

Real Estate Investing Menternship Program™
90 Day Fast Track To Success Planning: Tools for the Serious Real Estate Investor

*“I’ve found that Money Freedom leads to Time Freedom, which leads to Relationship Freedom,
Spiritual Freedom, Physical Freedom, which finally leads to Ultimate Freedom!*

- Robert G. Allen

Money Association:

Write six words that comes to mind (fast) when you think of “Money”

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Rich People Association:

Write six words that come to mind (fast) when you think of “Rich People”

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Rate yourself (circle one) on the Following Scale of 1 to 10 (1 = weakest & 10 = the strongest)

General:

A. Business Experience	1	2	3	4	5	6	7	8	9	10
B. Financial Resource	1	2	3	4	5	6	7	8	9	10
C. General Real Estate Knowledge	1	2	3	4	5	6	7	8	9	10

Real Estate Acquisition Strategies:

A. Buying with Cash	1	2	3	4	5	6	7	8	9	10
B. Buying with Lease Option	1	2	3	4	5	6	7	8	9	10
C. Buying Subject To	1	2	3	4	5	6	7	8	9	10
D. Buying with Owner Financing	1	2	3	4	5	6	7	8	9	10
E. Buying REO (from banks)	1	2	3	4	5	6	7	8	9	10
G. Buying at Auction	1	2	3	4	5	6	7	8	9	10

Real Estate Exit Strategies:

A. Retail Sale to End Buyer	1	2	3	4	5	6	7	8	9	10
B. Owner Finance to End Buyer	1	2	3	4	5	6	7	8	9	10
C. Wholesale to Investor	1	2	3	4	5	6	7	8	9	10
D. Lease Option to End Buyer	1	2	3	4	5	6	7	8	9	10
E. Straight Rental to Tenant	1	2	3	4	5	6	7	8	9	10

Real Estate Investing Menternship Program™
90 Day Fast Track To Success Planning: Tools for the Serious Real Estate Investor

“The greatest danger in times of turbulence is not the turbulence. It is to act with yesterday’s logic.”
- Peter Drucker

Real Estate Business Skills:

A. Negotiation - Seller	1	2	3	4	5	6	7	8	9	10
B. Negotiation – Buyer	1	2	3	4	5	6	7	8	9	10
C. R/E Buying Paperwork	1	2	3	4	5	6	7	8	9	10
D. R/E Selling Paperwork	1	2	3	4	5	6	7	8	9	10
E. R/E Rental Paperwork	1	2	3	4	5	6	7	8	9	10
F. Due Diligence b4 buying	1	2	3	4	5	6	7	8	9	10
F. Creating Business Systems	1	2	3	4	5	6	7	8	9	10
G. Managing Other People	1	2	3	4	5	6	7	8	9	10

Real Estate Deal Finding:

A. Cold Calling to Sellers	1	2	3	4	5	6	7	8	9	10
B. Cold Calling to Realtors	1	2	3	4	5	6	7	8	9	10
C. Cold Calling to Investors	1	2	3	4	5	6	7	8	9	10
D. Door knocking to Sellers	1	2	3	4	5	6	7	8	9	10
E. Direct Marketing to Sellers	1	2	3	4	5	6	7	8	9	10

(e.g. direct mail, bandit sign, TV, etc.)

Real Estate Success Factor: What’s Stopping You?

A. Lack of Money	1	2	3	4	5	6	7	8	9	10
B. Lack of Time	1	2	3	4	5	6	7	8	9	10
C. Lack of Family Support	1	2	3	4	5	6	7	8	9	10
D. Limiting Beliefs	1	2	3	4	5	6	7	8	9	10
E. Lack of Knowledge	1	2	3	4	5	6	7	8	9	10
F. Fear of Failure	1	2	3	4	5	6	7	8	9	10
G. Fear of Success	1	2	3	4	5	6	7	8	9	10
H. Fear of Judgment from others	1	2	3	4	5	6	7	8	9	10
I. Fear of Being Too Old	1	2	3	4	5	6	7	8	9	10
J. Fear of Being Too Young	1	2	3	4	5	6	7	8	9	10
K. Fear of Not Being Too Smart	1	2	3	4	5	6	7	8	9	10

