



Welcome!



Slide # 2

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED

Welcome To The

Rei Rockstars

Coaching Calls



Rei Rockstars

Rehearsal Notes:

This subject matter is for educational purposes only.

We are not lawyers, CPA's, Financial Planners, etc.

We are here to share with you our opinions based on our experience.

You should always have your contracts, taxes, business plans, etc reviewed by an attorney and/or financial advisor before completing any real estate transactions and/or any business ventures.

Attorney
Disclaimer



Slide # 3

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED



Coaching Series Overview



Slide # 4

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED

Rei Rockstars

Coaching Series Overview

- | | | |
|----------------------------------|-----------------------------------|--------------------------------------|
| ✓ Identifying Neighborhoods | ✓ Verifying Information | ✓ The Option Period |
| ✓ Marketing for Sellers | ✓ Marketing For Buyers | ✓ Preparing for Closing (Checklists) |
| ✓ Interviewing the Seller | ✓ Interviewing The Buyer | ✓ Reviewing the HUD & Closing Docs |
| ✓ Evaluating the Deal | ✓ Showing A Property | ✓ Setting Up A Deal For Success |
| ✓ Structuring & Pricing The Deal | ✓ The Buyer Presentation | ✓ Third Party Servicing Companies |
| ✓ Seller Presentation | ✓ Pitching OF to Trad. Agents | ✓ Homeowners Insurance |
| ✓ Overcoming Objections | ✓ The Buyer Offer | ✓ HOA |
| ✓ Tying Up The Deal | ✓ Involving A Lender (when & why) | ✓ Closing The Deal |
| ✓ Gathering Documentation | ✓ Structuring The Deal To Close | ✓ Your Power Team |



Coaching Series Overview



Slide # 5

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED

Rei Rockstars

Coaching Series Overview

- | | | |
|-------------------------------|-------------------------|---------------------------------|
| ✓ Partnering & Presentations | ✓ Video Marketing | ✓ Goal Setting |
| ✓ Leveraging Your Team | ✓ Social Media | ✓ SEO Tips |
| ✓ Competing | ✓ Scaling Your Business | ✓ Online Traffic Sources |
| ✓ Websites | ✓ Time Management | ✓ Marketing Properties in Words |
| ✓ Squeeze Pages | ✓ Developing Your USP | ✓ Property Flyers |
| ✓ Split Testing | ✓ Outsourcing | ✓ Bird Dogs |
| ✓ Tracking | ✓ Branding | ✓ Referral Network |
| ✓ Auto Responders / Follow Up | ✓ Quick Start Tips | ✓ Business Foundation |
| ✓ Copy Writing | ✓ Deal Flow Charts | ✓ Deals / Case Studies |



REI Rockstar Tips



Slide # 6

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED

6 Tips To Getting The Most Out Of These Coaching Sessions

1. Buy a journal
2. Eliminate distractions
3. Write notes in one color
4. Write actions items in another color
5. Immediately take action
6. Write down additional thoughts

Let's focus and be committed to APPLYING what you learn so that you can forever change your life and your future.

*To Your Success,
The REI Rockstars*



REI Rockstars
Coaching
Series



Slide # 7

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED



Real Estate Strategies



Last Coaching Call

How to Create An Effective Marketing Message

Homework:

1. Create your customer avatar.
2. Research marketing messages from successful investors in your area.
3. Write your marketing message for your chosen marketing pieces (postcards, door flyers, yellow letters, newspaper ads, etc..) and double check you have incorporated the 5 keys to copywriting.
4. Watch the vault coaching video on copywriting to get more tips!



How To
Create
Personalized
Marketing
Pieces



Slide # 9

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED

MARKETING:

