

Make Extra Money Flipping Houses While On Vacation

By Jason Medley & Joe McCall



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Important Message From The Author, Jason Medley

This Book is brought to you by Jason Medley of Flipmyfirsthouse.com, which is dedicated to helping brand new and seasoned real estate investors grow their business.

After years of funding deals, consulting, and traveling the country to speak to large groups of investors, Jason Medley realized the biggest challenge investors faced was a continually changing housing market. This led Jason to tap into his network of top investors to create a private, results-oriented group of investors, aptly named:

The Secret Six Figure Society Mastermind

This eBook is a verbatim transcript of an exclusive presentation from the **Secret Six Figure Society Mastermind**. This private mastermind consists of 37 of the nation's top real estate investors and educators. In addition to the private meetings, Jason Medley hosts exclusive webinar classes with other members of the "society" to share their tactics and strategies with other investors around the country. You are reading the transcript, below is the source video:

[Access The Original Training Video Free By Clicking Below:](#)



This presentation features Joe McCall being interviewed by Jason Medley:

Joe McCall from www.WholesalingLeaseOptions.com has been investing in real estate for over 5 years. His background and education is in Civil Engineering. Before he started working on his real estate investing business full-time, he had worked for several large engineering & construction companies all around the country.

Joe has tried nearly every type of investing strategy, but his favorite two have always been Wholesaling & Lease Options. When he got tired of spending over \$3,000 a month in marketing for his wholesaling business, and throwing away so many leads from unmotivated sellers, he knew there had to be a better way. That's when he came across the special niche he calls "Wholesaling Lease Options".

As soon as Joe started implementing his simple, unique system, within 3 months his part-time income surpassed his full-time income. Needless to say, he quickly left his job and has never looked back. He's still only working 5-10 hours a week, and his virtual team consistently flips 2-4 lease options a month – all for him, in spite of him.

Joe is an expert at flipping properties remotely. Recently, Joe spent two months in Prague, Czech Republic, with his wife and four kids. Using his techniques, he was able to flip two lease options in the USA while he was in Prague.

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Chapter 1

Intro- Living the Life

Jason Medley:

Good evening everybody. Welcome to another edition of [The Six Figure Secret Society](#), it's Jason "The Money Man" Medley and we're going to rock the house tonight. I have a very exciting guest on the phone with us tonight, a buddy of mine named Joe McCall. This is just going to be a hard hitting, meat on the bone content call. Grab a pen and paper and saddle up. We're going to cover off on some really cool, dynamic stuff.

This call resulted from a conversation that Joe and I had about a week ago. He was saying, "You know, I've been gone for two months in the Czech Republic. I had my wife and my kids with me and I was still flipping properties over there."

Of course me, I was digging in and starting to get curious and just really started asking, "How are you doing this? Who's finding your leads? Who's calling those leads? Who's signing your documents? Who's going to see the houses? How are you doing all that when you're literally thousands and thousands of miles away?"

He started sharing with me how he was doing that. We're going to cover off on this stuff tonight. This is going to be a nitty-gritty call. Again, it's 100% content. Please, pay attention. Turn everything else off. I can assure you that you're going to learn more tonight than just real estate. This will empower you to actually start thinking about how to automate your life, or I should say remove yourself from things you don't want to do. I try to outsource and delegate everything.

If you want a laugh, I'll give you an example. If I don't want to do it, I don't need to do it, and I don't have to do it, I'm going to try to find somebody else to do it. That's the way I want you to start looking not only at your real estate business, but your life.

I haven't been to a grocery store in over five years. That's the honest truth. Occasionally, if my girlfriend drags me in there for some strange, odd reason, but I haven't been to the grocery store in five years. Why? Because I don't go.

I have a spreadsheet, I send over everything I want from the grocery on Thursday nights and I have some young lady who goes and gets it, cooks my food, brings it to me in Tupperware and drops it off at my house on Sunday. I only pay her \$70.00 to do it all. Obviously, plus the cost of everything.

That's not the point. It's not about me and whether or not I go to the grocery. It's about learning to look at your life and look at your business in a way that you say, "You know what? I didn't get into business to be a slave. I got into business to have freedom." To have control of your time.

I want you to write this down because I'm hoping at the end of this call, this is going to resonate with you. Something that I have grabbed onto, and I actually got this from a book I read a few months back and it's called *The Millionaire Fast Lane*. The author of this book kept emphasizing that money is no longer your currency, it's your time. Time is your currency. The only reason you want money is to have control of your time, so time is your currency. Start thinking about that. When things get in your life that are trying to steer your time or they're not worthy of your time, get it out of your way.

