

# SUCCESS BLUEPRINT



“If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with success unexpected in common hours.”

-- Henry David Thoreau

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# SUCCESS BLUEPRINT

Welcome to the greatest creative real estate investing program ever created. You are beginning an incredible journey that many before you have traveled who have gone further than they would have ever imagined in their wildest dreams. This is the start of a whole new financial life for you. Real estate has been the greatest source of wealth in history and you're about to swim in that ocean of economic prosperity.

You are going to find that we are very detailed in our approach to teaching you how to become a successful creative real estate investor. After carefully analyzing the progress of previous mentees over a very long period of time, we discovered what the most successful mentees did in the very beginning to achieve rapid results and compiled that wisdom into this step by step success blueprint. This is your treasure map to reaching your financial goals with real estate as quickly as possible. For most people, the most important milestone on the way to reaching those goals is to close their first deal. Our studies have shown that the first deal is the most difficult one and once they have gotten that first deal under their belt, the flood gates open and the money starts pouring in.

The path to closing your first deal as fast as possible involves having several deals working at the same time. The goal of this blueprint is to put you in the best possible position to get at least 3 good deals under contract within the first 3 months of joining this program. One of the biggest mistakes new people to the real estate business make is only getting one deal under contract and then spending all of their precious time "nursing" that one deal. Although that one deal may close and may make a lot of money, it's vital that you build a healthy pipeline of at

least 3 deals, but preferably more, as soon as possible, so that if one deal gets delayed or for whatever reason doesn't pan out, you have several others right behind that one ready to close. What we call "nursing one deal," is a huge financial mistake, not only short term because it could delay experiencing your first closing, but further, it could have lasting negative effects because it could de-motivate you from pursuing real estate investing at the level of commitment necessary for you to reach your financial goals.

Having numerous solid deals in your pipeline will also prevent you from falling into the most toxic real estate thinking of all, which is, "I'll get one deal under contract and if it works out, then I will know it works. If it doesn't work out, then I know that this doesn't work." That attitude is a surefire way to achieve complete real estate failure. Stay out of that trap!

Some investors immediately tense up when they contemplate getting a property "under contract" because they feel it may sign them up for potentially unwanted responsibilities, commitments and risks. You will discover with this system that you can make risk-free offers which provide you with the rewards without the risks. Fear no more! You can go out and get as many deals under contract as you possibly can without the concern, anxiety or fear.

The fact is, you cannot profit from real estate you do not control and until the deal is under contract correctly, you do not control it. In real estate, your inventory is your paperwork and you can only profit if you have deals under contract. If a deal is not under contract, you don't control it and therefore it's not in your inventory and therefore you can't profit from it.

This blueprint will walk you step by step through how to put yourself in the best possible position to get at least 3 deals under contract. When you have developed this healthy pipeline of deals, you will be on the fast track to closing your first deal. Plus, not only will you be in the best possible position to close your first deal in as short of time as possible, in addition, you will

be setting yourself up for numerous consecutive closings thereafter. Then, you will truly hit your money zone when deals begin closing one after another. Once you reach this level, a whole new financial world will open up to you. It is our goal to get you there as quickly and easily as possible.

**WISDOM KEY:** You will find that certain action steps in this blueprint may be more difficult than others due to your background in real estate, available resources and/or your area of the country. In fact, you will probably run into a few temporary roadblocks. Everyone does. Welcome to life! You must not allow a few bumps in the road to prevent you from reaching your overall goal of financial freedom. An analogy to illustrate this principle involves an experience I had while my wife was swimming with dolphins in the Florida Keys. The dolphins lived in a lagoon that connected directly to the ocean so that the dolphins were provided a completely natural habitat. The only barrier to the open ocean for these dolphins was a chain-link fence that rose about 4 feet above the water. These dolphins, as part of their routine, performed choreographed jumps of up to 12 feet out of the water. I asked one of the trainers why the dolphins didn't just jump over the chain link fence into oceanic freedom? His response was, "I guess they have never been taught that trick." With real estate, any temporary roadblocks you may face will be much like the dolphin fence. They can be overcome because you have the ability to overcome them. Don't make the tragic mistake of allowing a simple 4 foot fence to stop you from freedom.

## **The Biggest Mistake Some Apprentices Have Made**

The single most profit-crushing mistake some of our Apprentices have made in the past is not taking the time to learn this incredible system. A race car driver could have the fastest car on the track but if he doesn't know how to drive it, he'll never win a race. Like any great system, it may take some time for you to learn how to use it, navigate it and get the most out of it. But once you have learned how to "drive this car" so to speak, you'll catapult your financial life into the stratosphere. This success blueprint has steps weaved throughout it that will most efficiently and effectively teach you how to use what you have just invested in. Following this blueprint step by step is the single best way to get the most out of this program.