True or False (circle one):

A. It takes money to make money in Real Estate	True	False	Not Sure
B. There are no good deals where I live	True	False	Not Sure
C. It takes too much work to make money in Real Estate	True	False	Not Sure
D. There’s too much competition in buying good Real Estate	True	False	Not Sure
E. To make \$ in R/E, I’ve to take advantage of other’s misery	True	False	Not Sure

Real Estate Investing Menternship Program™
90 Day Fast Track To Success Planning: Tools for the Serious Real Estate Investor

“Money is nothing but the physical symbol of flow momentum. Flow is a natural phenomenon of the universe. It stops when things become out of alignment – at all levels – physical, mental, emotional and spiritual.”

- Dennis Stevenson

CASH Factor: Access to Quick Cash for Acquisition of Real Estate

#	Source	Amount Available	Comments
1	Bank Account (Checking)	\$	
2	Bank Account (Savings)	\$	
3	Pension Funds (you can borrow)	\$	
4	IRAs (you can withdraw/borrow)	\$	
5	Stocks/Bonds/Mutual Funds (sell)	\$	
6	Credit Card Total Cash Advance	\$	
7	Home Equity Lines of Credit	\$	
8	Friends & Family (4 the right deal)	\$	
9	Private Lenders	\$	
10	Other Sources to Raise Capital	\$	

Time Factor: Who’s in Control of Your Time?

#	Source/Activity	# of Hours Spent
1.	Average # of hours spent watching TV each week	
2.	Average # of hours surfing the Internet (recreationally) each week	
3.	Average # of hours reading junk/escapist magazines/books per week	
4.	Average # of hours needed for a restful Sleep/night x7	
5.	Average # of hours spent at primary job/profession per week	
6.	Average # of hours spent at second job/profession per week	
7.	Average # of hours spent doing chores/meals/driving per week	
8.	Average # of hours spent with kids/loved ones per week	
9.	Average # of hours spent on hobby/recreation/Church etc. per week	
10.	Average # of hours you Really have to focus on Real Estate Investing each week	

Caring Factor: Attitude of Gratitude

#	Source/Activity	# of Hours Spent
1.	Average # of hours donated to charity efforts/greater good each month Now	
2.	Average # of hours you’d like to donate to charity efforts/greater good each mo. in Future	

Real Estate Investing Menternship Program™
90 Day Fast Track To Success Planning: Tools for the Serious Real Estate Investor

*"Have in your mind that which would constitute a miracle for you. Get the vision. Suspend disbelief and skepticism. Allow yourself to take the journey toward real magic."
 - Wayne Dyer*

Giving Factor: The More You Give, the More You Receive – But the Giving Must be Unconditional!

#	Activity	Percentage
1.	Current average amount of your income you donate to charity as a percent of your annual income (e.g. 5%, 10%, 20%):	
2.	In the future what average amount of your income you'd like donate to charity as a percent of your annual income (e.g. 5%, 10%, 20%):	

Real Estate Investing 90 Day Road Map:

1 Goal and Focus: Finding Motivated Sellers & Profitable Deals

90 Day Financial Projections – Your Investment Profit Model

How much cash do you want to earn in 90 days? \$_____

How much equity do you want to build in 90 days? \$_____

How many deals do you target in 90 days? _____

#	Activities	Hours/week	Comments
1	Studying with Mentor		
2	Conference call & 1x1 with Other Team Members		
3	Study on Your Own		
4	Marketing Activities		
5	Dialing for Dollars (calls to sellers)		
6	Driving for Dollars (locating distressed properties)		
7	Researching Properties & Owners Online		
8	Face to face Seller Meetings (avg. 2hrs/meeting)		
9	Misc. business activities (Build Power Team , etc.)		
10	Total Real Estate Investing Business		

How Are You Going To Be Investing? _____ Full Time _____ Part Time

Full-time (35-50 hours a week) - Your goal is to cultivate 2 - 3 independent lead sources that each yield on average two quality appointment with a seller per week. This means you'll be going on 4-6 appointments with sellers each week, or 16-24 appointments per month.