Gang, I'm juiced up about this call. I want to introduce to you Joe McCall. He's a super good guy. He's actually coming to my next Six Figure Secret Society mastermind in San Diego in August. I'm very excited and honored to have him coming out. Without much further ado, I'm going to let you take it away, brother. Let's hammer it out.

Joe McCall:

Thank you, Jason. Feel free to interrupt me. You said this is a 100% content call. I have to correct you there. It's not. It's a 110% content call. I love these calls, actually. I was telling you before I got on what I was going to be talking about and I was going to be kind of telling my story and how I got started in real estate because that's what most people want when they want a content call.

You said, "No, no, no. Stop. We don't want to know your whole sob story of how you got into real estate. We want to know how you're doing deals, man."

I said, "Well, cool. I like talking about that." I had to redo all my slides, thank you very much. I was rushed to get them done. I love talking about the details of how I do these things. I use a lot of tools and resources to flip properties.

I love real estate, man. I've been flipping properties full time now for three years and my specialty is what I call wholesaling lease options. I wholesale anything I can get my hands on, but right now I think that in my experience the easiest deals to flip are lease options. Find a seller who can't sell their house and you tie it up on a lease option contract and then you wholesale that contract to a tenant buyer.

My experience is those are the easiest deals to outsource because you don't have to meet the sellers. I don't go see the sellers, I don't go meet them in their house. I don't take pictures, I don't shoot a video. The seller shows the house for me to my buyers. The seller emails me pictures, and then I have virtual assistants do my marketing and realtors who do the other marketing for the home itself.

Jason Medley:

Joe, let me spout something here real quickly. Gang listen, we'll have this as interactive as possible. If you want the opportunity to ask Joe questions, you're going to have to get off your voice over IP connection, which is very simple. On the right side of your screen under the audio tab on your control panel you'll just click "telephone" instead of "mic and speakers". A phone number will come up and you can call in.

The only way you can raise your hand, you click the little symbol that looks like a hand on the right hand side. The only way that you can get your question answered is you have to click that button, but you have to call in. Technology is not to the point where we can try to do this over voice over IP as far as taking your questions that way.

Please call in, click telephone. It will show you a phone number. Call in, ask questions. Let's get interactive. Let's get real. Let's get the real answers out there.

Sorry to break you up there, Joe.

Joe McCall:

My wife and I got married in 1998 while I was still in school. We went to Prague through a student exchange program. I wasn't in high school, I was in college. We went to Prague and fell in love with Europe. We were there for six months. We came back to the U.S., moved around quite a bit.

Now we have four kids. We've adopted all four of our kids. We love our kids. I'm the most blessed man in the world. We wanted to take them to Europe, but how can you take a family of four kids on a 12 hour flight to Prague for just a week or two? We asked ourselves, "Why don't we go for two months?"

We said, "Okay, why not?" We couldn't think of a good enough reason to say no, so we started planning on it. I started thinking, "You know what? Can you really travel all around the world with your family, flipping properties with only a laptop?"

I've heard of other guys talk about this stuff, but I've never met anybody who had actually done it. It's funny, since I've started doing this I've started meeting a bunch of people who have been doing it because I get calls, "Hey, I've done that before."

There's a guy, Justin Lee. I don't know if you know him, Jason. He's in Panama right now, flipping properties in San Diego. Anyway, I have friends who live in India flipping properties right now in Chicago, believe it or not so I said, "I want to do this."

I set off on a mission to flip properties while I'm traveling with my family of four kids. I can't tell you how many strange looks we got, but we got plenty of them in Prague, with our four kids, flipping properties. I'll show you in a minute where I was working mostly.

***Author's Note:**

This presentation contains many slides and pictures to which the speaker is referring. [As a Free Bonus and to make your reading experience easier you may follow along on the video by clicking here.](#)

This is us. This was taken about three or four months ago in Prague. You see the Prague Castle behind there. It's the biggest castle in the world. There's also the Charles Bridge, which was built in the 1300s.

It's amazing to be in these buildings and to see these things that were built in the 1100s, 1300s when we didn't even know that there was a North American continent. There were still Indians running around, shooting buffalo and living in teepees. They were building these huge civilizations over in Europe. It blows me away thinking about it.