## **How to Use This Blueprint**

This blueprint instructs you on exactly what you should be doing, in order of when you should doing it. It is segmented into 10 modules and you can complete them as quickly or as slowly as you want. This isn't "10 weeks"; it's 10 modules, because you can complete several modules in one week (if you have extra time) or spread out a module into several weeks if your life gets real busy. You want to complete each module before moving to the next one. Each item has a space to mark off your progress. Take the time to mark off your progress. This is how you can verify how far you have come and how far you are from completing this blueprint.

You'll notice that each Module has several different types of tasks, including completing what we refer to as Core Trainings. Resist the temptation to complete all the Core Trainings for all 10 modules before taking any action. So often, we find where brand new mentees feel more comfortable in the confines of reading and watching and self-educating rather than in the real

world of taking new actions. Completing the Core Trainings is absolutely necessary to your development, but you'll find that you will learn so much faster and easier when you are putting what you learn into action at the same time you are going through those lessons. Something magical happens in the learning process when you put into practice what you are learning from our core trainings.

Also, sometimes, we find as mentors, that a mentee's first reaction to a given strategy for success may be to change it, ever-so-slightly. It is human nature for us to act differently than instructed. However, if you want to close your first deal as quickly as possible, follow this blueprint. There are deep rooted reasons for many of the actions in this success plan and most of these lessons we have learned the hard way through the school of hard knocks. You can choose not to learn those same lessons we have so painfully learned for you by following this blueprint and avoiding the temptation to change it ever-so-slightly.

### **The Paralyzing Affects of Fear**

The main reason why so many people don't reach their goals is fear and those fears prevent them from taking action. Fear of the unknown, fear of making a mistake and fear of moving outside of one's comfort zone are just a few of the fears that paralyze people. Instead, what people should fear most is not taking action at all! Take action and complete this blueprint as quickly as you can.

### **And Don't Sweat the Small Stuff!**

Don't allow a small detail to stop you from your goals. Tell yourself you will not allow excuses to stop you from being successful. Overcome the little details and get out there and become financially free! We wish you all the success in the world.

## Module 1 - Introduction

### Home Office Set Up

Most businesses that profit as much as you can with real estate require a tremendous amount of upfront equipment expenses as well as a huge monthly overhead bill. One of the many great advantages of real estate is that it requires almost no equipment upfront and almost nothing to run month to month. And the best news of all is that the few things that you do need, you probably already have. Here is what your home office needs:

- Computer/Laptop (*not a tablet*) with an internet connection
- Phone (your mobile phone is all you need but we recommend you also set up a free Google Voice number and install the Google Voice app on your smartphone)
- Ability to scan in a document. There are several Apps, like JotNotPro, that turn your smartphone into a scanner, but it's also nice to have a Printer/Copier/Scanner too.

That's all the Office set up you need to do. Anymore and you're just wasting time. That wasn't so bad, was it?

### ePartner®

- Retrieve the email from our staff that provides you with your ePartner® login information. (If this hasn't come yet, it will be on the way shortly.)
- Log into ePartner® with your Username & Password and watch the opening video when you first log in.
- Navigate to the Knowledge Center tab at the top and then go to the "Getting Started" tab. Once in the Getting Started tab, complete steps 1 through 3.
- Complete your ePartner® walk through call with our staff



## CORE Training

- Watch/Listen to these CORE Trainings
  - INTRO CORE: You're Now the CEO Part 1
  - INTRO CORE: You're Now the CEO Part 2
  - INTRO CORE: You're Now the CEO Part 3
  - INTRO CORE: Introduction to this System
  - INTRO CORE: Ultimate Creative Real Estate Investing Formula
  - INTRO CORE: Real Estate Market Cycles
  - INTRO CORE: State of the Market
  - INTRO CORE: What's New in Our Industry
- TIP! Follow along with the CORE Trainings by using the Workbook so that you can take notes on important distinctions you learn as you go through each training.
- Creative Real Estate Certification: Answer the questions that correspond to each of the above CORE Trainings (found in the Creative Real Estate Certification Course).
  - [https://courses.freedommentor.com/sign\\_in](https://courses.freedommentor.com/sign_in)
  - Username: *Your Email Address*
  - Password: *Your ePartner Password* (and if you have trouble, you can always click “forgot password” to create a new password.

## Coaching

- Review the Coaching Call Procedures (ePartner® Coaching tab)
- Attend at least one Group Coaching Call (ePartner® Coaching tab)

## Goal Reminder

- My goal in the first 3 months is to get 3 good deals under contract. I'll overcome every obstacle, both self imposed and in the marketplace, to attain this goal. I'll stay focused on achieving this goal UNTIL I reach it. I won't let anything get in my way from getting 3 good deals under contract.

