

## **Make money TODAY... you probably won't do this.**

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!

Take part in the **community** - don't be passive, get yourself out there, make friends, share, partner, ask questions, support - follow through on the promises that you made to be here.

I really mean that, I appreciate all the great feedback and I know everybody's has committed to keep up with your payments - which I appreciate (Thank You) - but **please** don't think that's all that is expected of you; there is a community relying on **YOU** for input.

Help... and be helped.

End of lecture.

Let's get started.

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

**A few examples and the mindset of "fast money" - but more importantly continuous money - and building a company from day one... and the story behind a pivotal player on our Team.**

Details:

**These stories will give you the back story...**

Reluctant "Azam" Example

Canadian couple from zero to \$70k

Homeless to over \$50k/month

**This is all about making money the same day you start -**

Get consumer segment quickly (usually signs and referrals)

Getting them serviced immediately

Payment: transaction or a promised/potential transaction

You get buyers

Get them to properties

**You *can* do this in one day, starting from scratch...**

**Post Raid...**

Started on a bike

Eventually got a bus

Had to do a deal today, yesterday or tomorrow

Mass showings

Had to be done

**J&R Hairon...** (slightly edited when I sent this out as an email)

*I know you get a ton of emails and you probably don't read any of them, especially from somebody like me who you never met. But I don't have a choice, I know this is the lon-gest email you will ever get but*

*I will keep sending it and calling and faxing you until I know you got it.*

*Where do I begin?*

*I know, video games.*

*In 2005 the X-box 360 came out, and shortly after games like Call of Duty had a "Live" version that people could play each other with online. This makes a regular game last forever because you can play with friends as much as you want. I don't care for this but to my SON this is like the reason to live. Every single day he would come home and talk about it, every day Azam!*

*After school, before school, during school, with every meal, every phone conversation all I hear X-box Live this or that. I wanted to bad to get him one, but I could not afford it, we tried doing everything we could think of and there was no money for it. Plus the games are as much as a week of groceries. What hurt most was that he never actually asked for one, he knew our situation and it was humiliating as a father to know this. I hated it, and I began to hate the X-box. Every time I see one I want to break it, bash it and throw them all away. It drove me mad.*

*This went on forever, finally one day when my son began telling me about Live and his friends playing it, I lost it Azam. I did the most shameful thing I've ever done, I slammed on the brakes in our car and I screamed:*

*"Shut The F\*\*\* Up about X-Box!"*

*I can't believe I did that, and I can't believe I'm telling you. What a piece of s\*\*\* I am for that. But I honestly couldn't help it, every mention, commercial or ad for it and I would feel a tug at my heart.*

*So you probably think I'm going to tell you that we got one and that's it, right?*

*Not even close. I'll tell you later why X-box is so important.*

*I've been wanting to email you for what seems like forever, and this is the toughest thing I've ever done. I don't even know if you'll get it much less read it.*

*But I had to send this.*

*For the last five years my wife and I have had an 'interesting' marriage, I never drank until we the arguing started and then I became a full out drunk. She has moved out more times than either one of us can count. We both have had over 40 j-obs between us and she thinks me chasing the American Dream is bogus. And yes we still call it that up in Canada.*

*She used to want to work with me, we used to talk about building something together, that is why we da-ted. The ONLY reason maybe. But for at least a few years she has had a steady j-ob and I'm the maniac.*

*Two kids later and she thought one of us had to grow up and be an "adult". I would tell her she was quitting, she would tell me I was wasting time. We never agreed.*

*For years we would argue and throw things and scream and cuss, and pretend that our kids didn't hear anything.*

*Then a few weeks ago it hit bottom, she lost her j-ob and we were only able to make a few pa-yments with my in-come. We got evicted and she had to move in with her parents and they hate me. But I was still going to stay there because I had no choice and a ba-nk balance of minus 72.*

*When we got there with our stuff I could see the look of 'I told you so' from her parents to her. I hate that so much. Her nephews and niece were already there too. This was Thanksgiving Day for you.*

*I looked in the room of kids and saw my two sons eyes light up when they saw what the other kids were doing.*

