

Letter Checklist

1. Determine and document your GOALS – How many transactions do you want with this marketing plan?
2. Determine which what type of property you have demand for – flip, single family rental, multi unit rental, etc.
3. Copy the template of the letter that is provided to you.
4. Use the three part method (Found in module 2 of the Investor Agent Training Program on RealEstateWithGaryWilson.com) school report, Melissa Data and Planning commission website), to locate the correct neighborhoods for finding the specific type(s) of property you have demand for.
5. Use your local public records to find name and addresses of people who are part of a court action like divorce, bankruptcy, foreclosure, probate, Landlord/Tenant. Mail the letter to those whose zip codes are in the areas that are determined by using the school report, Melissa Data and planning commission website.

PLEASE NOTE: This instruction uses an example from one market location. You will need to identify your city or county property tax records database (often this is your tax assessor's database) and your city or county public records, ie court records. They are all different. If your city or county planning commission doesn't make it easy you can use the resources located in the resource section of the Silver Level Member's area under "website resources". Remine.com and Rebogateway.com are two great examples.

6. Send the letter only to those recipients you identified in the previous steps. Do not mass mail this letter!
7. Repeat this 12 times and drop prospects from future mailings once they have contacted you or 12 mailings have elapsed.
8. Another factor that influences conversions is personal contact. In other words, if you drive an area where you've been sending the letter on a Saturday. Stop and talk to people (if they're out) at or next to the properties you've been sending the letter to. Also, after the 2nd mailing. For those who haven't responded, in the 3rd mailing include 1 page summary of active, sold and pending in the area. In the 6th mailing include a recent article on RE. In the 9th mailing include a list of your clients - last name only, nothing else, with the active ones highlighted. These things enhance the response and hence conversion rates.
9. Follow up with the recipients by setting up a listing appointment and stopping by the subject property.
10. Step into either investor mode or Realtor mode and Secure the business.
11. Now you have a client and you and they can begin to profit!
12. At this point you now have a new client and will set them up on the booklet campaign and workshop campaign. These may be found under the Marketing Tools tab in the resource section of

the Silver Level Membership at RealEstateWithGaryWilson.com.
Or, if they are relatively new to investing set them up with the following nurturing campaign:

Here is the wording:

“I am working with Gary Wilson and My Investment Services and am a Certified Investor Agent. I thought of you during the course work and believe you may find this interesting. Have you ever wanted to learn more about (pick which is most appropriate for your prospect):

Flip a house and earn a big paycheck!

Own rentals earning you passive income for life!

Make money in Real Estate without needing money or even owning property!”

And include either of the following links so they can download the mini e-book(s) that are appropriate for what they want to invest in:

- a. Flipping For Profits Without The Risk
 - i. Link: <https://www.myinvestmentservices.com/free-ebook-flipping/>

- b. Rental Profits Without The pain
 - i. Link: <https://www.myinvestmentservices.com/free-ebook-rental-profits/>

- c. Wholesaling So Everybody Wins
 - i. Link: <https://www.myinvestmentservices.com/free-ebook-wholesaling>

13. Subscribe to the My Investment Services Youtube channel. Then choose the subject that is best for your nurturing prospect – Flipping, buying rentals, wholesaling. There is a Playlist for each of these. Do not send the entire playlist at once. Rather send one video from the playlist per day. The playlists are provided below in “a.”, “b.” and “c.” After you have sent them all the videos in the playlist, one per day, then send them the corresponding follow up video identified in the “i.” tab after each of “a.”, “b.” and “c.”

a. For Flipping use this playlist. Send one video per day from the following playlist:

<https://www.myinvestmentservices.com/materials/Flipping-Webinar-5-20-2020.docx>

i. Then send this video to them:

<https://www.youtube.com/watch?v=h3rrHZ0ZGjY&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=4&t=0s>

b. For Rentals use this playlist. Send one video per day from the following playlist:

<https://www.myinvestmentservices.com/materials/Rental-Profits-Webinar-5-20-2020.docx>

i. Then send this video to them:

<https://www.youtube.com/watch?v=06RsrZyYY7Y&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=5>

c. For Wholesaling use this playlist. Send one video per day from the following playlist:

<https://www.myinvestmentservices.com/materials/Wholsaling-Webinar-5-20-2020.docx>

i. Then send them this video:

<https://www.youtube.com/watch?v=SH4odRWdi4U&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=2>

14. Interview everyone who asks you to help them invest. You want to determine what type of investor they are.
15. Qualify everyone you have interviewed. You want to make sure they have cash and credit. See modules 5 (Flipping) and 6 (Rentals) of your “Investor Agent” training program for instructions on how to work with them.
16. Ask them to email you with a recap of your conversation.
17. Work with the ones who email you. Use the Letter campaign again to find other properties for them!
18. Now you have established a long term relationship and you and they can begin to profit.
19. TAKE ACTION NOW!