

Audio Lesson Session One – Handout

Basic Business Philosophy & Mindset

- What do you really want your business to be? How many transactions? What kind of clientele? How much automation do you want?

Method 1: How to Use www.Craigslist.org , www.Backpage.com and www.Kajiji.com

- Main Action Steps
 1. Register and create an account at each of the above sites
 1. Place the provided ads at minimum once per day.
(I recommend doing it more like 2-3 times a day at each site, at least do this while you ramp up your production)
 2. Try changing the ads with modifiers like “luxury”, “starting at 100k” or anything else that defines your desired clientele.

Method 2: How to Take Advantage of Social Media Sites like www.Myspace.com, www.Facebook.com, and www.Twitter.com

- Main Action Steps
 1. Register a new profile for each site and add your local business and personal contacts. But if you have personal facebook and myspace accounts keep them separate as well.
 1. As you begin growing your contact list you will be able to keep in contact with hundreds of people at once by just posting a bulletin.
(By posting one bulletin to one of my myspace account with just 150 friends, most of who I don't know on a personal level, I got 22 requests for bank foreclosure and short sale listings)
 2. Jason

Method 3: Develop & Implement Simple and Easy to Create Automated Follow Up Systems

- Main Action Steps
 1. Register with either www.aweber.com or www.GetResponse.com and begin adding your clients and prospects into the database so you can communicate with them more consistently and more frequently.
 1. Use a piece of paper and write out a sequence of e-mails that you want to go out to each category of prospect. Buyer prospects, seller prospects, past clients and sphere of influence.
(when you pre-write 15 e-mails that are all on topic and are all scheduled to go out every 5-6 days you will be doing three things. First you will be building a relationship with your prospects. Second, you will keep yourself at the top of your prospects mind. Third, you can put offers to other reports or products in your e-mails so you can then track your clients to see when they become more active.)