*You know what they were doing, I'll tell you.*

*PLAYING X-BOX LIVE!*

*I gritted my teeth and stood there watching them, I tried not to scream and I felt tears running do-wn my face. My boys were so happy, so thrilled and grateful.*

*And it had nothing to do with me.*

*I couldn't take anymore, I told my in-laws I was going to stay with my parents. My parents are dead, but they don't know that because they hate them too.*

*I left before Rebecca could say anything.*

*I wanted to leave the car for them so I just started walking, then running and then running faster.*

*I never ran so fast in my life.*

*I wanted a drink, I wanted it bad but I DID NOT do it. I had to fix this stuff I had to.*

*No other choice.*

*It was freezing and I could hardly breathe so I went to a library to warm up and look online.*

*In my email I see one from you. It changed everything and it is one of the reasons I want you to share this to help somebody else like me. You wrote about a gentleman who was living in a shed with no mo-ney and borrowed a bicycle and a cell phone from a neighbor and dug through trash for the rest.*

*He made mo-ney immediately, and you I have spoken with him since. Paul is a wonderful guy and really loves you.*

*So I read this email and I thought I can do this, I already bought your course but I never looked at it.*

*I emailed you and you sent it again for me which I am so thankful. The library would only let me read there, so I stayed there and then went to a 24/7 access point for the rest.*

*I did not stop at all, I read and listened to everything and I wrote do-wn exactly what Paul did.*

*This was it Azam, I HAD to make this thing work right now, no more excuses no more BS.*

*I went back to my in-laws in the middle of the night and I threw rocks at my wife's window to wake her. Just like old days, so romantic.*

*She came to the window and asked me if I was drunk, or just plain stupid.*

*I told her to come do-wn for just one minute.*

*I handed her your email, and I told her this was OUR shot, not my shot but OUR shot. Our cha-nce to stop hating and fighting and do something serious.*

*I told her how much I loved the way we use to be and how much I needed for her to be with me on this, and we can put everything aside for just a few days and really focus. Paul only had himself, but we have each other.*

*I kept talking and talking and I was in tears, so was she, we were in love once and somehow we forgot that. She agreed to help, so we would get started the next morning, I said NO we need to do this right now let's go get ready. I knew should say no, but she just smiled and said "Okay, you're right."*

*I waited downstairs while she went up and changed.*

*I looked over and I could see the X-Box staring at me, taunting me, "Not today X-Box, not anymore!" I said it so loud I think I woke everybody. We left with a cell phone, clothes and our love. It was a rush Azam, a real rush, better than any buzz. We flooded a supermarket and took old boxes from the back and wrote with markers from the store, we made the signs in the store.*

*But we needed something to put them up with so we used to trash plastic ties and duct tape from a warehouse dumpster. Me and my wife digging through dumpsters at three in the morning, she never looked so beautiful. I was in love. We walked around and put a few up, then a driver gave us a ride to the stations he was delivering to. At every station we would stock up from the dumpster and make the signs on the way to the next stop.*

*He thought we were crazy.*

*You know the weirdest part? Rebecca and I were having FUN, for the first time since we da-ted. And she even had a curfew or her parents would find out, it was thrilling. A few hours later we wondered why no calls came in, and we found out the phone was turned off. The battery died.*

*Now we have to go to her parents' house to charge it. So got there and told them we went for an early walk, they didn't believe us but nobody cared.*

*We charged the battery and called the voice mail number from another phone while it charged.*

*I was so nervous about the calls that I had to look away, you know what I accidentally looked at?*

*Mr. X-box.*

*Sitting there, laughing. His days were coming to an end Azam, a bloody end! Rebecca came over and looked at me with a blank face, I knew she had bad news. "The voice mail is totally full." She whispered, then she shouted the same thing.*

*I snapped my head back to the X-Box, and I could feel it getting scared.*

*We wrote down all the messages and Rebecca started calling them with your script, then I grabbed a phone book to get lenders, realtors and investors to call. Did we do this from the house? Heck no, we went out and kept working, it was so hectic having conversations with so many other calls coming in.*