How To Create Personalized Marketing Pieces



How To
Create
Personalized
Marketing
Pieces



Slide # 10

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED

Handwritten Door Flyer

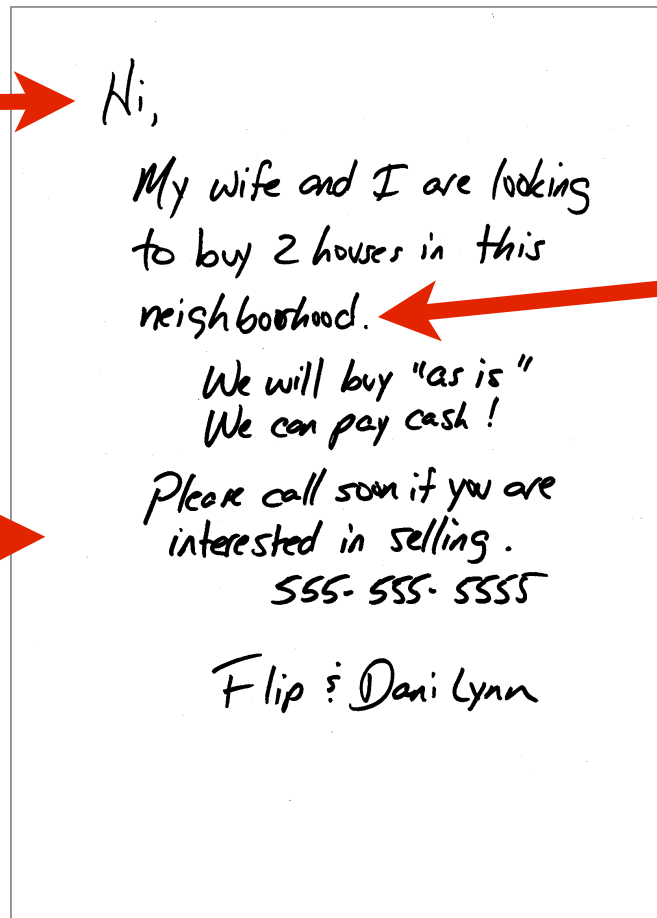
1. A Piece of Blank White Paper
2. Black Sharpie Marker
3. Your Chosen Marketing Message



Handwritten Door Flyer

Notice this letter is handwritten, but not personalized.

Keep nice sized margins around the entire letter.



Don't try to make it look perfect, otherwise, it could be confused with computer handwritten font.



Handwritten Door Flyer

1. Buy bright colored paper
2. Test print (laser printer is best - fix as needed)
3. Print a minimum of 200
4. Target a neighborhood and deliver
 - **If you start now, write down your calls so we can input that info into your tracking sheet after our next call.



How To Create Personalized Marketing Pieces



Slide # 13

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED

Yellow Letter

1. A Piece of Blank White Paper
2. A Piece of Yellow Lined Paper
3. A Red Gel Pen or ultra fine point Sharpie
4. Your Chosen Marketing Message
5. Place the white paper over the yellow lined paper under good light and write your message.

How To Create Personalized Marketing Pieces



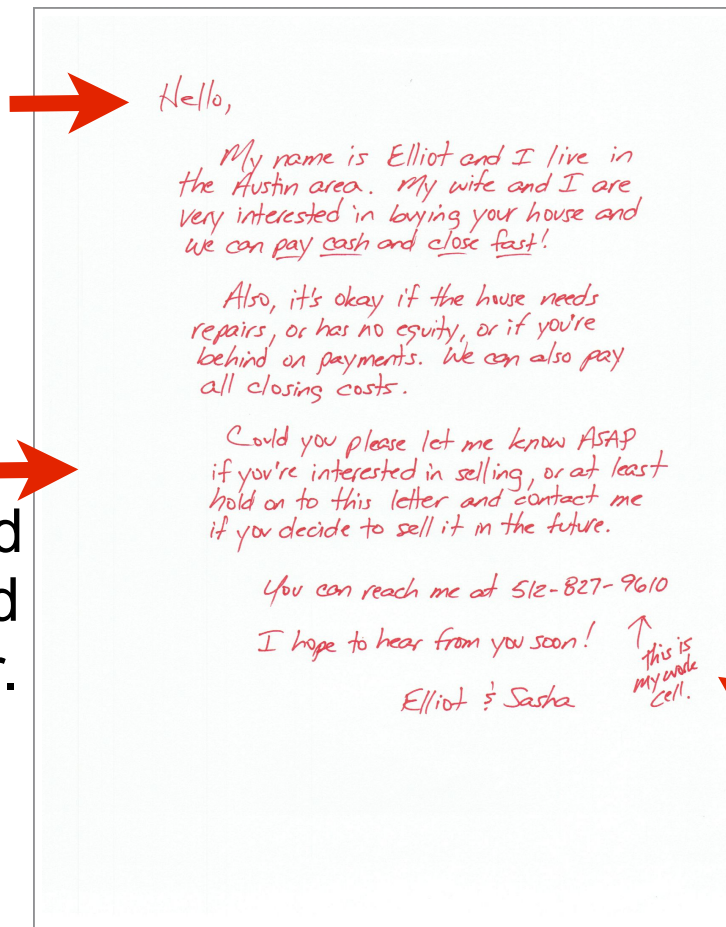
Slide # 14

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED

Yellow Letter (Easy version)

Notice this
letter is
handwritten,
but not
personalized.

Keep nice sized
margins around
the entire letter.



