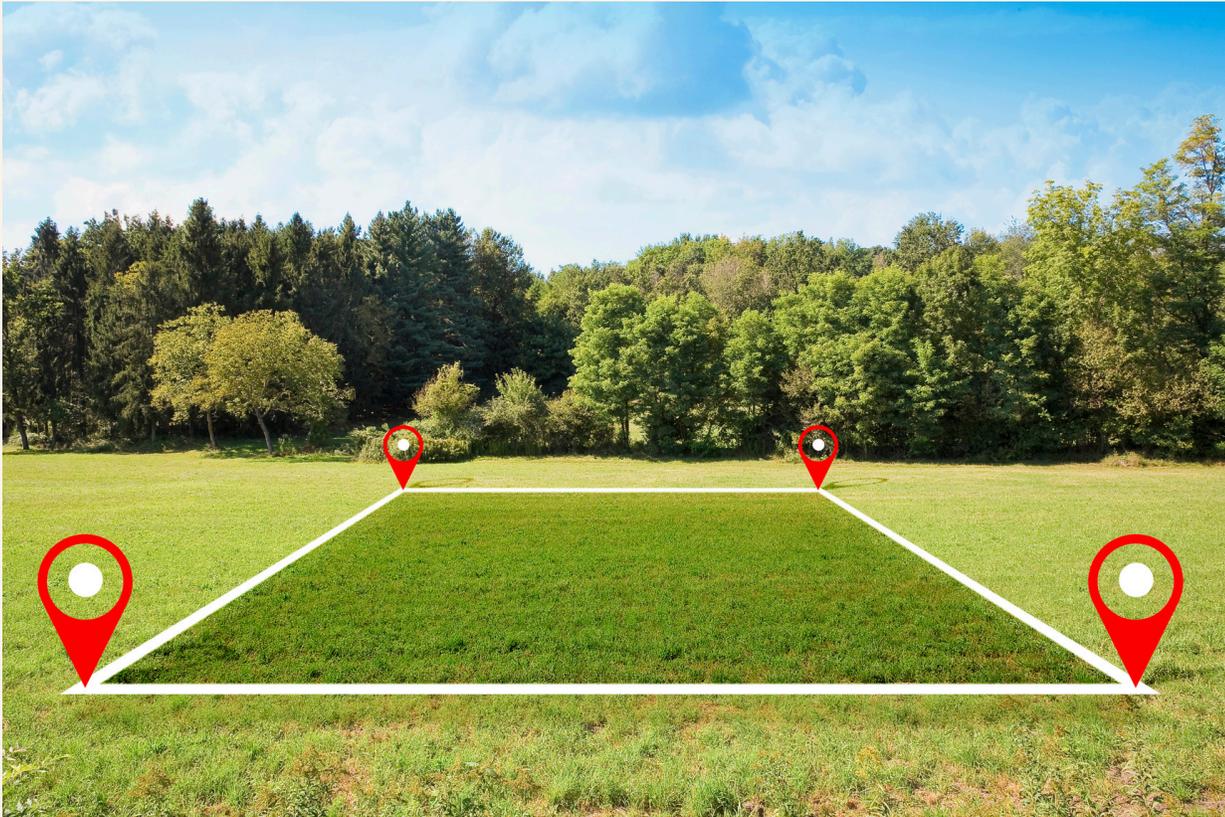
Vacant land is a massive real estate asset class that remains under-professionalized at the small and mid-deal level.

Millions of parcels change hands each year, often without competition from institutional buyers or large investment firms.

Land behaves differently.

There are:

- **No tenants**
- **No rehabs**
- **No ongoing maintenance**
- **No operational emergencies**



Land is flexible.

You can flip it, hold it, finance it, subdivide it, or develop it.

That flexibility is powerful.

Without structure, it can also overwhelm.

Land does not reward guessing.

It rewards fit.

ABOUT US MIKE & LIGIA

Before land, we spent decades in corporate careers.

Between the two of us, we built long careers at companies like Nokia and Microsoft. On paper, everything looked right: stable income, strong roles, clear advancement paths.

Then life interrupted the plan.

A corporate layoff became the catalyst that forced us to ask a harder question:

Were we building careers... or building a life?



WHY LAND CHANGED EVERYTHING FOR US



Instead of rushing back into the same system, we chose to pivot intentionally into entrepreneurship. Not chasing shortcuts. Not gambling on trends. But looking for a business model that rewarded clarity, leverage, and thoughtful design.

That search led us to land.

What stood out immediately wasn't just the profit potential.

It was the return on time.



