Email Campaign Checklist

1. Determine and document your GOALS – How many transactions do you want with this marketing plan?
2. Go through your contact management system and create a custom field named “Investor”. You have to go through each record. I suggest doing 1 letter of the alphabet per day. Ask yourself how you know them and recall a few things you remember bout them, then ask yourself how likely they are to want to invest. Rank the answer from “1” not very likely to “10” highly likely. You can even create a 2nd related field and identify their investing preference – i.e. flip, rental, wholesale.
3. Send the 8’s, 9’s and 10’s and email with the following wording:

(NOTE: An alternative to this is simply send the email to your entire database. We call this shaking the tree.) 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 (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:

* 1. Flipping For Profits Without The Risk
		1. Link: <https://www.myinvestmentservices.com/free-ebook-flipping/>
	2. Rental Profits Without The pain
		1. Link: <https://www.myinvestmentservices.com/free-ebook-rental-profits/>
	3. Wholesaling So Everybody Wins
		1. Link: <https://www.myinvestmentservices.com/free-ebook-wholesaling>
1. 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>

1. Interview everyone who asks you to help them invest. You want to determine what type of investor they are.
2. 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.
3. Ask them to email you with a recap of your conversation.
4. Work with the ones who email you. Use the Letter campaign to find properties for your new clients! This may be found under the Marketing Tools tab in the resource section of the Silver Level Membership at RealEstateWithGaryWilson.com.
5. If they are not ready, willing and able yet you can set them up on the booklet campaign and/or invite them to your monthly workshop so that you can nurture the relationship.
6. Now you have a client and you and they can begin to profit.
7. TAKE ACTION NOW!