Using Print media ( plus Craigslist and Kijiji ) Checklist

1. Determine and document your GOALS – How many transactions do you want with this marketing plan?
2. Create viewer profile (Who do you want to see your ad?).
3. What are you looking to advertise?
	1. House for sale
	2. Apartment for rent
	3. Offering a service.
	4. Offering free information. See sections 13-14 below.
4. Remember, I don’t recommend using major publications like major city newspapers. Use only local/neighborhood publications. They’re much less expensive and have great readership statistics.
5. Choose online and/or offline:
	1. Online – Craigslist and Kijiji
	2. Offline – Pennysaver and Greensheet
	3. Both Online and Offline
6. Create Online ad.
	1. See example of Craigslist
		1. <https://londonon.craigslist.org/search/apa>
	2. See example of Kijiji
		1. <https://www.kijiji.ca/v-house-for-sale/london/old-south/1487585614?undefined>
7. Create an offline ad.
	1. See examples of Pennysaver
	2. See examples of Greensheet
	3. See example of advertorial ( can be used online and offline)
8. Pay attention to the examples for artwork and graphics. Notice color choices, font, italics, Bold, and borders!
9. Always make an offer (CTA = Call to Action). Give them a weblink for a free search of properties or an intake form to get a free home evaluation, or a weblink to get a free report, calculator, or some tool like a spreadsheet the reader can actualize use! Use the spreadsheets located in the “Forms and Calculators” section of your Resource page in the Silver Level of MyInvestmentServices.com.
10. Launch! Run your ad(s)!
11. Check your results every week. Track and measure! Then you can make improvements.

1. Add prospects to your database. For those who engage with you do the following to create further 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!