

Fifty grand in four days...

As with each and every module presented any of them can revolutionize **everything** in your company, dramatically rocket your income and change your *life* - regardless of your situation right now - if you don't **take action**, don't give yourself credit for the reasons... fix them!

End of lecture.

Let's get started.

Rundown - in one sentence here's what we'll be covering:

How to work with local schools (private and public) and using take-home flyers to buy and sell real estate, assets and other business interests.

Details:

This has worked effectively real estate, private money, assets, etc.

Requires little no cash, experience

You can get started today

If you're not in real estate, finances, etc. not a problem (Reverse Hire)

Cash can be made instantly (smaller cash if you take it today)

Sellers will give away their houses

You won't find motivated sellers - you'll create motivation

You get to help local causes (they need it!)

Terry's Story

Engineer loses his job

Family not as supportive

He has to go job hunting

Finally takes material seriously

Digs up old model (and does nearly everything wrong)

Walks into school and prints flyers

Sends home with kids - Next day gets call

Seller owes \$30,000 on house worth \$200,000

Needs work, but seller will do and asking price is... \$30,000 (if that)

Next day flyers go home with kids with house for sale (printed from school)

In 15 minutes buyer approaches - Look at home immediately

Investor overpays \$150,000 (with neighbor as competitor)

Terry begins marketing it immediately

Investor closes immediately - that Saturday, with work undone

Terry's cut north of \$50,000

Wait 'til you hear the other examples (\$200k+ in a week)

Why I don't use this testimonial

Fast closings like this are unusual

Not really an "Azam student"

He stopped there, divorce, Azam sucks, etc.

Why I use the story

He did everything wrong

Fast money, can be duplicated

Positioning

The model

Private or public school kids are given flyers to take home

Parents sign them

Flyers are for buying or selling houses

Responses are taken and a new flyer is sent with homes for sale

Deals are "brokered"

Why schools?

Special interests are better (religious for example) because of motivation

Positioning is immediately solidified

You are forgiven proactively

Assumed endorsement (great for negotiating)

Perpetual and residual source

Your list can continue to grow (referrals, network, community)

Money is NOT primary driver (for sellers and buyers)

Five more examples of hitting \$10,000 - \$30,000 a month

Terms or lease option deals

Marketing for houses to buy (as usual) or for housing wanted for school faculty, parents, etc. Sellers can "make reasonable offers". Second flyer will be for group of homes available on terms through school and bidding for down payment will take place.

Example: 250+ students, 300 flyers. 11 responses with over 20 houses. 300 flyers used to move houses - nine were moved within 24 hours. Total down payments: over \$25,000 in less than a week.

Rooms for rent

Marketing just like above, except this time for a spare room for the school purposes, sellers make offer. Second flyer will be for bidding of room, spread is split between you and school. This works best with last example.

Private money

Initial flyer for providing zero interest funding instead of donating. Second flyer is for short-term loans on real estate, personal, business, etc.

Examples

Real estate day funding - 5% (you can charge much more) on \$100k is over \$5,000 a month - \$10,000 a month from \$200k

Funding for deals - Short term, 12-25%, 5-10% down and deals are collateral

Business funding - IPOs, bridge financing, ownership in companies

Work/rehab

Initial flyer for goes out for work wanted or construction projects (optional). Second flyer is for volunteers to rehab houses from responses or otherwise. This is how to get work done for free, investors can bid on having this done or you can have this done on your deals.

Auctions and eBay

Initial flyer for donation of goods, services, etc. second flyer is auction of responses. Or event is held garage sale style. I wasn't excited about this until -

Clancy Example: School with 41 kids, parents donated items (including two cars, pinball machines, televisions, computers,) and professional services, eBay was used as well - net was over \$30k in less than 10 days.

You can auction cars, houses, vacation packages, etc.

Seminars/Workshops

Luncheons are great, lenders/agents, insurance agents, restaurants, etc. get a per-head price - \$100 - \$1,000 (for qualifiers) and use flyer is used to offer a discounted or complimentary dinner or seminar.

