



Thank you, you're all set! Your blueprint is below and you'll receive your Real Estate Training Workshop access within the next 24-48 hours.

You are done! Please read your custom personalized business plan below!

Business Plan

As you've probably figured, having a business blueprint is an absolute key to success. Without it you have no map to guide you along your path. You've taken out the guess work by spending the time to build your plan and I commend you for it. Now let's go through the process of figuring out 1) how good it is and 2) how well you've implemented it. You see ideas, and even a blueprint, are nothing without implementation and without bouncing your plan off an expert. Trust me, I know. As an engineer becoming an investor, I spent a lot of time creating my plan, running it by others, re-working it, etc. I actually spent 6 months building my plan, before I even started my marketing campaign. However, since then I've changed my tune and now I focus solely on implementation and not just creating the perfect business plan.

Investing Experience

It sounds like you are a newbie. Welcome to Real Estate. You'll find that Real Estate is your fastest path to achieve massive financial results, if you do the work. Since you've just started in RE, we recommend that you spend your first few weeks diving in and getting educated so you can set yourself up for long-term success

Leads

No leads? This says it all. You are not doing any marketing and that, my friend, is a cardinal sin. Marketing is step one in every blueprint. Don't rely on others to bring deals to you, they probably won't, and IF they do, they are probably bad. Marketing and lead generation is the absolute core of every business. You have to 1) become a student of the market 2) get educated, 3) get a good coach who's got solid experience, 4) create the marketing plan, 5) take action. Sounds easy, right?

Marketing Budget

If you are spending less than \$100/month on marketing and you really want to have an RE investing business, then you are going to have to ramp it up significantly or spend a lot of time doing the low cost/high time strategies in order to stay in business. Not spending a lot of money doesn't mean that you won't be successful, it just means you have to do time intensive marketing activities. You can be just as successful as long as you take action. Some of the low cost/high time strategies include: bandit signs, driving for dollars, door knocking, craigslist, FSBO, magnetic signs, door hangers, etc. That's how you can make a low budget marketing campaign work for you. Once you get a little more advanced and start to make more money, you can invest in other, more expensive marketing campaigns.

Managing Marketing

If you have more money than time to spend on your marketing it's probably because you are working a full-time job or because you've had some success in the past in your marketing and you truly understand it's the engine of your business. Spending a lot of money is great, but remember there are many, very effective marketing strategies that take little money but are equally effective. If you feel like doing activities that take a lot of time are too time consuming then I've got some great tips for you to bring in some free help that will help you make significant strides in your business while not taking away from your focus. We own a local RE club and almost every month someone asks to volunteer for us. You could be in the same position. Now, I know what you are thinking; 1) It's going to take me a long time to train a volunteer and 2) What if they take my ideas and steal them. Don't worry, because we've been there/done that and we've got some other solutions for you: 1) We'll train them for you and it will only cost you a small investment of \$198 to get our Profit Starter Bird Dog training (www.ProfitStarter.com). 2) The truth is most of them don't do anything anyway, but if you can have them sign an NDA before you bring them on to keep you safe.

Social Media

You've figured out that social media is not a fad that's going away anytime soon (even if we sometimes wish it was). There are a lot of things you can do online to build your brand and increase your leads that can be maximized in the social media space. On average, I do 1-5 deals/year because of the efforts that I've made in this marketing field and that's why I continue to do it and suggest you do as well. But you must make strategic choices in your social media by letting people know you are a RE Investor and letting them know about your successes and the properties you are working on. If people know what you are doing, they're much more likely to bring deals to your inbox. Soon, you'll see how easy it is to make money in your sleep.

Real Estate Investments

Since you have less than \$20K to invest, you need to focus on wholesaling to build up your capital. In addition, you need to work on your Power Team members, specifically 1) Other investors that are looking for wholesale deals so that when you do get a great deal, you have an exit strategy (i.e. another investor you can sell it to) and a way to make money and 2) hard money lenders so that when the big one (big profit deal) comes to you, you've got some resources to take it down if you can. In addition, you

need to consider putting aside some of your capital for further education for the purpose of being able to better leverage your money and create more money making exit strategies for yourself.

Creative Strategy

I'm glad you've also moved some of your money to a Self-Directed IRA. I have several Power Team members that manage other people's Self-Directed IRA's. And even though I'm not technically a custodian, I do know a lot about them. I personally own investment properties in my IRA. What I love about Self Directed IRA that own property is that I love the fact that I own a hard asset that can never go to zero, unlike stocks. If you haven't already explored some of the tricks to maximize your IRA, you need someone who can educate you there so you can maximize your long term investments to your advantage.

Guidance

Having a coach or a mentor, someone who's been there and can advise you, is absolutely priceless. I personally coach several very successful students to achieve the results they are looking for. One thing that makes me different from other coaches is that I too invest in a coach. In fact, I employ several coaches in my life. You see, you can never stop learning, growing, educating yourself, because that's when you'll take your eye off the ball (and typically make a costly mistake). If you'd like to explore a deeper conversation about coaching with our highly respected and success-driven team, I suggest you come to one of my live events or simply reach out to us at 512-853-9522 ext 112.

Thank you so much for taking the time to take this assessment. I sincerely hope our road-tested advice can help you in your career. We look forward to helping you take it to the next level. We've created many tools and programs to help you safely do that and we very much look forward to adding you to our family.

Sincerely,

Phill Grove, Investor & Coach