

Manufactured Franchise Model

Each issue is easily worth over \$100,000.

The MFM Episode explains the background and numbers.

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Coupon Model: Agents and Attorneys - how to get paid to build a list of over 100 investors a day.

A word about ALL these Models -

This section in the **WBE** community will help illustrate how easy it is to use **Compliance Copy** to grow companies, leverage ownership/interests and to arrange for constant income.

Just understanding the process of the MFM will put you light years ahead of nearly everybody in business, and although the pieces below are simple and begging to be copied and applied creatively...

... when combined with the dialog, Team Building, Policies, RAD, etc. and the other items in the community you will operate with devastating accuracy.

But this section is all about the actual pieces -

Putting these deals together - and the skill set to do them with positioning and superiority - is covered in the other training areas in our community.

As explained on the page -

All of these Models can be implemented from scratch.

I look forward to hearing how Builders apply these lessons...

- Azam

Coupon Model: Agents and Attorneys

This is just ONE example of how to apply the Coupon Model with real estate offices and attorneys. You'll be able to build a large list (that gets added to everyday) you'll get paid residually from both groups and this highly scalable.

Here were the targets and results:

Leads from attorneys and agents go through you to register for free seminar or consultation (you can use a site instead of VM, but to keep it simple the VM examples are below)

You are paid a portion of front end and you should also be paid on the back end, although those numbers are NOT included (you can do the math...)

If nothing else your list is built for free and automatically

Attorney new client value = \$1,500/year (way too conservative)

Broker new clients value = \$3,000 - \$5,000 in year

Your average cut = No less than \$500 - \$1,000

With 100 leads @ 10% conversion at \$500 = **\$5,000/week**

In the examples on the audio they were doing 100/day and even over *1,000/day*

Make sure you follow these numbers and understand what this means

Findlay gas station example also included below, this stand alone piece was the "\$800/week from two gas station clerks" example. The pieces are attached in emails or used solo.

Since this and the last MFM issue have a lot more than what was originally promised/planned I want to try an experiment with the VM, the former script is included and since the copy for the attorneys and brokers is very similar we'll see what VM Builders come up with and compare it to the control in the next issue.

Initial Email

Subject: Saw your ad - need a quick reply.

I sent this email to the other seven ads and have spoken with four of the other brokers, but I wanted to make sure I got in touch with you as well.

Right now I'm working with a few law firms and we are scheduling seminars with their clients who want to buy real estate investment properties.

In return for providing a roomful of clients to right brokers, they're looking for these brokers to go to their clients and email them about a free seminar on asset protection.

The average "take" from these free one day seminars is usually \$20-30k for the attorney and broker.

So I'm looking for the best people to connect with.

Right now I'm in touch with a total of about 13 others and we'll pick the best 2-3 in the next few days.

To save time I recorded a voicemail that explains this, if you think you'd be a good fit you can call anytime 24/7:

212-555-9595

Everything should be explained on there and either I or Angie (one of the attorneys that I'm working with) will get back to you either today or tomorrow.

I'm also attaching a one page "flyer" that explains more.

Look forward to hearing back from you.

Thanks!

John Smith

John @ Gmail.com

310-555-7676 (That's my cell, but if you could call the VM first, that'll save us both time - Thanks!)

Follow Up Email: (Three days, five days, once a week indefinitely)

Subject: Need a Bada** attorney/broker over here.

Subject: I won't tell anybody how you (don't) respond to emails.

Subject: Love to get your brilliant input on this.

I sent you an email and left a voicemail (I think) about this already, but I didn't hear back so I'm just following up.

As I'm sure you remember, I'm setting up seminars so that some of the big shot law firms and real estate brokers can send each other clients.

This is specifically for the broker that wants to have 50-100 potential clients in one room at one time - and for the attorney who wants the same intro to a roomful of potential clients for them.

To save time I set up a voicemail that explains who this is for and who it's NOT for, this is what I'm looking for right now:

212-555-9595

If this isn't for you I'd love to hear your ideas on you I should be contacting better people or how I should go about this.

Looking forward to hearing back - Thanks!

John Smith
John @ Gmail.com

Standard Email Response:

Got your response, before we move forward I just want to make sure you listened to the recording because I want to be fair to the others and make sure nobody gets a head start, so if you did then you'll hear back from me or Angie with a call very soon. Thanks again!