There we are in London at some castle, I forget what it's called. The London Bridge is right behind us.

We really wanted to get out into the country. We went to Ireland for about a week and saw lots of rivers and bridges and stone fences.

This is a barn that we stayed in. It's a converted barn that was built in the 1200s or something crazy like that. It was converted into a house.

That's my daughter at the beach.

We saw lots of these things everywhere. We saw tons of sheep. That's the ocean there in the background.

We loved Prague. I want to just show you guys. I was thinking as I was doing this, I'm wondering if anybody really believes me. You go into Facebook and the cool thing about Facebook and phones and technologies is you can take a picture from wherever you are and you use location services and the picture can tell where you are, and then when you upload the picture to Facebook it can tag you.

It's kind of spooky, but this is proof. Here we are in Prague right there with these pictures that I took from my phone, and Ireland. There's a place called The Dirty Duck, loved it, in London.

The other cool thing is I want to show you where I worked. Here's a Google map of Prague. Prague is a beautiful city. If you ever get a chance to go, you really should check it out. Here is the heart of Prague right here.

This is called Newtown right here, it's called Newtown if you can see that. This part of town was built in the 1600s. That's new for them.

We were living right down here on a street called Plaskus Street. If you take this little Google Streetmaps you can drive right past our street. It's absolutely amazing with this technology.

Here is our house, right up here. There are these tall, five story buildings and we rented a two bedroom, furnished apartment there.

Let me show you where I worked. It was about four or five blocks, there's a place right here called Café Savoy. This is where I spent most of my time working. They had the fastest internet from where I could find it.

Jason

Kind of like your Starbucks in the Czech Republic?

Joe McCall:

Yeah, but they don't have brewed coffee. You can only buy cappuccinos and espressos and stuff. That was where I worked.

I won't spend too much time walking through here, but the river is right over here and the famous castles and bridges are right over here.

There was another place I worked. If we have time at the end I'll show you some cool places. The public transportation is just incredible in Prague and we spent a lot of time traveling around the city, seeing a bunch of things.

I do want to show you one thing right here. This is the famous Charles Bridge that's really, really old. It's kind of the centerpiece of the whole city.

There was a playground right here. We would take our kids. There were tons of playgrounds and we'd always take our kids to these playgrounds. I would work about two to four hours a day, and the rest of

the time it was scheduling it around naps. We would go walk around the city, see the touristy things and stuff like that.

Jason Medley:

You kind of grazed over that, Joe, but I just want to kind of make sure that everybody heard it. You said that you worked two to four hours a day. Not only is he doing it remotely, guys. He's doing it in 10 to 20 hours a week. I'll tell you this, I'll be very candid with you. I work about the same amount of time a week. That's being very straightforward and candid. I probably work around 20 hours a week consistently and routinely.

There are definitely times when I start new projects, I'm getting ready to start a new project where I'll burn it out for maybe the next 60 days. I might work from 11:00 until 8:00 or 9:00 for 60 days just to get some momentum to get the project off the ground, and then I'll go back to basically what I was doing, working around 20 hours a week.

The key is that starting to think – this is amazing that Joe was able to do this. This is more than just controlling your time. It's about a life experience. It's such an amazing way to spend time with your family. The point here is that we're going to get into the realities of how this is done. Joe is actually going to show you some of the tools that he uses, as well.

That's what we were talking about. I want to get nitty-gritty. I really want to show people how you're doing all this when you're that far away. How the heck do you flip houses when you're that far away? Everybody seems to be amused yet intimidated when somebody's telling them they can work anywhere in the world.

The bigger purpose of this call for me, gang, is not just to help you in your real estate business, not just to help you get off the ground, not just to help you grow it if you're already experienced, but to help you start thinking about getting rid of things you don't like to do, don't need to do, and don't have to do and let somebody else do it.

Joe McCall:

That's a good point. I talk about this a lot. I just write down everything that I do and I look at, "Okay, what am I good at? What am I not good at? What can I get somebody else to do?" I just outsource it.

I don't outsource my grocery shopping or my cooking. If you count my wife, maybe she does that for me.

Jason Medley:

It's a little harder to do when you have kids. I'm a single guy.