*But we made it, a few lenders wanted to work with us right away, so we met at their office and started using their phones to make calls with them to test the lead responses and quality. Just like Paul did. We started calling sellers out of the paper to do a lead share with our buyers and theirs.*

*We needed to get PayPal to start taking orders, but to do that now you need a bank account which I don't have. So instead we used one of our new realtor's account and he gave us cash, I didn't think he would do it but he agreed to work with us on this.*

*The very first day we did \$31. (note from Azam: I'll convert this into dollars throughout this email, like I with Paul ;) ) I know that sounds stupid, but we couldn't believe it, the best 31 we've ever made. The next day we were over 80, and within a few days we had over 350 in cash.*

*That was about three to four weeks ago.*

*Our goal is to make a steady 1k a week, and we should be able to do that. We now in an apartment, we had to do some fast-talking with the landlord because of our previous situation but we did it.*

*Now, the ending of this story that couldn't be possible without you is this.*

*At exactly Midnight on Christmas day our boys could open one gift, just one. They both knew we didn't get them anything that great (like a stupid X-box) so they weren't expecting much.*

*So Rebecca and I chose the one they could open, they didn't get to pick this year.*

*I held the wrapped box in my hands and slowly gave it to my son, I could feel my grip on the box tightening. Rebecca came to hold my hands. She hugged me and we both held each other.*

*My sons thought we were just being whacko, we took their hands and altogether we peeled the wrapping off. You know what it was Azam, don't you?*

*We never saw our children dance without music, until today.*

*They started playing immediately and we sat back and watched, we looked at each other and for the first time since we met we both have in-comes NOT j-obs and we are both working together.*

*We didn't have to say a word, we just have to look at each other, let them have the X-box I have my dream back. We cannot possibly thank you enough Azam, and if you do get this and send this out like you did with Paul, please include our phone number and email address so that anybody like us can get help if they want.*

*Email/Phone: (Azam note: please email us for it)*

*It is funny how much different Mr. X-box looks when he knows he is mine.*

*You've truly changed our lives.*

*We love you Azam.*

*Merry Christmas.*

*Jean and Rebecca Hairon*

*===> END OF EMAIL*

### **Sunshine...**

I met him at a gym

Didn't take him serious (felonies, tats, etc.)

He went through Crash Course

Finally he snapped - woke up in car and decides to get crazy

Borrowed sign material, newspaper and phone - calls start

Signs up (he started in NY then in CA...)

First day \$400 "check" sold for \$120

\$1,100+ in 24 hours

Fast forward to \$50k/month nonsense

### **The Secret?**

\$50k/month is relatively easy to hit - just do the math

L/A Model - at least \$1k/day from just 10 calls

Mass showings to term buyers (even with 1/5) for every 10 you net 3K @ 50% still 1,500

Even at \$1k - if you get 10 buyers that's \$2k/day

That's over \$90k from just two models and only 20 calls a day

**MAKE NO MISTAKE - We've trained people to hit these numbers (and MUCH better)**

**so don't give yourself credit for NOT doing it... whatever the reason.**

The tactician will almost never do the math...

## **MMT: Make Money Today**

**First of all, this is unlikely -**

Almost no company ever makes money, let alone start-ups, one-man-armies, RE

You probably don't have what it takes

You'll probably quit and it won't be your fault -

**This model is real simple -**

Getting consumers and then connecting them really - really fast

Not that unreal since they move fast anyway

You just have to take this serious... what kind of person are you?

**Lastly** (to the morons who look to invalidate...)

Yes this is illegal

No this won't work in your area

Yes, you're business/people is/are different

No matter what happens with testimonials

Even when done in front of your very eyes...

**Buying Events** never made difference

People who are going to do it - do it

People who don't won't - no matter what

There is always somebody else to blame

**Don't give yourself credit -**

For invalidating

Being inactive

For NOT doing - there's always reasons for that, NOT impressive

"I hope this works..."

"Well this sounds good..."

**Step One: Money TODAY**

Not tomorrow, meaning that you'll leave your house and come back with more

Because of speed you will move constantly, on the phone, etc.

