

Daily “Things to Do”

WARNING – There will be many days that you can’t do anything or everything on this list. What matters is that you do SOMETHING as often as possible. Persistence will be your key to success!

PLAN AHEAD

1. I suggest that you do your planning for the next week on the weekend – Saturday or Sunday.
2. You should review what you will be saying to direct sellers and listing agents – these scripts, questions and answers are in the Program’s materials. The more you practice the shorter the path to success and LEARN from your actual interactions with sellers and listing agents.

Start by writing down what you could not get done the week you are in and carry those tasks forward, i.e. contacting people who didn’t answer or were unavailable when you called them.

Here are the Core Things that need to be done consistently:

Review Leads from the Automated Lead Generators

1. Review your Automated prospect sources (autoresponders from Craigslist and the MLS).
2. Evaluate these leads (most will not be workable) for making offers on the ones you choose and try for 1 – 3 written offers a day if possible.
3. Make offers on the above leads that “qualify” as possible deals.
4. Every offer needs to be contacted directly – which you may have to do the following day.
WARNING – These “follow ups” need to be a PRIORITY because if you don’t make offers and consistently and correctly follow up you will never be successful.
As you speak to listing agents REMEMBER to use the three part approach to your offer to each on –
 - a. You understand your offer was too low but your “partner did it”
 - b. What other “Problem Property” do you have that I can rehab.
 - c. Ask to put them on your email list, “*We have inventory we can’t rehab timely, do you have any CASH buyers where you could earn 6% to 9% commission?*”

Direct Marketing Leads

1. Contact any leads from your direct marketing sources for an appointment and go make your presentation to each one.
2. Get a contract if possible when you meet the seller and take pictures.
3. Start marketing the property to your buyers list

Open Your Business Emails

1. Open your emails and answer the ones related to actions you need to take regarding deals – sellers, listing agents, closing agents and those from your buyers.
2. Set any appointments you can and counter offer if appropriate.
3. CALL these leads; do not take the shortcut of always emailing the sellers or the listing agents.

Open Your Wholesaler List Emails

1. If you intend to use other wholesalers’ deals to reoffer to wholesalers you’ll need to track what each wholesale has on his list – use a spreadsheet as explained in “Recycling Wholesalers’ Properties”.
2. Be “reasonably selective” as quantity is not as important as quality.
3. Market appropriate properties to your **General Buyers List**.

4. Market appropriate properties (NOT listed on the MLS) to your **Realtor® Buyers List** and text each one with the deal(s) you are sending out.

Prospecting for Cash Buyers

1. Check for the buyers of properties from the other wholesalers' lists and work on contacting them by phone or direct mail to get them on your **General Buyers List**.
2. Add Realtors® who said they wanted to be added to your property list.

Direct Marketing

1. Pick 3 – 5 direct marketing methods from the Program's materials and do "something" EVERY day.
2. The most productive will be Bandit Signs (carry some with you) placed inside neighborhoods and on abandoned properties – not on street corners.
3. Door hangers are inexpensive and can be used in conjunction with a purposely generated or purchased list of properties not listed on the MLS or simply putting out these hangers throughout a neighborhood.
4. Direct mail, either postcards or letters, sent to a pre-qualified list of what should be motivated sellers.
5. Driving for dollars can be very productive and is very simple – be careful if you are driving slowly in a neighborhood so no one runs into you.
6. Door knocking targeted prospects and using the scripts in your Program's materials can be the most "emotionally" difficult but it often gives the most profitable deals and with the least cost.

Keep Track of Your Results

Included in your material are "Tracking Sheets" for your reference and use these or build your own but please track your results. These results of your actions will be invaluable as you look back to see what is working and what is not.

In Review

The above tasks may seem insurmountable but they are not if you take them "one bite at a time" instead of looking at them as impossible to integrate into your daily schedule. You must prioritize what's happening in your life and make sacrifices to gain the financial freedom you desire. Sacrifice does not mean giving up family time, your personal beliefs.

It means eliminating the distractions around you that do not compliment your business, such as watching TV and blogging on real estate forums. I suspect you could do without most of the Youtube® videos on real estate investing.

Your best education comes from "Doing and Failing Forward", studying is beneficial but it doesn't take the place of "TAKING ACTION!"

As you do your first and second deals, you'll quickly realize that real estate investing is not a forest of magic and secrets that are needed to be successful. What is required is hard work on your part until you make some money and then you can delegate increasing responsibilities to others around you or virtual assistants.

The following page is for your convenience or as a guideline to make yourself.

DAILY CHECK LIST of Things To Do or What Happened?

Today's Date _____

] **PLAN AHEAD -**

] Tomorrow –

] Next Week –

] **Review Leads From the Automated Lead Generators –**

] Craigslist –

] MLS –

] **Direct Marketing Leads –**

] All Leads:

] **Open Your Business Emails –**

] Related to Open Deals –

] Related to Possible Deals –

] **Open Your Wholesaler List Emails –**

] Review/Track “NEW” Offerings

] Review/Track “Reduced” Offerings

] **Prospecting for Cash Buyers –**

] What Source(s) –

] What Results –

] **Direct Marketing –**

] What Source(s) and How Many Out –

] What Results Coming In –

] **Keep Track of Your Results –**

] Daily with Tracking Sheet

] Weekly with Tracking Sheet

] Monthly with Tracking Sheet

] Review Above Appropriate Results –

If you are in the Coaching Program, send us your results so we can be review them.