Don't try to
make it look
perfect,
otherwise, it
could be
confused with
computer
handwritten
font.



How To
Create
Personalized
Marketing
Pieces



Slide # 15

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED

Yellow Letter (Easy Version)

1. Buy more yellow lined paper (same size as you used initially)
2. Test print (laser printer is best - fix as needed)
3. Print a minimum of 50 - 75
4. Buy envelopes & unique stamps
5. Decide on your target list.



Yellow Letter (Easy Version)

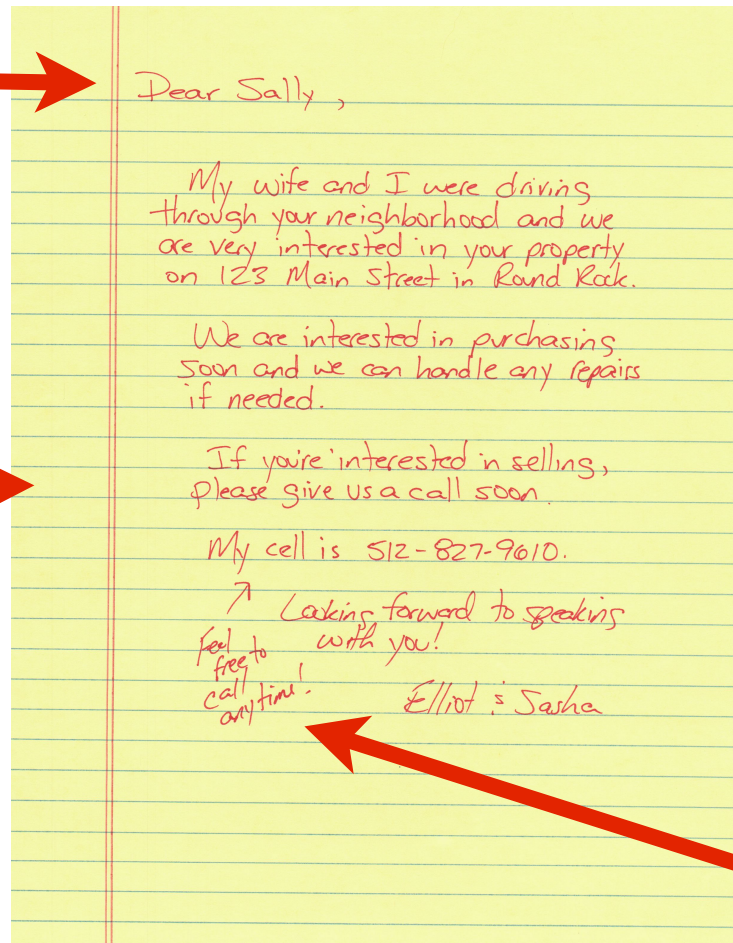
6. Handwrite prospect addresses on front of envelope
7. Handwrite your return address on top left corner
 - No PO Boxes
 - Don't put your name
8. Put a unique stamp on right corner and then mail
 - **If you start now, write down your calls so we can input that info into your tracking sheet after our next call.



Yellow Letter (The Right Way)

Notice this
letter is
handwritten,
AND
personalized.

Keep nice sized
margins around
the entire letter.



Don't try to
make it look
perfect,
otherwise, it
could be
confused with
computer
handwritten
font.



How To Create Personalized Marketing Pieces



Slide # 18

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED

Yellow Letter (The Right Way)

1. Buy more yellow lined paper (same size as you used initially)
2. Test print (laser printer is best - fix as needed)
3. Print a minimum of 20 & decide on your target list.
4. Handwrite in the prospects name & address.
5. Buy colored invitation style envelopes & unique stamps



Yellow Letter (The Right Way)

6. Handwrite prospect address on front of envelope
7. Handwrite your return address on top left corner
 - No PO Boxes
 - Don't put your name
8. Put a unique stamp on right corner and then mail
 - **If you start now, write down your calls so we can input that info into your tracking sheet after our next call.

Upcoming
Call Topics



Slide # 20

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED

Final Reminders!

TRACKING CALLS AND MARKETING EFFORTS

Homework



Slide # 21

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED

Final Reminders!

► Homework:

1. Create a handwritten door flyer (if that's a marketing method that makes sense for your target seller).
2. Create a handwritten yellow letter.
3. Get ready to test these after our next coaching call. (Track your time and money spent creating these so you can input that information in after the next call.)

See you in 2 weeks!!

Q & A



Slide # 22

COPYRIGHT©2013 BY REI ROCKSTARS LLC
ALL RIGHTS RESERVED

Q & A