One thing, before we go any further. Gang, write this down. We're going to jump into the nitty-gritty of the call, but write that down. That phrase that I just shared with you is really the way that I started to improve my life from the perspective of having a lot of time. I wrote that phrase down and I put it on the top of a piece of paper. If I don't want to do it, I don't need to do it, and I don't have to do it, I'm

not going to do it. Then I would just slowly start figuring out ways to delegate that or to get someone else to do it.

Write that phrase down. If I don't want to do it, I don't need to do it, and I don't have to do it – write that at the top of a piece of paper and on a daily basis just start putting things on there and take back control of your life.

Joe McCall:

Loron McGrann says, “The less I work, the more I make.”

Jason Medley:

That's definitely the way it's been for me.

Joe McCall:

This is my second favorite coffee shop. There was Starbucks there, so I needed some brewed coffee and I was able to work at the Starbucks right here.

It's a cool place. You can see these old trams that are here, and that's an older one. They have a lot of newer ones, as well.

I could show you a bunch of pictures, but you guys are probably getting bored of the pictures.

Chapter 2

Four Keys to Success

Joe McCall:

I believe that there are four keys to success in real estate that maybe could apply even to other businesses, as well. It's marketing, automation, delegation, and I added a fourth, sales – learning how to talk to sellers, learning what to say.

I'm going to spend all my time on the first three here about marketing, what kind of marketing I was doing. It's real important that you develop marketing systems so that they can be automated so that somebody else can do them. I say this over and over again – you're not in the real estate business, guys. You are in the marketing business. This is a marketing business through and through, and without leads your business is dead. You have to be an expert in marketing and understand marketing.

I learned this really early on because I had a full time job 60, 70 hours a week. The only time I could talk to sellers was on my lunch break or when I was driving home. I had to develop systems since I wanted to quit my job so badly of getting VAs to do my marketing for me. I even hired a friend on commission only to actually talk to sellers and I hired realtors to market my homes for me.

It worked. All of a sudden I started flipping these deals like lease options like I do mostly. Within three months of doing that, my part time income flipping these lease options surpassed my full time income. That was three years ago. That's when I left my job. I didn't even have any idea what I was going to be doing three years later, going to Prague for a couple of months. We're already talking about going to Costa Rica next spring. We're going to San Diego for a week or two weeks in August, next month, to see you, Jason. I'm bringing my family with me.

I'm going to Colorado a month after that for another vacation for the week. I'll be taking a lot of time off, but I'll still be working and my team will be running the stuff without me.

Chapter 3

Marketing by the Numbers

Joe McCall:

I first want to talk about marketing by the numbers. It's important that you learn to break down your marketing into goals you can control. It's easy to say, "I want to make \$100,000.00 a year." Or, "I want to do two deals a month." Can you really control that? I don't think you can. You need to break down your income goals. If you want to flip a certain number of deals, whatever your goals are, you need to break them down into something you can control so that you know, "If I want to do two deals a month or four deals a month, how many sellers do I need to talk to every day?"

That gets a little more down into what you need to have, but that's still hard to control. You need to break it down into, "How much marketing should I do every day or every week to talk to the number of sellers that I need to talk to, to get to the income goals that I have?"

I have a spreadsheet I want to review with you guys – and Jason can give it to everybody if you want on the list. Let me open up this spreadsheet here.

I'll try to zoom in here to make it as big as possible so everybody can see it. I just did this spreadsheet the other day. I was on a coaching call with some students and I said, "Let's say you want to make \$120,000.00 a year." That just rounds it off to \$10,000.00 a month. Let's be conservative. Let's say your average profit per deal is \$4,000.00. You take four divided by 10 and that's about two and a half deals per month. Let's bump that up to three, let's say.

Now, let's be conservative again. Let's say you only sell half of the homes that you actually get under contract. I use what's called a flex option, so my options that I have on my houses are flexible. That's one of the reasons why I can do so many deals virtually is because it's so easy to sell to the seller. They can cancel my contract if they sell it or lease it before I do. They can cancel my agreement and they won't owe me anything. It's very easy to sell what I'm doing to sellers.

Here's my offer too, by the way. What do you need for your house? Okay, I'll get that for you. When you're doing a lease option, you just find out what the seller needs for the house, as long as they're willing to wait a few years for it. I get it under a lease option contract and I sell that lease option contract to my tenant buyer.

Jason Medley:

Let me say something real quickly. Because what you do wouldn't necessarily be called what's "in vogue" right now. It's not an REO, it's not a short sale, that kind of thing. It could certainly be a short sale, but the way you're structuring it is what's called a lease option. For those of you who aren't familiar with a lease option, don't get lost in the fact that you're not familiar.