## Module 2 – Generating Seller Leads

### ePartner®

- Test your ePartner® website to make sure it is operating properly.
- Start adding new clients into the system, even test clients. Watch tutorial videos when you get stuck. The more you get used to using this system, the better off you will be.

### CORE Training

- Watch/Listen to these CORE Trainings
  - STEP 1 CORE: Generating Leads 101
  - STEP 1 CORE: Intent Traffic
  - STEP 1 CORE: Direct Response Advertising
  - STEP 1 CORE: What's New in Motivated Seller Marketing
  - STEP 1 CORE: Elevating Your Game
  - STEP 1 CORE: Marketing Planning & Troubleshooting Problems
  - STEP 1 CORE: Lead Generation Log Tutorial
- Creative Real Estate Certification: Answer the questions that correspond to each of the above CORE Trainings (found in the Creative Real Estate Certification Course).

### Implement What You're Learning

- Develop a plan of what Seller Lead Generating techniques you are going to implement. Feel free to send an ePartner message to the First Available Coach with your plans so that you can get a review of your plans.
- Add each technique that you employ each month to your Lead Generation Log found in the Tools tab of ePartner. This will help you weeks and months down the road when it comes time to analyze and fine tune your marketing efforts.

## Coaching

- Log onto as many group coaching calls as your schedule will permit. If you can't make the calls due to your schedule, contact our team to set you up with a call that is better for your schedule. Also, you can listen to the recorded versions of the calls in ePartner® under the “Coaching” tab in the sub heading titled “Call Archive Recordings”.

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## Module 3 – Qualifying Sellers

### CORE Training

- Watch/Listen to these CORE Trainings
  - STEP 2 CORE: Key Questions
  - STEP 2 CORE: Lead Investigation
  - STEP 2 CORE: Determining Property Value
  - STEP 2 CORE: Predicting Final Sales Price
  - STEP 2 CORE: How to Get MLS Access
  - STEP 2 CORE: Business Sense
  - STEP 2 CORE: Evaluating Sellers Better
  - STEP 2 CORE: Reading Between the Lines
- Creative Real Estate Certification: Answer the questions that correspond to each of the above CORE Trainings (found in the Creative Real Estate Certification Course).

### Implement What You're Learning

- Practice talking to sellers, either with a friend or family member, or the real thing by calling on a seller lead. Ask the key questions.
- Either sign up for a service that already provides you with MLS access or follow the instructions on getting MLS access.

### Coaching

- Attend at least one Group Coaching Call

### Goal Reminder

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## **Module 4 - Getting Deals Under Contract (Part 1: Making Offers)**

### **CORE Training**

- Watch/Listen to these CORE Trainings
  - STEP 3 CORE: Offer Strategy 101
  - STEP 3 CORE: Offer Strategy Examples
  - STEP 3 CORE: Offer Strategy Mastery
  - STEP 3 CORE: Presenting Offers
  - STEP 3 CORE: Overcoming Objections
  - STEP 3 CORE: Profit Mastery
- Creative Real Estate Certification: Answer the questions that correspond to each of the above CORE Trainings (found in the Creative Real Estate Certification Course).

### **Implement What You're Learning**

- Make offers on any leads that come in, even non-motivated ones.

### **Coaching**

- Attend at least one Group Coaching Call

### **Goal Reminder**

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## **Module 5 – Getting Deals Under Contract (Part 2: Contracts)**

### **CORE Training**

- Watch/Listen to these CORE Trainings
  - STEP 3 CORE: Understanding Contracts
  - STEP 3 CORE: Sealing the Deal
  - STEP 3 CORE: Agreement to Sell Real Estate Contract Tutorial
  - STEP 3 CORE: Affidavit and Memorandum of Agreement to Sell Real Estate Contract Tutorial
  - STEP 3 CORE: How to Get Contracts Reviewed by an Attorney
- Creative Real Estate Certification: Answer the questions that correspond to each of the above CORE Trainings (found in the Creative Real Estate Certification Course).

### **Implement What You're Learning**

- Locate an investor friendly Closing Company in your general area.
- Consider joining a pre-paid legal service provider like LegalZoom for inexpensive, ongoing legal help.
- Get the Agreement to Sell Real Estate (Standard and Creative Financing) template we provide reviewed by an attorney.

### **Group Coaching Calls**

- Attend at least one Group Coaching Call

### **Goal Reminder**

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## Module 6 – Due Diligence

### CORE Training

- Watch/Listen to these CORE Trainings
  - STEP 4 CORE: Verifying Details
  - STEP 4 CORE: Understanding Title
  - STEP 4 CORE: Estimating Repairs
  - STEP 4 CORE: Master Investor Skills
- Creative Real Estate Certification: Answer the questions that correspond to each of the above CORE Trainings (found in the Creative Real Estate Certification Course).

