30 Day Action Plan

 Remember in school when you were given an assignment to write an essay, and let’s assume that you had 2 weeks to write the essay. Do you remember how long it would take you to write it? 2 weeks. Remember when you actually started WRITING the essay? Probably 2 days or maybe 1 day before it was due! Well, the reason I am giving you the 30 Day Action Plan, is twofold.

1) So you have guidance and direction on where to start and a path to follow.

2) So that you have a definite deadline to finish the tasks, so that you don’t just “put it off”.

I can’t tell you how important the next 30 days are going to be for you.

If you follow the path laid out for you below, you will have accomplished far more than most that set out on their real estate business.

Once you have completed the 30 Days Action Plan and completed everything on it, do not stop! If you stop or even pause you will lose massive momentum.

After the first 30 days, your #1 task is to be marketing and making calls every day!

Do not let up.

You may want to print this list off and check off each item as you go.

**WEEK 1**

There is a TON of information at your disposal right now, but please do not get overwhelmed.

Take a breath and take it one step and a time, but be relentless and do not let up!

If you follow this path then within 4 weeks you should either have a contract or be very close to having a house under contract. At the very least if you actually do what I have laid out here for you, you will have sent a number of Seller Price Sheets.

Only use the information on the flash drive and website in an “as-is” basis. In other words, don’t worry reading the ICA (independent contractor agreement) if you aren’t even going to need one!

1. Watch each video in order. Do not skip around. They are in an order for a reason.
2. Read the Operations Manual. Duh. The manual is a fairly easy read and I would suggest using sticky notes as you see fit to tag or mark certain sections that you find of specific help or that you feel you may reference often.
3. If you are in Texas, I want you to open the folder titled “Texas Lease Option Course”

This folder contains everything you would ever want to know about Texas Lease Options. You should print off the Reference booklet for Texas Lease Options and read it while again, highlighting areas of specific interest or importance.

1. DBA or LLC: Get your DBA or your LLC. I used to be a stickler about getting your LLC ASAP but now I am OK with people just getting a DBA to at least have that in place and start marketing.
2. When you find yourself with some downtime, go to the folder titled “Conference Calls” where you will find a document that states it is a 3 hour call. Listen to this call first, as it lays the groundwork for your foundation. This was a call between myself and 2 students. These are 2 students that had both been to different real estate events and purchased courses. In this call we start digging into their stories and unveil the mindsets that are holding them back or have held them back.
3. Steps To A Lease Purchase Assignment: Print this off and read it a few times and visualize the steps. It is really painfully easy, but read this so you get it.
4. Logo. Once you have your DBA or LLC let’s go ahead and get your logo. Couple of things about your logo. Don’t spend more than 2 minutes considering colors or how it should look or anything, because when it comes to your potential customers, here is what they think of your logo. They don’t give a crap. Your logo won’t make you money. The only reason I even put having the logo made in the first week is because it takes one e-mail to get the ball rolling and you will be using it on branding and marketing. You will be using this on your cards, marketing materials, e-mail signatures etc. Make your card stand out. I can’t tell you how many times I get cards from people and I can’t even tell what they do, or the font is so tiny I can’t read it. Be sure to put something on it, even if it is on the back, that references something like “Investors: We Will Buy Your Low Equity Leads” so that as you had your card to investors they will also know that you are a source to send the leads they throw away. You can use my graphics guy, Gergo. Gergo lives in Hungary and is a bit of a rockstar over there. Seriously. He plays the guitar. Rivasz.gergo.hu@gmail.com
5. Marketing: Yes, in week one I want you to be marketing. Drive for dollars at least a few times each week! Remember, the 1st two houses I ever got were by driving for dollars.

\*\*Anytime you have so much as 15 minutes of downtime, I want you going onto Craigslist or Zillow to find FRBO houses or FSBO houses and calling them or texting them. Every call you make is one call closer to a deal. Start doing this NOW. The very first week.

Here is a sample text you can send:

“Hi there, my name is John and I was wondering if your house is still available? I’m guessing that it might be taking longer to sell than you had hoped, and if so, a great “Plan B”, if you will, could be a very short term, full price lease purchase, and there is never any commission paid. Our company typically works with people that might be relocating, or executives that are relocating that just need to get moved and settled before pursuing permanent financing, but you benefit by getting full price with no negotiating OR commissions! I can actually give you a ring later today if that would be OK. Would today or tomorrow be best for you?”

**WEEK 2**

Ok, week one is in the books and you’ve accomplished quite a bit whether you realize it or not. You’ve been laying the foundation and now it’s time to kick it up a few notches. This week we will be focusing on networking and marketing.

1. Networking. It is time that everyone you know and everyone you meet knows what you do. I want you to research every single Meet Up group in your area that has to do with investing (not just real estate) or real estate. Find every REI group in your area as well.

I want you to go to every single meeting that you can, and take your cards with you. It’s time to start using the most powerful tool of all in real estate. Creativity. I don’t want you to just go to meetings and sit quietly in the back. When there is an opportunity to stand up and speak at a meeting, such as introducing yourself or announcing a deal, stand up and make it known that you pay investors $1,000 for their dead leads. I want you to notice who seems to be the person doing the most volume of deals in the room and make sure you talk to them and explain that you pay investors for the leads they toss. You turn their trash into cash. You do this because with lease options we don’t need equity.

Here is something that is key when networking. Focus on how you can help THEM. Not how they can help YOU. Ask the “Do you get quite a bit of direct mail back? Have you ever looked at how much that returned mail is costing you? I think I can help you with that problem”.