Merrill Lynch-types spend thousands on postcards for free dinner, average dinner costs around \$300 - \$500. For a luncheon each seat may cost \$1,000+ **YOU** get that seat filled and take that cost. At \$300 for a qualified (\$50k, \$100k, etc.) individual at only ten a week that's over \$12k month.

Example: 200 students, flyer sent for free ("Military intelligence officer: where the terrorists don't want you to invest your money.") money can be added as a qualifier. First set - eight appointments (\$2,400) second set five (\$1,500) third blast 20+ (\$6,000+) because of referrals "refer a friend" and the school makes more money. 90 days after that regularly scheduled 15-20 appointments, \$4k - \$6k a week.

Free houses

The best for last. Flyer is sent to sponsor school housing via monthly payments (works better) or giving a house on terms for a short period of time, second flyer is to gather registrations for home giveaway and responses are to bid on monthly and down.

Works best when you advertise giveaway outside of school for sellers (who want to their house included) and buyers (who want to be registered). Mass marketing with signs for buyers "Heritage Church/School is giving away a house for a year". On VM applicants must make a donation of any amount to be considered. Sellers, investors, agents are told of school making payments and accepting offers (which come in lower than market typically) or you can use any house you have.

You should get hundreds or thousands of buyers and at least 50-100 houses, with them making you offers. Now you can proceed by actually providing a free house for one buyer or having them volunteer or bid for payment.

The money is in the leads.

With the remaining responses take offers for monthly, down payment, purchase price, etc.

So you have a list of houses with special prices, you use this with your list of buyers (works best if you Reverse Hire agents/investors) who have the best offers and arrange a tour, showings, etc.

Example: 10 sponsors agree to pay up to \$200/month for 12 months, that's one \$2,000 a month payment or two \$1,000 month houses. Signs used and in less than a week over 3,000 calls (this is NOT difficult) with over 70 landlords, sellers, agents, etc. with houses. Sponsor house was moved, remaining houses put on tour ow email and VoiceBlast used to gather offers from buyers. Buyers with at least \$2-3k were shown houses on the list (who had made generous offers) and target conversion should be 20-30%. With 25-30 buyers a day you want to do at least 5-10 closings. Net was over \$210,000 in less than 10 days.

Part Two

Using Bumper Stickers

Here you will send sticker home with kids or use a large event (football game, play, etc.) and have bumper stickers for "Johnson School now buys houses, support education" with a number/site. You can hit hundreds of cars in a single day.

Sunny and Max excelled at this.

Example: YAC had flyers sent home then spent one weekend at games explaining model to parents. He printed 150-200 stickers and ran out. Next night did the same thing and that was it. Over 100 calls in 30 days, half seemed somewhat serious without about 20-25 deals. He closed 12-25 in that 30 days with a profit of over \$50,000 cash. Calls continued and \$500,000 and \$1M in equity. But he did this full time and took it serious.

Max and Stephanie used LED messenger on staff's car and gave school \$10k in the first week.

Voicemail Policies:

Aren't in real estate, don't want to be, or don't want to take calls? Reverse Hire

School staff can handle calls with script

School can provide minor funding to implement immediately

Process

Find schools

Run dialog and interview

Get started immediately and gauge response

Move on or focus

Track numbers and use Policed recording for staff members to perform (tracking, service, etc.)

Helpful Resources:

U.S. Department of Education Institute and Education Sciences

Private School Universe Survey

National Center for Education Statistics

<http://www.nces.ed.gov/surveys/pss/privateschoolsearch>

<http://www.AllPrivateSchools.org>

Search your state/province private schools

Contact us for outside of U.S. directories

Led Messenger:

<http://www.amazon.com/LED-Messenger/dp/B002MYGODY>

Training

A Tot can make initial contact

TT can follow up

Target should five a week

Five a day is not difficult

Policize and track