Land allowed us to build a business with:

- fewer operational headaches
- cleaner execution
- scalable income without adding chaos

Over time, this flexibility gave us something far more valuable than revenue alone: the ability to design our life intentionally.

Today, we live in the Colorado mountains, not because it looks good on social media, but because we deliberately built a business that supports lifestyle instead of competing with it.

Land didn't just change our income.

It changed how we structure work, time, and priorities.

Experience That Comes From Doing

Over the past decade, we've completed nearly a thousand land transactions across multiple markets and market cycles.

That experience taught us two things very clearly:

First, land is powerful when approached with structure.

Second, most mistakes happen early, when people are guessing instead of following a process.

We didn't start teaching because we wanted to "be coaches."

We started because friends, peers, and professionals kept asking how we were building our land business and why it worked differently than other real estate models.

What we saw repeatedly was this:

Smart, capable people weren't lacking motivation. They were lacking clarity and a reliable framework.

So we built systems and processes that simplify decisions, reduce friction, and help people move forward with confidence instead of trial and error.

This guide is an extension of that work.

Not theory.

Not hype.

Just lessons shaped by real execution.

THE MATH BEHIND \$20K/MONTH

\$20K per month is not about finding a perfect deal.

It is about choosing a path, building a solid foundation, and repeating simple actions with systems.

The goal is not perfection.

The goal is repeatability.

There is no single "right" way to reach \$20K per month.

What matters is choosing the path that fits your capital, temperament, and desired level of involvement.

PATH 1 - FEWER, HIGHER-MARGIN DEALS

THIS PATH FOCUSES ON SELECTIVITY AND MARGIN.



Typical outcomes:

- **\$10,000 to \$20,000+ profit per deal**

In practice, this often looks like:

- **Buying land around \$12,000-\$15,000**
- **Reselling in the \$35,000-\$40,000+ range**

At that level, one strong deal per month can approach or exceed \$20K.

This path fits people who:

- **Prefer depth over volume**
- **Value margin over speed**
- **Want fewer active deals at once**

As systems improve, many investors build toward one or two larger deals per month.

PATH 2 MODERATE VOLUME (MOST COMMON)



This is where many land investors naturally settle.

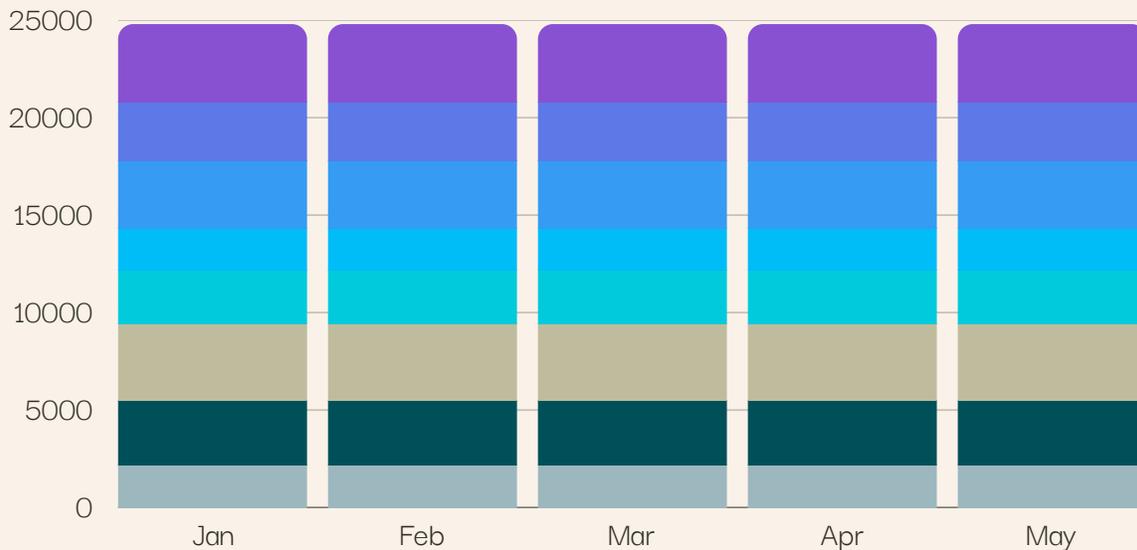
Typical outcomes:

- **4 to 5 deals per month**
- **\$4,000 to \$8,000 profit per deal**

This path balances momentum, predictability, and lifestyle.

PATH 3

HIGHER VOLUME, SMALLER MARGINS



This path prioritizes repetition.