### Implement What You're Learning

- Locate an investor friendly Closing Company in your general area.

### Coaching

- Attend at least one Group Coaching Call

### Goal Reminder

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## Module 7 - Exit Strategy

### CORE Training

- Watch/Listen to the CORE Trainings
  - STEP 5 CORE: Selling/Renting 101
  - STEP 5 CORE: Selling/Renting Mastery
  - STEP 5 CORE: House Selling the Freedom Mentor Way
  - STEP 5 CORE: Listing a Property on the MLS
  - STEP 5 CORE: Selling on a Rent to Own
  - STEP 5 CORE: Selling to an Owner Financing Buyer
  - STEP 5 CORE: Renovating Houses and Dealing with Contractors 101
  - STEP 5 CORE: Beyond Cosmetic Rehabs
  - STEP 5 CORE: Renovating Houses and Dealing with Contractors Mastery
- Creative Real Estate Certification: Answer the questions that correspond to each of the above CORE Trainings (found in the Creative Real Estate Certification Course).

### Implementing What You're Learning

- Google for “Flat Fee Listing Services” in your area and contact the local ones (not the lead capture sites)
- Ask your closing company who the most successful mortgage brokers they know are, the more names you get, the better.
- Begin assembling your repair team:
  - Cleaning Company/Person
  - Handyman
  - General Contractor
  - Carpet Cleaner
  - Junk Remover
  - Lawn Mower / Landscaper

### Coaching

- Attend at least one Group Coaching Call



## **Goal Reminder**

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## Module 8 - Closing

### CORE Training

- Watch/Listen to these CORE Trainings
  - STEP 6 CORE: Understanding Funding
  - STEP 6 CORE: Understanding Funding Better
  - STEP 6 CORE: Controlling the Deal
  - STEP 6 CORE: Closing the Deal
  - STEP 6 CORE: The LLC Method
- Creative Real Estate Certification: Answer the questions that correspond to each of the above CORE Trainings (found in the Creative Real Estate Certification Course).

### Coaching

- Attend at least one Group Coaching Call

### Team Building – Hard Money Lenders

- Read Chapter 1: Section 5 Building Your Team (Part 5: Money Sources) and then locate as many local hard money lenders in your area as possible. You can start the search at the Freedom Mentor Hard Money Locator ([www.freedommentor.com/hard-money-locator](http://www.freedommentor.com/hard-money-locator)). Your goal is a local hard money.

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## Module 9 – Putting It All Together

### CORE Training

- Watch/Listen to these CORE Trainings
  - Case Studies
  - Interview with Recent Apprentice Program Graduates
  - Beating the Competition
  - Being a Licensed Real Estate Agent
  - Going Full Time
  - Hiring an Assistant
  - Building Wealth
  - Buying Rental Property
  - Short Term Vacation Rental Investing
  - Personal Finance Mastery
- Creative Real Estate Certification: Answer the questions that correspond to each of the above CORE Trainings (found in the Creative Real Estate Certification Course).

### Coaching

- Attend at least one Group Coaching Call

### Goal Reminder

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## **Module 10 – Generating Leads Implementation**

Have you reached your goal of 3 deals under contract, yet? If not, go to your Lead Generation Log and analyze what techniques are working, what are not as well as any other adjustments that you see need to be made. We have found that marketing for motivated sellers becomes the most important part of creative real estate investing once someone has learned the core fundamentals of every other aspect of the business. Motivated sellers put the rest of the formula into motion. When leads are generated, you will then have to qualify them, and the good ones you will want to get under contract, and the ones you get under contract you will perform due diligence on, and the ones that pass the due diligence phase will need to be exited and the deals that are exited will need to be closed. Therefore, fine tune your seller marketing and the rest will fall in place. Use the Lead Generation Log to be able to make informed decisions based on facts.

## Success Blueprint Conclusion

Congratulations on completing this entire blueprint! If you have completed all or the majority of the items, you are well on your way to a successful career in creative real estate investing. If you have skipped any steps along the way, make the decision that you will go back and complete them as soon as possible. The ability to follow through with commitments despite circumstances sets apart those who succeed in life from those who are always frustrated with their lack of results.

It's a remarkable achievement if you have completed the Creative Real Estate Certification course because you have the knowledge of the top 1% of all real estate investors. Congratulations!

And once you have closed your first deal, you will have achieved what the vast majority of wannabe real estate investors never have. It's a big milestone on your journey to financial freedom. We wish you the best of luck in the future and God bless.