

Thanks for ordering the ebook. While you're waiting for your download link to arrive, please watch this short video. It's very important to your success as a real estate investor.

Something you're going to need to learn, no matter which real estate business model you use, is marketing. And I don't just mean marketing a property you want to sell.

Marketing is how you find motivated sellers, which is how you find great deals.

Marketing is how you find people to buy your real estate contracts or properties.

Marketing is how you build your credibility and reputation as an investor. When you do this right, you have deals coming to you instead of spending all your time chasing them.

Marketing is the difference between spinning your wheels to stumble upon a decent deal every few months and building a business that does one successful deal after another.

Marketing is really the key to the whole business, and the sad thing is, most experts don't focus enough on it when they teach real estate investing.

Many real estate courses teach outdated methods or tactics that aren't that effective, like:

- Driving around neighborhoods looking for houses with “For Sale” signs
- Focusing on newspaper ads to buy and sell properties
- Expecting real estate agents to bring you all the good deals

All of those things work to some extent. The real problem is that they're not the most efficient or effective uses of your time. Of course if you drive around town, you'll see some properties with “For Sale” signs. But the sign isn't going to tell you how motivated the seller is. People don't put their asking price on the sign, or words like “Desperate” or “Must Sell Now” to make it easy to spot the deals.

And sometimes, the best deals are the homes that aren't listed for sale yet. Or maybe the owner hasn't put a sign in the yard for whatever reason.

Newspapers aren't completely obsolete yet, but they give you just a small segment of what's going on in the market.

Real estate agents can be very helpful to your business, but when you're just starting out and don't know them well, you can't expect them to send you all the good deals they find. That's a lot more likely to happen once you've built a relationship with the right agent.

So what can you do right now that's a better method of marketing, that's a better use of your time and a more effective way of getting your real estate business some traction?

The best real estate marketing gets people to come to you, instead of you having to find them. Imagine having motivated sellers calling you asking you to buy their properties, instead of you calling ad after ad in the paper hoping to find a good deal.

Do you see how that's not only easier and more time efficient, but also puts you in a position of power? When you have people coming to you, you can be more selective about which properties and people you work with. That also makes it easier for you to negotiate with them.

You need to treat your real estate investing efforts like a business, not a hobby. Marketing is what lets you do that.

One of the biggest developments in real estate in recent years is the rise of the Internet, not just in everyone's home and office, but also on their phones wherever they go. It's definitely made it easier for people to shop for a house. It's also made it easier – and harder – for us as real estate investors.

How can it be easier and harder at the same time? All the powerful tools at our fingertips, many of them free, have made a lot of our tasks as investors easier and less time-consuming. They've also made it easier for other people to compete with us, because when something gets easier, more people get drawn into it... which in a way ends up making it harder.

It can also be difficult for people to figure out which tools and techniques to use and which ones to avoid. There are just so many of them now that you can't do them all... so how do you know where to focus? How do you tell an effective online tactic from a complete time-waster?

That's an area where I can really help you a lot...

Marketing is so important to your success as a real estate investor, yet it's so under-taught that I've created a video course solely to teach you how to implement these strategies and tactics. And as you know, wholesaling is my favorite real estate model, yet this training will be a big boost for your business no matter what type of real estate investing you want to do...

Because no matter what, you need to be able to find the right properties and motivated sellers.

You need to know how to build a solid reputation in the industry.

You need to learn how to network and work with others, whether it's sellers, investors, buyers, agents, or other professionals.

You need to learn how to tap the power of the Internet to market your business, and how to combine that with the offline methods you should be using. I'll show you which to implement and which to avoid, so that you don't waste a lot of time with trial and error.

Finally, you need to learn how to use systems and processes to do all of this as efficiently as possible, so you're not spending every minute of the day chasing deals or trying to figure everything out.

So let's talk a bit more about what's in the course:

- Using social media and building your online presence
- How to easily build trust with everyone you want to work with
- Should you have your own website, and if so, what should be on it?
- How to build credibility as a real estate investor and get those critical reviews—even if you haven't closed a deal.
- Offline marketing tactics like direct mail and many others
- Which websites you should have a presence on – and why
- Figuring out your target audience—the people you want and need to target with your marketing
- Ways to find those motivated sellers (including one place you'd never think of that's a gold

- mine)
- Mapping out your marketing budget and which marketing tactics you can use based on your budget
 - What to look for in a seller besides their motivation to sell (This is critical!)
 - How to get Google to send you people as soon as an hour from now
 - Where to go in your area to network for free and find sellers and investors
 - Which software I recommend to keep track of your leads
 - The mobile marketing machine you already own (no, not your phone!)
 - Low-cost and free marketing strategies that you can implement right away
 - The power of SEO and how to make it work for you
 - Nurturing and following up with your leads
 - Plus much more!

Remember, no matter what type of real estate investing you're doing – or any business, for that matter – good marketing skills are what makes the difference between massive success and just getting by. Between making a good living and never even getting deals done.

And who better to teach you than someone who went from a net worth of minus \$80,000 to building a company that does 200+ deals per year, makes \$500k a month every month in wholesale fees, and operates without my day-to-day involvement?

It's proper marketing that makes all that possible. I really want to share this information with you, because I know how much of a positive impact it can have on your business.

To make it as easy as possible for you to see it, I've put it all online so you can just go watch whenever you want.

You can be watching this video course just a few minutes from now... No waiting for a box of DVDs to be shipped to you.

Simply click the button below to get started, then we'll send your easy access details to your email inbox right away.

See you on the inside!