Broker from the number one real estate office in Bloomington tells me:

"When my real estate clients ask me for an asset protection attorney, I want to send them to the best..."

When the attorneys' clients ask them for the best place to buy investment properties I want those clients sent to us."

To the ambitious attorney eager for more business,

This is John Smith and right now I'm working with four of the top ten local real estate offices and six of the top nine asset protection/accounting law firms.

Here's the situation

I'm helping arrange for real estate groups to email their clients to attend a free seminar about asset protection, the best attorneys (maybe you) will be picked and allowed to present their information at the seminar and generate business based on the attendees who become new clients.

And then...

The real estate attorneys will let their clients know about a seminar on buying real estate at deep discounts, the best real estate brokers/agents will be allowed to present their information at the seminar and generate more business based on the attendees who become new clients. We only want the best, and this isn't for everybody.

If picked, you get to SHARE CLIENTS - Here's what to do next -

If you want to present at a seminar and be introduced to (usually) 50-100 new clients - please make sure you have a receptive list of clients, you are eager to impressively handle a high volume of new business and that you, if accepted, are ready to start immediately.

Given the size of the audience and the endorsed nature of the gathering, the average broker/attorney will generally make at least an extra **\$20,000 - \$30,000 from the seminar, which will usually last a few hours** - so if this doesn't work for you, please pass this message on to the best person.

Apply Now:

I've created a 90 second voicemail (you can call anytime 24/7) that explains everything. It'll save you and I time and after I hear back from you either I or Sherry - she's one of the brokers I'm working with - will get back to you within 19-38 hours.

Here's the voicemail number: **212-555-0176**. If it's busy or full please try again. I look forward to hearing from you *Thanks again! - John Smith*

Attorney from the number three law firm in Texas tells me:

"When my clients ask me for help finding a solid real estate broker to buy investment properties from, I want to send them to the best..."

When the real estate brokers' clients ask about the best place for asset protection advice, I want those clients sent to us."

To the ambitious real estate agent/broker eager for more business,

This is John Smith and right now I'm working with four of the top ten local real estate offices and six of the top nine asset protection/accounting law firms.

Here's the situation

I'm helping arrange for real estate groups to email their clients to attend a free seminar about asset protection, the best attorneys (maybe you) will be picked and allowed to present their information at the seminar and generate more business based on the attendees who become new clients.

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Given the size of the audience and the endorsed nature of the gathering, the average broker/attorney will generally make at least an extra **\$20,000 - \$30,000 in a matter of hours** that the seminar lasts - so if this isn't for you, please pass this message on to the best person.

Apply Now:

I've created a 90 second voicemail (you can call anytime 24/7) that explains everything. It'll save you and I time, after I hear back from you either I or Sherry - she's one of the brokers I'm working with - will get back to you within 19-38 hours for your interview.

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\$100,000 houses going for \$31,419?

(There are dozens!)

Future (or current) real estate investor,

If you've ever wondered how to buy real estate investment properties at a deep discount then this may be the most important letter you ever read.

At any given moment there are eye-popping deals right under your nose, in fact the average American can make more money from just one deal than they will working all year -

Why does almost everybody miss out?

Well when banks or large institutions have to get rid of huge inventory, they don't waste time going to individual investors - Instead they go to a few key players in a given market and they slash prices to get rid of the unwanted inventory quickly.

It's an insider's game

Which used to mean that only the Big Boys were playing since there are only a handful of people in each state that even have *access* to this underground pipeline of deals.

Without them you're lost

Example: in the Vegas market (one of the hottest in America) alone there was a month when 59 of the best 60+ deals were given just to NINE people.

Nine people controlled almost all of Vegas!

Well right now you can register for an INVITATION ONLY workshop that will be hosted by one of the top three real estate brokers in Arizona. Here's what you'll learn...

Buy real estate for pennies on the dollar - and walk away from closing with over FIVE GRAND

Get a spot on a secret bus tour where you can see properties that have already been prequalified and filtered - no wasting time negotiating, marketing, calling sellers - NONE of that

How to do these deals with NO MONEY out of pocket and *even* if your credit is TRASHED

You must be invited and seating is limited, to get your name on "The List" call this 24 hour voicemail right now:

212-555-0176

Calling and registering is the ONLY way to get your seat for FREE

When the richest and smartest people in Denver want to legally pay ZERO taxes...