Part-time (10-20 hours a week) - Your goal is to cultivate 1-2 independent lead sources that each yield on average two quality appointment with a seller per week. This means you'll be going on 2-4 appointments with sellers each week, or 8-16 appointments per month.

Real Estate Investing Menternship Program™
90 Day Fast Track To Success Planning: Tools for the Serious Real Estate Investor

*"You will never find time for anything. If you want time, you must make it."
 - Charles Buxton*

"The time will come when you will satisfy a need for money by steadfastly depending on the Master Self within - and not on anything in the world of form. Until you do this, you will continue to experience the uncertainties of supply for the rest of your life. Every soul must learn this lesson, and until it does, it will be given opportunity after opportunity in the form of apparent lack and limitation. You may be experiencing such a challenge right at this moment. Realize that this is the opportunity you have been waiting for to demonstrate the Truth of your birthright."

- John Randolph Price in The Abundance Book

MARKETING PLAN:

You'll probably need to test out 5-7 lead generating strategies to find 2-3 that work best for you and your area.

Lead Generation Strategies:

1. Dialing for Dollars to FSBOs (www.Landvoice.com) and For Rent Ads
2. Bandit Signs “We Buy Houses” (www.1866SignGuy.com)
3. 8 1/2 x 11 “We Buy Houses” Flyer Distribution to target farm area
4. Driving for Dollars (finding distressed properties and getting to know the area)
5. Classified Ads “We Buy Houses”
6. Targeted Direct Mail
7. Birddog and informal Referral Network
8. Catchy Business Card with 2 Feet Rule
9. Join Formal Business Referral Networking Group
10. Online Marketing

90 Day Lead Generation Strategy Broken Down by Months:

Month 1

#	Lead Generation Strategy To Test	Implementation Step 1	Implementation Step 2	Implementation Step 3	Tracking Method *
1					
2					
3					

Month 2

#	Lead Generation Strategy To Test	Implementation Step 1	Implementation Step 2	Implementation Step 3	Tracking Method *
1					
2					
3					

Month 3

#	Lead Generation Strategy To Test	Implementation Step 1	Implementation Step 2	Implementation Step 3	Tracking Method *
1					
2					
3					

* Results will be tracked each week via the “Menternship Program” Weekly Reporting Form

Real Estate Investing Menternship Program™
90 Day Fast Track To Success Planning: Tools for the Serious Real Estate Investor

“If you think education is expensive, try ignorance.”

CONTINUING EDUCATION PLAN:

Every well educated person is a self-educated person. You’ll need to continue your education of all the different aspects of Real Estate investing business along with the implementation of various marketing plans. As a new investor who is launching your investing business, one of the smartest moves you can make is to invest the time, energy, and money to get the right training and knowledge base from the start.

You basically have two tracks you can take: self-study or via an organized Mentoring Program. If you have the time, discipline and will power, you may choose the self-study method, but working with new investors throughout the nation we’re convinced that a structured Mentoring Program like our unique “Menternship Program” is the way to go.

Let’s look at your past education and what it has accomplished for you. What have you spent on your conventional or vocational education to date? Please answer the following that applies to you:

#	Schooling	\$\$\$ Invested	Time Invested	Degree Earned	Salary/Income/year
1	High School				
2	Associate Degree				
3	Undergrad Degree				
4	Diploma/Vocation				
5	Graduate Degree				
6	Doctorate/PhD				
7	Business/Franchise				
8	Other Training				
9					

What is your current annual income due to your investment in vocational and conventional education?

\$ _____

What do you think you would be able to earn if you could go back in time and invest the same time, money and energy that you put into your conventional education or vocational training, but this time invest the time and money into getting the absolute **BEST** real estate investment and business systems training instead?