Move and self-correct while in flight

**What to do -**

Start calling FSBOs, agents, for rents - do this as you are putting signs out

You'll practice dialog so also engage high traffic gatekeepers

**REMEMBER THE CLOCK IS TICKING**

If you don't have a phone, borrow one from a friend, neighbor, total stranger - make it happen

You can also make calls from a public area, but you'll be wasting time that could be spent on signs

You can use/borrow a bike and go dumpster diving for signs - ask store owners - use agent

signs - get creative

All you need is a funky color and a marker

Fly through Lender/Agent calls and constantly ask for leads that had money that they "couldn't" approve or work with

Do the same with LL, sellers, etc.

You means of getting leads and consumers is signs and referrals - but you only have one day

### **FLEX - PUSH YOURSELF**

Your goal is to get people with at least \$3k for a down payment, money for rent or cash deposit on standard purchase home - those are the three main profits

Usually DP group is best

All buyers build "Dream List" for you that day - these are the hungriest

Set "group" showings, but pick up people as often as possible without running in circles

You can also get a car from investors, agents, lenders that want to see you do this

Continuously call/screen/interview agents, investors and lenders for your Team so that you don't have to keep doing this

Refine script - all dialog has same basics

That's pretty much it

"I hope this works for you..."

### **Upside down houses**

Seller can make partial payment

If balance is crazy a loan mod can be arranged (you can profit from this)

If nothing else - MOVE ON - you only have a day to "see if this works", right?

### **Foreclosure**

Seller can call bank... or not

Give them enough rope to hang themselves - DO NOT CALL bank for them

If nothing else - MOVE ON - you only have a day to "see if this works", right?

### **House not on terms - seller wants DP**

Then why did you accept the house? YOU are the judge

Dialog will resolve almost all of this

What is in their best interest?

### **What about purchase price? Approval?**

Mutually agreed upon price

Lender provides contingent pre-approval

Disclosures/attorneys

### **"Fast" Markets**

Auctions for lead generators

What's in their best interest?

Rental, PMC (investors), agents, expireds, investors, etc.

### **Other BS excuses**

It is illegal

It won't work in your area

Blah, blah, blah - I could waste time answering all the other questions, but are you really going

to do this?

## **Remember the Buying Seminar numbers**

### **Quick Recap -**

Properties - l/o RTB, rentals, straight sale

\$100k house examples

Mortgage is \$800/month - \$1,100 sell at premium

You can buy/own but main goal is to get DP

You are getting houses on terms and moving them - taking the down payment in return

Instead of ownership a lien can work just as well - even better

Some basic research (online) can really help

Land contract, Subject to, MM, seller addendum, etc.

Why? "Motivated", more money, "sale" makes loans easier, cash flow, investors, etc.

You actually get to HELP people

You can do these deals all day long - Subway \$3,500, eBay 9k, Craigslist 4k - all in days

Really, really simple

### **Get homes on terms**

#### **Connect buyer**

#### **Take down payment**

You can also reverse process

### **Gatekeepers**

PMC, agents, investors, LL, REIA, etc.

This is how you get groups of homes - 10-50 a month/week/day

Deals put together with/without you involved

Yeah, it is probably illegal

Even if it isn't - this will NOT work in your area

### **Legality**

Lenders, agents, investors, REIA, ownership/principals, etc.

I'm not that involved in this - the goal is for license/royalties

So FIGURE IT OUT... or don't

We don't teach what to believe... but how to think

PA will solve nearly everything

Top questions: Meetings, Policies, RAD

Don't have time? What makes you think they do?

### **Taking this to the next level...**

Policizing contacts (1/3 - 5 needed to move within a week - 15 conversations)

15-20 buyers/day

One TT can run entire operation

Difference between zero and five grand a month? Policies followed

Difference between five grand a month/week/day? Policies followed with a Team

Difference between five grand a week/day to 10k/day? RAD Badassery

The difference is the skill set that you develop: **Willpower**.

**Criteria for profit?** The simpler (lower) the better

**Criteria for action?** The simpler (lower) the better

**Criteria for Policizing/hiring?** The simpler (lower) the better

**That's how to turn money today... into money every day.**