Speaking on Television Checklist

1. Determine and document your GOALS – How many transactions do you want with this marketing plan?
2. Determine your segment proposal. See 2 samples attached. The hook should be of local relevance and timely. Make it fun!
3. Reference celebrities in your segment proposal.
4. Make it a demonstration using props.
5. Write an article!
6. Determine which TV stations you want to be on. Please see attachment.
7. Start calling the TV stations: See attached script for calling TV stations.
8. Follow up with emails. See attached email copy. Follow up emails should be sent late on Mondays and Wednesday so they see them 1st early the next morning.
9. Sometimes they will say “no” in which case you keep going back every three months until they say something else. You should come up with different segment proposals. You never know what will pique their interest.
10. Sometimes they will say “Yes” in which case you transition into setting a date!
11. At the day and time show up 5 minutes before they tell you to and get ready to take care of business! Also, bring a gift to the producer! They will give you instructions.
12. Dress code should be business. What enables you to feel confident and professional is the right choice in clothing.
13. You want to speak directly with the host. No one else. Never look into the camera!
14. Always follow up after every appearance.
15. Practice. Practice. Practice your presentation. Plan on less than 5 minutes.
16. Always smile with lots of teeth!!! Laughing is good!
17. Open your eyes. Wide and bright!
18. End your sentences “up” not “down”. Record yourself and you’ll see what I mean.
19. Exude ENERGY! The biggest impact your successful presentation is your level of energy! E = MC2. Energy = More TV!
20. Use your hands in a palms and finger open position facing forward.
21. It is better to have a great performance with mediocre material than a mediocre performance with great material.
22. If you mess up keep going!
23. Never correct an anchor’s mistake(s).
24. Always ask for the video footage so you can use it in your marketing! Post it on Youtube, Facebook, Instagram, LinkedIn. Send it to your contacts via email!
25. Also create a PR page on your website. Google others who are in the public eye for samples.
26. Have the TV station put a link to a report you wrote on their website!
27. Put your heart and soul into it!
28. Initial prospect database build (Connection Requests Sent to Targeted Prospects).

For viewers who engage with you do the following to create engagement between you and your prospects and establish your authority and credibility:

Give them one of the following links so they can download the book(s) that are appropriate for what they want to invest in 1st:

* 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 nurturing prospect 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. After you have built rapport and established the relationship ALWAYS make an offer (CTA) like a free search of properties.
2. Interview everyone who asks you to help them invest.
3. 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.
4. Ask them to email you with a recap of your conversation.
5. Work with the ones who email you. Use the Letter campaign to find properties for your new clients! The letter campaign. This may be found under the Marketing Tools tab in the resource section of the Silver Level Membership at RealEstateWithGaryWilson.com.
6. If they are not ready, willing and able yet you can set them up on the booklet campaign so that you can nurture the relationship further until they are ready.
7. Now you have a client and you and they can begin to profit.
8. TAKE ACTION NOW!