\$ _____

Real Estate Investing Menternship ProgramTM
90 Day Fast Track To Success Planning: Tools for the Serious Real Estate Investor

“Only passion, great passion, can elevate the soul to great things.”
-Diderot, Pensees Philosophiques, 1746

CONTINUING EDUCATION PLAN:

If you've already decided to join our Menternship Program, congratulations! We'll guide you every step of the way for the next 12 months including your continuing education plan. List at three books (real estate investing & your own personal development) to read in the next 90 days:

- 1.
- 2.
- 3.

List home study courses that you will go through this year to continue your education plan:

- 1.
- 2.
- 3.

List at least 1 or 2 workshops you'll attend this year to continue your education plan:

- 1.
- 2.
- 3.

List the names of organizations or REIA groups that you'll join to network and continue your education plan:

- 1.
- 2.
- 3.
- 4.

Begin a “Real Estate Success Journal” – Daily or at least weekly keep a journal of what you are learning, successes your are having, insights you are gaining, experiences that matter, etc... This will be invaluable to your in your journey to massive wealth.

Real Estate Investing Menternship ProgramTM
90 Day Fast Track To Success Planning: Tools for the Serious Real Estate Investor

“Ability may get you to the top, but it takes character to keep you there.”
 - John Wooden

BUILDING YOUR POWER TEAM - T.E.A.M = Together Everyone Achieves More

There are many parts to a Real Estate deal and if you have to do everything, it'll be impossible for you to close a deal. You'll need to form alliances with many other professionals who play a supporting role and a critical role sometimes to close a deal. If you treat them better than average, they'll become part of your, what I call, “Power Team” and help you in more ways than you can imagine.

Don't think you need to find all these people before you do your first deal. You'll work to cultivate these contacts over the first 6-24 months of your investing. But just by identifying who you need to find you'll start to notice the right people will just flow into your life - that is assuming you have the awareness to recognize them when they show up.

Also, you'll find that it's an ongoing process of adding and deleting for many reasons as your (and sometimes theirs) need changes or they move out of the area. So, don't be discouraged if you lose a member of your Power Team because there's a better one waiting for you in the wings. I always recommend going three deep in each category to minimize your dependence on any particular individual or company. Following are the different key categories that you should have in your Power Team:

#	Category	Name	Phone	Email	Alternate
1	R/E Mentor		813-637-9797		
2	Mortgage Broker				
3	Title Company				
4	Insurance Agent				
5	Real Estate Attorney				
6	Real Estate CPA				
7	Handyman (skilled)				
8	Handyman (labor)				
9	Real Estate Agent				
10	Credit Repair Expert				
11	Cleaning Services				
12	Home Inspector				
13	Bookkeeper				
14	Banker				
15	Private Lender				
16	Hard Money Lender				
17	Contractor (HVAC)				
18	Contractor (plumbing)				
19	Contractor (electrician)				
20	Contractor (building)				
21	Contractor (roofing)				
22	Termite Inspector				
23	Personal Assistant				
24	Business Mentor/Coach	Tom & Joanne Studer	941-721-8684		
25					

Real Estate Investing Menternship Program™

90 Day Fast Track To Success Planning: Tools for the Serious Real Estate Investor

"I have discovered that most ideas are stillborn, and need the breath of life injected into them through definite plans of immediate action. The time to nurse an idea is at the time of its birth. Every minute it lives, gives it a better chance of surviving."

- Napoleon Hill, Think & Grow Rich

FINANCIAL PLANNING & ALLOCATION OF MONEY

Yes, it does take some money to get started. You don't have to have all the things mentioned below before you start. In the beginning, allocate your resources based on your current financial situation. As you grow and have more funds available to do additional marketing and hiring staff, you'll revisit this portion of your planning. Following are key categories that you need to plan in advance to maximize your time & effort:

#	Category	\$ - Month 1	\$ - Month 2	\$ - Month 3	Future
1	Business Overhead (rent, phone, wireless web)				
2	Marketing (sign, letters, ads)				
3	Menternship Program & Training (Monthly Investment & Dues)				
4	Transportation (separate car 4 bus.) (Gas, toll, insurance, etc.)				
5	Personal Assistant (secretary/bookkeeper/prop. Mgr.)				
6	Office Equipment (furn., computer, copier lease, etc)				
7	Subscriptions* (ForeclosuresDaily, RealQuest, Landvoice, webhosting)				
8	Miscellaneous (business travel, etc.)				