... *this is who they call.*

(If you're okay with the government's greedy claws taking YOUR money, then please ignore this special message.)

To the real estate investor who wants to take home more money this year,

If you were to call (LAW FIRM) and ask them to evaluate your current finances, advise you on an asset protection plan or give you even a single minute of their very expensive time -

You'd pay at least \$1,500 an hour

And that's just to be added to the wait list.

With a client rolodex including the "who's who" of the region's business and investing players, they are in high demand these days - and for good reason.

Cut to the front of the line? VIP treatment?

"Impossible!" That would be the response you are likely to get from most people, and maybe they're right. However, I've made a special arrangement for my personal clients and friends. I will be hosting a one-day seminar with (LAW FIRM) at a local hotel:

You won't pay \$495 for this intensive two-hour seminar

Because you're a valued client, you can attend for FREE

Here's just a piece of what you'll learn:

---> **Turn the tables on the banking and credit card fat cats**, after this you can make them pay a huge chunk of your taxes
---> How to legally and ethically "**sneak**" on to the **payroll** of giant corporations and get tax free income for the rest of the your life
---> The two words that'll make **all your capital gains fears vanish**, so you're days of avoiding cash returns are over -

---> The **real secret to real estate financing**, this is how to use Uncle Sam's money to buy, and pay them back *nothing* when you sell
---> **New loopholes** and the "conspiracy" to keep 'em unknown, wait until you see who's behind this...
---> Start getting ivy league colleges and institutions to **chip in for your children's' college funds**, this way you won't be saving money for them because they'll start paying you

Seating is extremely limited, to be added to the VIP Notification List call now:

212-555-9595

(the 24 hour registration hotline)

I promise you that this will be the most thorough and in-depth discussion about asset protection discussion you will be a part of, I guarantee it. - (BROKER NAME)

Voicemail Sample Script:

(will be modified by Builders and tested against control in the next issue.)

Hi this John and Thanks! for getting back to me. Here's the situation: as I explained, I'm working with a few friends who are real estate investors and right now I'm in charge of their leftover buyers and sellers who want help to find a good lender and/or agent to work with. I've got a few contacts that are taking care of them now, but they're getting swamped and I'm always looking for serious people to build relationships with. We're looking for some serious lenders and agents that we not only send business to, but before you apply please make sure that you have leftover business as well for my friends - by that I mean bad credit buyers who have at least two to three thousand dollars for a down payment - because I can help connect these folks with my friends; win/win for everybody. The more business you have to send, the better. I'm on a hunt for some Badass partners.

So right now we're accepting applications and interviewing lenders and agents and we're going to pick the winners based on two things: number one is who we think will take care of our clients the best and number two is who we think will make us the most money. I'm just being honest, so after the tone before you give your information please give two or three reasons why you would be the best and why you should be picked. Either I or Melissa - she is one of the investors I'm working with - will get back to all the calls in the order of the most impressive reasons. Okay, I know this may be a little strange, but we really care about these people and I want to make sure we are sending them to right people - and since we have over 100 clients a week, the lenders and agents we pick will be able to triple their business overnight, so it's important that you know how to handle the volume. Okay, so the best reasons why you should be considered then you can leave your name, number and email, okay? Okay, you can start right after the beep... here it comes, Thanks again!

Holiday Bonus: (Santa Oz comes early!)

There has been a lot of great feedback about the Coupon Model (Thanks!) and it looks like next month's Episode will also go into this even more.

So as an added gift here's the

"\$9,000/month and then \$9,000/week campaign"

You'll hear the background on the audio for next month - especially the interesting way the last example advertorial was put together - but this the example of the students overseas who got the numbers down.

This is easy to do, example:

You are getting \$100/head with 30% attendance rate.
Every call is worth around \$30.
Get flooded with calls.

Do the math:

@100 per attendee (you should be closer to \$300 - \$500!)
Just 25 people a week = \$10k/month
100 people a week = \$10k/week
This is how they are doing over 300-400 people a week...