Again, the goal of tonight, and we'll give you Joe's blog and you can go check him out and you can learn more about these options. I just don't want you to get like, "Oh, I don't know what lease options are so I'm going to bounce." Again, the goal of tonight is, just like look at this spreadsheet. This is how an intelligent, driven person thinks about their business. There's value in that and we're going to tell

you how he does all this stuff from a virtual standpoint. There's going to be a lot to learn here even though you may not be familiar with lease options are.

Joe McCall:

Thanks for clarifying that because that's important. This spreadsheet will apply to no matter what kind of business you're doing, in my opinion. If you're doing marketing, if you're doing postcards, if you're doing Craigslist stuff, this really, really helps. I'll try to lay off on the lease option language that I use because really what I'm talking about can apply to pretty much any type of real estate investment that you're focused on.

Looking at the numbers, again you want to get goals and things that you can control. Let's say you only sell 50% of the houses you get under contract, or let's say you sell 75%. Let's break this up. I want to be conservative.

That means I need to get six houses under contract every month to make my income goals.

Let's say you have to talk to 25 sellers to get one house under contract. That's a good general rule of thumb. Maybe it's 20, maybe it's 30 but you can play with that number. Let's say it's 25 sellers you need to talk to, to get one house under contract. Remember, in real estate sometimes you have to dig through a lot of dirt to get to the gold. That means it's a numbers game, right? These are all numbers and the law of averages.

That means if you need to talk to 25 sellers, you need to get six houses under contract. Six times 25 is 150. You need to talk to 150 sellers a day. That's not cold calling 150 sellers a day off of Craigslist. That's 150 sellers that are responding to your postcards, to your letters, to your different Craigslist campaigns and marketing that you're doing. I'm going to be showing you the Craigslist marketing that I do so you can see that and start applying it tomorrow.

Jason Medley:

Another thing I want to point out real quick Joe is immediately when we're going through this, when I look at line item number 10 the first thing I'm thinking is, "I don't want to do that. I don't want to talk to 150 people a month." I hope that everybody on the line tonight is thinking the same way like, "That is not something I would want to do."

That's part of what we're showing you on the call. He's going to show you how he doesn't really do it. I want you to start having your brain thinking that way. Immediately when he's putting that number up there I'm like, "I don't want to do that. I don't want to talk to 150 people." I'm already asking myself, "How do I get out of that?" Go ahead, brother.

Joe McCall:

Thanks for clarifying that again. Keep on bringing those things up because I forget those kinds of details. When you're in this, sometimes it's hard for me to see it from an outsider's perspective.

You take 150 divided by 25 working days a month, let's say. That means you or your VA or somebody

needs to talk to six sellers every day. Now we're getting down into a little more nitty-gritty. Let me be clear about this, too. While Jason and I don't want to talk to six sellers a day, for a newbie, for somebody who's just now beginning, I suggest that you do talk to six sellers a day and figure out how it works because that's really not a whole lot. That's an hour a day, maybe two hours a day talking to sellers. It is important that you learn how to do this stuff yourself so that you can train your assistants and people you hire under you – your realtors, your VAs, to do it for you. You'll train them what to say.

By the way, I'm going to be going over in a few minutes the scripts and the things that I give to my VAs to say to these sellers. I'm going to give you the questions that they ask. I'm even going to show you how they put the leads into our database and how we follow up with them and stuff like that.

In the progression of my business really what happened was I was doing all this myself and then I outsourced just a little bit at a time. I started outsourcing the Craigslist stuff to the VAs, then I had the VAs do postcards. Then I said, "VAs, I'm getting all these calls in the voicemail. I want you to call them back and just get their basic information." Then they started doing that.

Then I said, "Call them back and get their basic information and if they meet these criteria, then schedule an appointment for me to call them." They did that for a few months. Then all of a sudden I'm getting my calendar full of all these appointments. I said, "Wait a minute, stop. I want you to actually close them now. If they're ready to do a deal, send them my contract and get it signed." All of a sudden before I know it, my VAs are getting sellers to sign my contracts and they're sending them to me. I get them in an email and I send the email off to my realtor and she does the rest.

It's kind of a progression and sometimes I want to be careful that people don't get overwhelmed with, "Oh man, I have to have a VA to do my first deal," or whatnot. If you've already done some deals, this is kind of how it progresses. You can outsource everything, really.

