Workshop Checklist

1. Determine and document your GOALS – How many transactions do you want with this marketing plan?
2. Determine which niche group you wish to serve – don’t try to be all things to all people, choose a group of people you feel connected to. This could be based on a vocation, hobby or lifestyle. We’ve created investor groups for nurses, runners, photographers, etc.
3. Secure a room that you can use at your local library, municipal center, church, etc. You want to get a room for free if possible. Do this at least 30 days in advance of your first workshop.
4. Remember, your workshop must be non-profit and community oriented.
5. Use Meetup.com to create your group online. Please use the audio/video recording to master this technique. This may be found under the Marketing Tools tab in the resource section of the Silver Level Membership at RealEstateWithGaryWilson.com.
6. Use Facebook, LinkedIn, Twitter and Instagram and other online social media channels to promote your meetup group. Meetup will also promote your group within the world of other participants in other meetup groups. You can also use email, snail mail, phone calls, texting, flyers and even doing a local PR release! Please refer to the recorded webinars on using Facebook, LinkedIn, Twitter and Instagram in the resource section of the Silver Level Membership at RealEstateWithGaryWilson.com. You may also want to consider learning the marketing campaigns associated with these Social Media tools which may also be found under the Marketing Tools tab in the resource section of the Silver Level Membership at RealEstateWithGaryWilson.com.
7. Make copies of worksheets, information forms, analysis sheets and the cashflow calculator. You will be handing these out at the workshops.
8. Find and make copies of investment properties in your area that are either for sale, under contract or have recently sold. Make multiple copies of these. You will be handing them out at the workshops. You may also use the booklet in the Booklet Marketing Campaign which may be found under the Marketing Tools tab in the resource section of the Silver Level Membership at RealEstateWithGaryWilson.com. Using the booklet for two months in a row is another great way to promote your upcoming workshop!
9. Find a recent article related to real estate in your area. You can go online and find plenty of blogs, special reports and recent news about real estate in your area.
10. Send out an email reminder the day before the workshop.
11. Send out a meetup post reminder the day before the workshop.
12. Phone call or text a reminder the day of the workshop.
13. Hold the workshop!!! In the workshop, speak for about 5 minutes using the news article, etc. you brought in. Then hand out the worksheets and sample properties and have them practice. Save time at the end for networking and round table discussions.
14. Give them this link 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>
15. Subscribe to the Real Estate With Gary Wilson 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. 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 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!