Typical outcomes:

- 8 to 10 deals per month
- \$2,000 to \$3,000 profit per deal

This model is more commoditized.

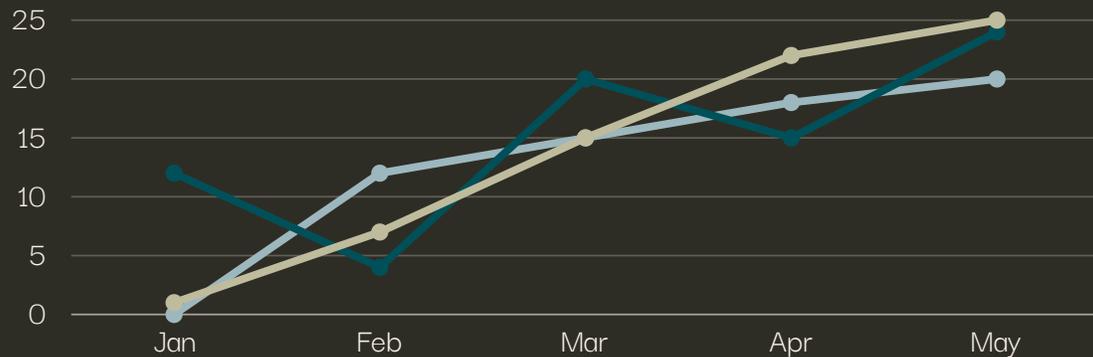
Margins are thinner.

Operations are more hands-on.

Efficiency matters more.

PATH 4 OWNER FINANCING

(THE COMPOUNDING PATH)



Owner financing shifts the question from
"How many deals do I need this month?"
to
"How many payments am I stacking?"

A common structure:

- ~\$1,000 down payment
- ~\$750 per month

Completing 2–3 owner-financed deals per month
builds recurring income alongside upfront cash.

Over time, this can compound into \$20K per
month without constant deal flow.

WHY TRADITIONAL REAL ESTATE MODELS STALL

Rentals and house flips work.

**They just struggle to produce
predictable \$20K/month income for
most people.**

Rental properties often add:

- **~\$200 per month in positive cash flow**
- **sometimes less**
- **sometimes nothing**

**One repair, vacancy, or surprise
can erase months of profit.**

**It can take years just to reach
consistent break-even.**

WHY TRADITIONAL REAL ESTATE MODELS STALL

House flips offer higher upside.

**A well-executed flip might
produce \$20K–\$30K in profit.**

But that number usually includes:

- **active project management**
- **contractor coordination**
- **timeline risk**
- **sweat equity**

**Income arrives inconsistently, and
capital is tied up in single projects.**

**Land solves a different problem.
It simplifies execution.
Fewer variables.
Fewer dependencies.
Cleaner repetition.**

WHY MOST PEOPLE STILL STALL

Confusion

01.

Too many options.

No clear starting point.

Without sequence,
everything feels important.

Missteps

Action happens in the wrong
order.

02.

The right ideas executed at
the wrong time create
frustration instead of
progress.

WHY MOST PEOPLE STILL STALL

Hesitancy

Second-guessing replaces momentum.

03.

Even good decisions get delayed when confidence is missing.

Fear

Fear of mistakes.

Fear of wasting money.

Fear of getting it wrong.

04.

This often looks like endless research and waiting for certainty.

These are not personal failings.

They are the predictable result of building a flexible business without structure.

SYSTEMS CHANGE EVERYTHING

A good system does not add complexity.

It reduces mental load and keeps decisions aligned as the business grows.

Structure exists to protect momentum

**When people lack structure, effort scatters.
When structure is present, effort compounds.**

We use a simple framework to guide decisions:

- **Define — clarity**
- **Identify — focus**
- **Reach — momentum**
- **Transact — freedom**

**The purpose is not rigidity.
The purpose is alignment.**



CHOOSING YOUR NEXT STEP

At this point, you should understand two things clearly:

First, building a \$20K/month land business is realistic when approached intentionally.

Second, guessing carries a real cost in time and confidence.



CHOOSING YOUR NEXT STEP

Coaching is not about outsourcing responsibility.

It is about:

- avoiding common early missteps
- staying focused amid uncertainty
- building systems that scale cleanly

A strategy call is simply a conversation to:

- discuss your goals and constraints
- explore which path fits your situation
- decide whether guidance makes sense right now

No pressure. No obligation

If you'd like support building a land business with structure and intention, you can schedule a strategy call below.

[Schedule a Strategy Call](#)

FLIPPING DIRT



FLIPPING DIRT
WITH MIKE AND LIGIA DEATON