Somebody has to talk to six sellers a day. Let's say 75% of your leads come from Craigslist. I'm going to show you how I do my Craigslist marketing here in a minute. Let's say 25% of your leads come from postcards.

You can change this to 50/50 if you want. I'm doing more direct mail now than I ever have. I'm doing more direct mail.

Now that means I need to get 75 leads per month from Craigslist and 75 leads per month from postcards. If you look at the average response rates here, Craigslist I'll just tell you, an average of 15% of the people that I send marketing to in Craigslist. This isn't putting an ad in Craigslist. This is me sending some marketing out to somebody who's advertising their house on Craigslist. I'll show you how I do that here in a minute.

I get an average of 15% response rate who say, "Yeah, maybe. Tell me more." With postcards I get about a 3% response rate and with yellow letters, about 8%. This is important. That means I need to send out 500 pieces of marketing to Craigslist every month, and I need to send 2,500 postcards every month.

	Ave Response Rate	How much to send out per month	Costs	Per Day	Per Week	Costs
17	75	15%	500 \$	20	100	\$ -
18	75	3%	2500 \$	n/a	625	\$ 1,150.00
19	-	8%	0 \$	n/a	0	\$ -
TOTAL PER MONTH						\$1,150

If you look at the cost, there's zero cost in my Craigslist marketing. There's about \$.46 per postcard.

In yellow, this is what's important. If you want to make \$120,000.00 a year, you need to be sending out marketing to about 20 sellers and landlords every day on Craigslist. Five days a week, that's 100 leads in Craigslist. Somebody needs to go and find 20 different houses on Craigslist every day and send them something. The beautiful thing about marketing to Craigslist is that it's so easy to outsource and get somebody else to do.

You also need to send out 2,500 postcards per month to Craigslist, and that's about 625 postcards per week. I'm going to show you the postcards I use and how I train my VAs to send the postcards for me.

Jason Medley:

2,500 postcards off of Craigslist – are the addresses of the homes on Craigslist?

Joe McCall:

The postcards are coming from absentee owners that I'm getting from ListSource or RealQuest or something.

Jason Medley:

I gotcha.

Joe McCall:

The Craigslist, I don't have the ads. I'm just sending them text messages, emails, voice blasts, stuff like that.

Jason Medley:

Right, and that's what you were clarifying with me the other day. That's what I want everybody to know. Think about that. I always say it's better to be the hunted than the hunter. When you want to sell something or when you want somebody to do business with you, it's always better to be the hunted than the hunter.

A cool way that Joe's doing business, he's going to show you exactly how to do this and how he uses Google voice to do it. He sends text messages to the sellers on Craigslist. At that point it's kind of cold, but if they respond to him it becomes warm. It's not nearly as harsh or as fear driven as a cold call would be because you're only talking to the people who have interest.

Joe McCall:

Yeah, totally.

Jason Medley:

A lot of people have a fear of picking up the phone and actually having to have human interaction with other people. The cool thing about what you're doing, especially from a Craigslist perspective is you use technology to reach out to them and then that human interaction is made that much easier. You're only talking to the people who respond to you and who are motivated to talk to you.

Joe McCall:

Somebody put a question on here, "Is this a seminar or the Travel Channel?"

Jason Medley:

That's funny. I'll be frank. If you haven't gotten some value out of what we've covered so far, go back to watching *Desperate Housewives* or something like that.

Joe McCall:

Go back to watching the Travel Channel. My favorite show right now is *House Hunters International*.

The point of doing this is – you want to make \$10,000.00 a month. So what, what does that mean? You need to break down your goals into things you can control. That is postcards per week. Let's say you don't want to do any Craigslist. You just change this to zero. Let's say postcards are 50% and yellow

letters are 50%. Then you know, “I need to send out 2,500 postcards per month and 938 yellow letters per month, and it’s going to cost me \$2,000.00 to do that.

That is going to give you, based on the law of averages, your six sellers that you need to talk to or somebody needs to talk to every day. I did this because it’s important. For developing the systems you need, you have to have marketing down so you understand that marketing is the most important part of this business. Once you figure out, “How much marketing do I need to do?” That’s the first step in creating the systems in place to train someone else to do it all for you.

***Author’s Note:**

This presentation contains many slides and pictures to which the speaker is referring. [As a Free Bonus and to make your reading experience easier you may follow along on the video by clicking here.](#)

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