

Example 1

Brief Intro

(250 words)

- Last section of the 1st Phase!
 - Your Dream Team
 - The Importance Of Industry Professionals
 - Who Not How
 - Assembling Your Dream Team

Open Loop

(500 words)

- Randall & Kelly Wigglejoy
 - From “Don’t know enough” to (desired result) in 22 days!
 - They’d been looking for the right way to invest in (industry) for years.
 - Randall is an accountant, so all about the numbers. Hadn’t had the confidence to pull the trigger on anything until he found us and the model made more sense than all the other options.
 - In conversations directly with (author), they went from not being sure and being scared to being confident and pulling the trigger. Now he talks like a legit investor, and we know this won’t be his only purchase.
 - They pulled the trigger on working with us and got right to work.
 - In just 22 days, he gained the knowledge and confidence to take a trip down to (desired location), find a (target), make (action goal), and get the (target) - all because of our help and their hustle.

Point 1: Industry Professional Partner #1

(500 words)

- All (Industry Profession) are NOT created Equal
- The Importance of A (Target Purchase) Specialist
- DOWNLOAD: Questions To Ask A (Professional)

Point 2: Industry Professional Partner #2

(750 words)

- Traditional Or Conventional (Industry Profession)
- Portfolio or Niche (Industry Profession)
- Private (Industry Action)
- Creative (Industry Action)

(cont’d, Point 3)

Point 3: Industry Professional Partner #3

(600 words)

- Understanding Your 3 Different (Industry) Options
- Where To Find The Best (Industry) Companies
- DOWNLOAD: Questions To Ask Every (Professional)

Close Loop

(500 words)

- Randall & Kelly Wigglejoy's Hard Work
 - So many - from going through the program, learning how to do this the right way from the start - (previous chapters) Lesson 1, Lesson 2, Lesson 3, Lesson 4, Lesson 5, etc
 - A lot of people dismiss the importance of the right professional partners. Not Randall & Kelly. They followed our step by step plan closely and when it was time to build their dream team, that was no exception.
 - We introduced them to a (professional expert) in their desired niche and they were off to the races.
- Here is what Jeff had to say about the partner we introduced him to:
 - Brief Testimonial (removed for client anonymity)
- Randall & Kelly closed on their deal and (success specific to chapter topic)

Transition

(150 words)

- Setup for 2nd Phase
- Up next, Section #!

Activity

(250 words)

- Setup interviews with professional partners
- Use Question Downloads

(cont'd, Example 2)

Example 2

Brief Intro

(250 words)

- The (Sensitive Info) Method
 - 1st Step = Creating Leads
 - Finding the people we can serve
- Problem
 - Traditional (industry) issues...
 - Competition. Everyone is trying to pursue the same leads.
 - Many sources for leads and it can be difficult trying to pick which source to use.
 - It can also be difficult to manage your system when you have so many lines in the water.
 - There are certainly services, and you can even purchase leads.
 - However, the quality of leads is often an issue.
 - You might have someone in your inbox, but they're not really interested in selling their (target purchase). They're just trying to see how much it's worth.
 - Hard to separate the tire kickers from real leads.
 - In this case, there's a few great sources, and anyone listed actually is a potential client.

Open Loop

(500 words)

- A sticky note leads to (high dollar amount) and 20 hours of work.
 - After quitting my job as a (previous job)
 - One of the first (new industry) jobs I handled
 - Couldn't find (target individual), as they passed away
 - Neighbor told me about a sister...

(cont'd, Point 1)

Point 1: Lists of (Target Purchase)

(500 words)

- Start with lists of (Target Purchase) (show examples)
 - Can get lists through county (professional) or (alternative professional), or (just in case professional)
 - Call/email and ask for a list of (specific necessary information) generated from (target purchase)
- For (PRIMARY GOAL)
 - Start with a (professional)
 - Work your way through the other two
 - Specific steps
- For (SECONDARY GOAL)
 - Start with (just in case professional)
 - If nothing found...
 - Another is contacting the (last resort professional) who handles (target purchase).
 - Specific steps

Point 2: Create Your Own List

(500 words)

- Create your own lists of leads. How?
 - Track (Primary and Secondary Goals) and make note of which (target purchases) sold for more than the asking price.
 - Only 30-40% of sales will (create the right environment/timing)

Point 3: 3rd Party Leads

(500 words)

- Purchase leads through 3rd party data providers or providers that can show you what (target purchases) sold for (target seller)
 - Each state has their own
 - I recommend googling the data in your state/county.
 - It can be done in any region you desire (out of state/county).

(cont'd, Close Loop)

Close Loop

(500 words)

- Sticky note leads to (high dollar amount) cont'd
 - I Asked the neighbor to put a sticky note on the door and have the sister call me
 - She did and she was able to work with our services
 - We were able to (primary goal) and net profit was (high dollar amount).

Transition

(50 words)

- Now that we've created leads...
 - Let's start getting into the details...
 - Setup for Step 2: Research

Activity

(100 words)

- For existing lists...
 - Local Step
 - Google Step
 - Bonus: Ask local professional for their list.
- For creating your own list
 - Existing lists can be found...
 - See schedule for (target purchase)
 - Primary Goal
 - Secondary Goal
- For 3rd Party
 - Data in county/state as shared above.