1. Driving for dollars..MORE OF IT!. I want you to get into the habit of looking for houses that might fit a lease option model or a wholesale model. You know what a wholesale house looks like. Abandoned, not kept, high grass etc. but now you are looking for FSBO and FRBO as well. Write the numbers down when you see these houses and call them that day. You will find that very quickly you will be spotting houses that you would have normally driven right past previously.
2. Bandit signs. I don’t really want you spending money on bandit signs, BUT, you can CALL bandit signs that you see everyday! Any sign that says we buy houses, investor seeks apprentice, investment house for sale etc., I want you calling them and writing that number down! Those are wholesalers and they are getting skinny leads that they can’t work with. I want you compiling a list of all of these wholesalers along with the ones you are meeting at REI clubs and call them EVERY week! Get a list of the dead leads they have and start working them.

\*\*Anytime you have so much as 15 minutes of downtime, I want you going onto Craigslist or Zillow to find FRBO houses or FSBO houses and calling or texting them. Every call you make is one call closer to a deal. Yes, this was in week one. Now….go do it every single week!

**WEEK 3**

It’s time to really start focusing specifically on marketing. In my training I show about 20 ways to market to market to sellers and most are free. The key to marketing is creativity. Actually, creativity and consistency.

1. Every day I want you to call no less than 10 FRBO and FSBO sellers. Every day. Use the property lead sheets. I want you to call between 8:30 AM and 8:30 PM.

If you call 10, then you are just “getting by”. If you call 15 or more, then you really want this. The goal here is to get used talking to sellers and get into your “groove” of talking to them and being relaxed on the phone. Remember!! You aren’t trying to sell them anything! You are the doctor and your prescription is offering a lease option. Don’t’ sell!

1. Continue driving for dollars.
2. Continue calling wholesalers
3. I suggest using text blast to FSBO and FRBO, but the KEY to text blast is that as SOON as the seller responds positively, CALL THEM! Don’t try to close the deal with text messages. Call the seller. [www.callloop.com](http://www.callloop.com) [www.textedly.com](http://www.textedly.com)
4. Every single seller that wants more information will get your seller price sheet! Then follow up the NEXT DAY!
5. Continue going to REI groups and Meet Ups and let it be known that you buy skinny leads!

\*\*Anytime you have so much as 15 minutes of downtime, I want you going onto Craigslist or Zillow to find FRBO houses or FSBO houses and calling or texting them. Every call you make is one call closer to a deal. Yes, this was in week one. Now….go do it every single week!

**WEEK 4**

By now you may not have a house under contract, but you are closer than you were 3 weeks ago!! If you’ve followed what I have said, then last week you called 70 people. Did you actually make those calls? If you did, then I bet by call number 70 you felt a LOT more comfortable on the phone then when you started!

This week I want you to continue the marketing from last week. Do NOT let up!!

So by now you know the flow and steps to a lease purchase.

You have your logo and business cards.

You are networking.

You’ve read the Operation Manual.

You are making 70 calls a week.

Continue all of the marketing and networking, and start learning the paperwork.

Week 4 is going to be SLAMMED!! Don’t stop now! Keep the momentum going.

You are about to learn the documents as well as start to learn the basics of direct mail.

Now, I don’t want you doing direct mail till you understand your area, but this is where we start laying the groundwork.

1. Print off the Assignment contracts. If you are in Texas then print the ones in the Texas Folder. Otherwise print the contracts in the Green Folder.

I want you to get a pencil or pen and maybe even a highlighter.

Read each section of the contracts.

1. Go to the Contract Control Folder. Watch the video videoofleaseoptionassignments.mp4

This video will show my screen as you watch over my shoulder as I explain the contracts and how to complete them, showing you what goes where in the contracts.

Practice completing the documents, and if you do not have the software yet, get Adobe Acrobat Pro DC. It is a whopping $14 a month or so. This allows you to create field forms, enter and save the data etc.

1. Let’s learn your target area for direct mail. Direct mail is the most expensive but often most effective marketing DONE CORRECTLY.

I don’t necessarily want you spending money right now on direct mail, but let’s at least take a look at it.

Go to Redfin.com and search for your county. If Redfin is not in your area then use Zillow.

Search for houses between $200k and $400k

Write that number down.

Now, search for that price range and select 60 DOM.

That means over 60 days on the market.

I use that price range assuming the average price house in your area is about $275-$325k. Adjust that search accordingly for your area.

How many are there that are over 60 DOM?

If there are over 500 then you’ve got a solid area to target for direct mail to listed houses, if you are not an agent. If there are less, then you may very well live in an area that is fairly small. Don’t be afraid to go outside your specific backyard area.

Sometimes we pull lists for our coaching students and we’ll see almost 900 listings over 90 DOM! We market direct mail to listed houses, as well as houses that are FSBO and FRBO that we have called on, and we are following up with direct mail.

In the manual I go into more detail about direct mail, but for now just assess what your target area looks like, and if you are going to move into direct mail, make sure that your piece matches your statement that you want to get across, and I do NOT recommend yellow letters for lease options.

Our coaching students have access to our direct mail portal with our mail pieces that they can choose from, but you can always look to online sites such as Click2Mail, or Overnightprints.com etc. for your direct mail.

Within 4 weeks if you follow this sheet EXACTLY, you will be far ahead of where you are when you started. Do NOT let up on the weekly calls that you need to make. Keep those calls going and you will make progress.

After the first 4 weeks your focus really needs to be almost exclusively on marketing.