Below are the ads that were taken and MFMed and are running now to hit those numbers - these are online and offline.

Real estate investor retires: selling 31 properties below market value and zero down, bus tour Saturday to look at some or all of them. Only serious inquiries please. 212-555-0176.

\$5k, 2BR 1BA. Needs lots of work, very ugly. Investor special. 13 more, will be giving tour of all this Sunday. 212-555-9595.

Six houses, less than \$10k. 31 properties below market value and zero down, bus tour Saturday to look at some of them. Only serious inquiries please. 212-555-0176.

Income properties under \$5k. Bus tour this Saturday, call for availability: 212-555-0176.

Income properties under \$5k - 0 down. Bus tour this Saturday, call for availability: 212-555-0176.

"Story" Ads.

"Bad" news: sometimes when you have people do these... they may really suck.

Good news: when they hit it, the results will overwhelm and you won't get marked as "spam"

Great news: You will do almost nothing, have them explain the situation to you - then they write it - this is a HUGE secret to getting much more done overnight...

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Please HELP! My boss is making me drive a stupid bus around town to look at investment properties, I'm scared of driving it and last time I almost hit a kid. There are 13 properties on the "tour", all of them are under \$5,000.

The bus tour is this Saturday, so PLEASE call me or help me move them before then and you won't have to bid against other investors. I hate that bus.

You can call here and listen to the recorded explanation, just mention that you know Sara (that's me!) and that you want to move on something faster and I'll call you back immediately. 212-555-9595.

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9 house package - zero down. 2,100/mo income. Seller is a really nice guy and just wants to spend more time with his wife before she leaves him lol! I'm his neighbor and he asked me to help him move all the houses.

I got a local investing expert to agree to do a bus tour of all the houses, he set up a 24 hour voicemail so you can reserve a seat right now: 212-555-9595.

If you have any problems you can call me directly on my cell at: 212-776-3434.

=== (the last line has more than tripled response in tests)

14 houses at 40% - 50% below market value. The bank must sell, I'm an agent and will be doing a bus tour this weekend of all properties.

Also my broker worked with the Attorney General and they have released the guide "Five scams that destroy real estate investors and the right ways to buy deeply discounted properties and walk away from closing with cash." This will be taught at a live class so as an added benefit for the first 10 callers you will get a free seat at the class. You won't pay \$495.

To track the calls and be fair to everybody here's the number to register, it's a 24/hour recorded VM and it explains how the class works: 212-555-9595. Make sure to mention that you spoke with Danny, that's me, and ignore the \$495 price.

I'll make sure your message gets passed to me and I'll get back to you either today or tomorrow. Here's the number again: 212-555-9595.

If it's full you can try calling again later, if it stays full you can try my cell phone at 212-555-7676 but please make sure you at least try the voicemail first. If you are not going to make the class, that's okay because you can still get on the waitlist or if there isn't any room I can still try to get you a seat on the bus tour.

24/hour voicemail: 212-555-9595.

Look forward to hearing from you. Thanks! Danny McGentry

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Next is an interesting lesson on how much better "ugly" can be... one of these made over **five times as much money** as the other, guess which - the answer will be on the audio...

Real estate investors:

Investment Properties for Less Than Five Thousand Dollars?

- Invitation only bus tour has bankers furious! -

New York, NY - While most real estate investors continue to struggle and lose money every month, a small group of investors are quietly making record profits.

Their secret?

Underground bus tours where investors (who are lucky enough to get a spot on the bus) are taken by the hand by top producing local brokers and privately shown deeply discounted properties.

These brokers have represented, and have themselves become included within, the "who's who" of the local real estate industry.

They were on the "inside"

Given their status, the brokers enjoyed preferred treatment from institutions and banks who provided properties with favorable terms and pricing.

The high demand of these properties and tours has made availability sparse. For investors who do manage to secure a seat, this has created a *level* playing field.

What this means for investors

For the first time, invitations to these private bus tours are being made available to smaller investors and even beginners.

This means that investors can skip the costly traditional marketing, labor intensive (and often fruitless) negotiations with banks and sellers and the myriad of other landmines that victimize would-be real estate investors.

Seating is NOT guaranteed

To apply for a seat call the 24 hour recorded message line: 212-555-0121.

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