*** If you're part of Menternship Program, these services are included at no additional charge**

Remember, your investing road map is a living document and as such it will always remain a work in progress. It's not important that you get it right from the start. As a matter of fact, it's not possible to get any action plan just right from the start.

The key is to get it started and remember the famous Nike campaign "Just Do It" and pay attention to your results, and reflect on your lessons and make changes on a consistent basis as you move forward. In most cases, it's going to be ready, fire and aim. Go for progress, not perfection.

It's this pattern of action-track results-adjustment... action-track results-adjustment... that will ultimately help you exceed beyond your wildest dreams and desires.

Real Estate Investing Menternship Program™
90 Day Fast Track To Success Planning: Tools for the Serious Real Estate Investor

“The price of greatness is responsibility.”
- Winston Churchill

MASSIVE ACTION & ONGOING MONITORING

Plan your work and work your plan. People who don't plan, they plan to fail. This is going to be a Big Business, because you've dreamt Big at the beginning and wrote down your burning desires. It's time to work the action plan that you've created. On a weekly basis, sit down every Friday or Sunday evening (be consistent) with your calendar and schedule in your investing sessions for the coming week. Time block your calendar – “When” will be going “What”. Also, review your previous week. This is best done with your Mentor (if you're in the Menternship Program) or Investment Partner Buddy who you were teamed up with at the Boot Camp. Schedule a specific time with your Buddy. You can also do this with your Team Leader.

Ask yourself the following review questions with your Mentor or Buddy and write in your Real Estate Success Journal.

- 1. What did I do well last week?**
- 2. What area could I improve this week as a result of the monitoring from last week?**
- 3. What have I learned or distinctions made this week?**
- 4. What questions do I need answers to from my Mentor?**

90 DAY REVIEW SESSION – YOUR PATHWAY TO PROGRESS

*What Gets Measured, Gets Managed – What Gets Managed, Gets Improved,
What Gets Improved, Gets Rewarded, - What Gets Rewarded, Gets Repeated!*

Take your calendar out right now and schedule your 90 day review session with your Mentor or Buddy. This will be a very important and focused session and you should block a couple of hours for this review. Update your plan based on the review and feedback. God Bless & Godspeed!

Real Estate Investing Menternship Program™
90 Day Fast Track To Success Planning: Tools for the Serious Real Estate Investor

GET OUT OF YOUR OWN WAY!

Be careful what you ask for, you just might get it.

*Your words, your dreams, and your thoughts have power
To create conditions in your life.*

*What you speak about, you can bring about. If you keep
saying you can't stand your job, you might lose your job.*

*If you keep saying you can't stand your body,
Your body can become sick.*

*If you keep saying you can't stand your car,
Your car could be stolen or just stop operating.*

*If you keep saying you're always broke, guess what?
You'll always be broke.*

*If you keep saying you can't trust a man or trust a woman,
You will always find someone in your life to hurt and betray you.*

*If you keep saying you can't find a job,
You will remain unemployed.*

*If you keep saying you can't find someone to love you or believe in you,
Your very thoughts will attract more experiences to confirm your beliefs.*

*Turn your thoughts and conversations around to be more positive
And power packed with faith, hope, love and action.*

*Don't be afraid to believe that you can have
What you want and deserve.*

Watch your "thoughts," they become words.

Watch your "words," they become actions.

Watch your "actions," they become habits.

Watch your "habits," they become character.

Watch your "character," for it becomes your "Destiny."

GET OUT OF YOUR OWN WAY!

~ Author Unknown ~