Booklet 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.
3. Copy the template of the booklet that is provided to you.
4. Decide to build your booklet to appeal to either flippers or landlords.
5. For landlords locate examples of rental properties in your area that are for sale, under contract or have recently sold.
6. For flippers find examples of properties that have sold twice in short period of time and the second sale is much higher than the 1st sale. This was probably a flip. It is even better if the buyers agent on the 1st sale is also the listing agent on the 2nd sale. This realtor probably has a good working relationship with the flipper of this property and can likely give you the “story”. Find and document three examples.
7. Edit the introductory letter to reflect you and attract your niche group.
8. Either edit the article provided in the booklet to reflect you or use you’re an example of an investment you’ve made. You can also locate a local example of another investor in the area.
9. Right after the “Tool” section and before the testimonial section include this. Give them one of the following appropriate links so they can download the book(s) that are appropriate for what they want to invest in 1st. Note, you have to register to be an affiliate. This is easy.
   1. Visit RealEstateWithGaryWilson.com
   2. Click on Members Area tab at the top of the home page
   3. Click on [***Members - Click to Log Into Silver***](https://edu.myinvestmentservices.com/login)
   4. Log in
   5. Click on [**My Dashboard**](https://edu.myinvestmentservices.com/dashboard-members)
   6. Log in under 
   7. Follow instructions

Now select the appropriate coded link as follows:

* 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. Be sure to use your own testimonials
2. Use either The Big Book of Lists, found on the website Biz-Journals. Com, the Yellow Pages, or use the website list we provide in the members section of MyInvestmentServices.com to search for and locate licensee’s in the niche group you wish to service. I suggest, chiropractors, dentists, orthodontists, teachers, engineers, pilots, other public servants like firemen and policemen, and military personal. Other groups include contractors like HVAC, builder, and small business owners in general.
3. Send 25 booklets initially to your niche group. Use legal size envelopes and hand write their name and address and your name and address.

PLEASE NOTE: An altenative to the above audience selection is to use the “Shake the Tree” method. In this method you send the booklet as an attachment in an email to the contacts in your database. Here is a script you will you:

“Hi ….., I’m training to be a certified Investor Agent and I’ve created the draft a booklet for other investors. (optional statement: “folks just like you”). And I thought of you. Have you ever considered flipping a property or buying a rental?

Would you please provide your opinion/feedback on this booklet? I value your opinion!” This alternative method of sending the booklet works great if you are in an hurry and/or need prospects and clients now!

1. Repeat this 12 times, once per month and drop prospects from future mailings once they have contacted you or 12 months have elapsed.
2. Once you are comfortable with this technique you can expand to include more recipients in your niche or add another niche group.
3. Follow up with the recipients by stopping in their places of business (if they own their own business) and/or calling them.
4. Interview everyone who responds to you. You want to determine what type of investor they are.
5. Qualify everyone you have interviewed. You want to make sure they have cash and credit.
6. Ask them to email you with a recap of your conversation.
7. You will want to follow the instructions in modules 5 (flippers) and 6 (landlords) of the Investor Agent Training program for interviewing, screening and qualifying prospects.
8. If they are not ready, willing and able you will need to nurture them in a nurturing (drip) campaign as follows:

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>

21. Work with the ones who let you know they are ready and follow steps 16 – 19 above! 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.

1. Now you have a client and you and they can begin to profit!
2. TAKE ACTION NOW!