

1The...



“Private Money Getting” System Manual: Module 1

*“Your Millionaire Mindset, Ninja Negotiation Strategies,
and Where To Find Private Lenders”*

This Manual Belongs To:

(write your name on the line above)

Address:

Private Money Blueprint
1731 NE Shale Court
Roseburg, Oregon 97470
Office: (541) 255-2255
Fax: (503) 715-5762

Go Here First For Support: www.privatemoneysupport.com

*Private Money Blueprint is a product of actual “underground” investors
like you at Private Money Blueprint, LLC*

Warning!!
These Are Copyrighted Materials
Protected by Strict Copyright Laws!

Listen, we've worked hard to compile our collective knowledge on recruiting private money. Heck, we've been locked away in a cave (not really... but close) for well over 300 hours creating this course based on our own personal investment experiences and trials and tribulations.

"Do unto others as you would wish to have others do unto you"

Legal action will be brought against you and/or your company if you are found to have made ANY unauthorized copies of these materials in part or whole.

Unauthorized copying is AGAINST THE LAW, regardless of intent, whether you are:

1. Making a single copy to keep for yourself
2. Making a copy to give to a friend for free
3. Distributing one or multiple copies to others for profit
4. Making copies for any other reasons

Regardless of whether you are making a profit or not, **you are committing a serious copyright infringement crime**, punishable by severe fines and imprisonment, and you may be held liable under BOTH civil and criminal laws.

Remedies against violators can include fines in excess of \$400,000 Plus up to 5 years in jail Plus recovery of all legal fees.

When a civil action is brought against violators, the Owner of these copyrighted materials will seek to stop you from using the material immediately and will also request monetary damages. The law allows the copyright Owner to choose between actual damages, which includes the amount lost because of your infringement, as well as any profits attributable to the infringement and statutory damages, which can be as much as **\$150,000** for each program copy. In addition, the government can criminally prosecute you for copyright infringement. If convicted, you can be fined up to **\$250,000**, or sentenced to jail for up to **five years** or both.

Bottom line... we're pretty good guys (and gal)... and we've worked hard to put this together... don't copy it in any way, shape, or form... or you'll be held accountable for as much as the law will allow. It's only fair... and... by the way... you'd definitely be out of the "cool crowd" if you did it... and no one wants to be out of the "cool crowd"... right?

Table Of Contents

A Message From Us	6
Start Right Here.....	10
Start Right Here!.....	10
Legal Disclaimer.....	16
Success Jumpstart: Building Your Foundation For Success.....	17
4 Characteristics of a Well Designed Goal.....	18
First Things First . . . Establish Your Life Goals.....	19
Your Ideal Average Day.....	22
REI Litmus Test.....	24
Establishing Your Business and Private Money Goals.....	27
Create A Business Plan.....	28
Map Out Your Private Money Goals.....	28
6 Tips for Maximizing the Impact of Your Goals.....	30
Getting Your Mind Game Ripe for Success.....	31
Two Biggest Roadblocks to Success.....	32
3 Components to the Mind Game for Success.....	33
Developing a Strong Insatiable Desire.....	33
Find Your Why and Fly.....	34
Developing a Powerful Positive Belief System for Getting Private Money.....	34
3 Negative Money Beliefs That Simply Aren't True	34
3 Positive Beliefs to Fast Track Your Success.....	35
How to Manage Your State Effectively.....	36
How to Change a Negative State Through Internal Representation.....	39
4 Positive Attributes of Physiology.....	39

Physiology Trumps Internal Representation!	40
How to Change a Negative State Through Physiology	40
The Mind Game of Success Revisited.....	40
Success Jumpstart Summary.....	40
.....	41
Success Jumpstart Action Plan For The Week	41
.....	44
Module 1: Private Money Kickstart	46
The Ready-Fire-Aim Technique.....	47
Ready – Laying The Groundwork For Private Money Getting.....	47
The Mind Set of a Private Money Getter.....	47
Presenting Your Investment Program vs. a Specific Deal.....	49
Alright, Where Do I Find Private Investors?.....	49
3 Types of People Most Likely to Invest with You.....	50
Making Your First Prospect List.....	52
My Marketing Plan.....	55
“Cash On Demand Method”.....	59
“Swipe And Destroy” Method (more reliable).....	60
What to Say to Get a Formal Appointment.....	62
The 30 Second “Private Money Hook”.....	63
Structure of the 30 Second Commercial.....	63
30 Second Commercial Script for Private Investor Prospects.....	64
Fire – Taking Massive Action To Getting Private Money.....	66
5 Pointers to Prep for the Call.....	66

6 Part Structure to the Phone Call.....	67
Script for Phone Call to Private Investor Prospects.....	68
Aim – Keeping The Ball Rolling After You’ve Taken Action.....	70
8 Tips to Get the Most Out of Your Appointments.....	70
Module 1: Action Plan For The Week.....	76
Appendix – Training Manual A.....	78
List Of Forms / Resources In Resource CD.....	79

**Let's get a jumpstart with the
Private Money Blueprint – Private
Money Getting Program!**



**Private Money
Blueprint**

www.privatemoneyblueprint.com

Congratulations on getting the finest private money training program on the planet! Our promise to you is that this program will solve, or teach you to solve, the problem with not having enough funding for your real estate investing business. You will be astonished at how good the material is, how useful and valuable all the training is, and how many tools this puts at your disposal for joining the ranks of the top real estate investment companies in the U.S. Frankly, every top real estate investor I know relies on private lenders to drive their real estate investment business... and your success may rely on how well you implement what you'll learn in this program.

Honestly, we thought long and hard about this decision... but we decided to go ahead and do it anyway because we know it could be the one thing you need to push you past the specific obstacles you're facing in recruiting private money for your business.

Between the instructors in the PMBP (Private Money Blueprint) program... we've recruited well over \$11 million in private money for our own deals in the past 5 years (over \$30 million when you count the private money recruited for other peoples deals) ... and we want to be able to give you a bit of our personal attention during this program.

So, as a PMBP member... we're giving you a 30 minute 1 on 1 coaching session as part of your PBMP program. As you can imagine, between our own real estate businesses and our other students coaching sessions this is a big time commitment for us. But, as your private money coaches we're excited to help you take your real estate business to the next level and begin working with you and helping you maximize your investment in the Private Money Blueprint Program.

To schedule your 1 - 30 minute 1 on 1 coaching session (included in the investment you've already made... doesn't cost anything extra) just email us at:

members@privatemoneyblueprint.com

Then, once we finalize a time and date write it down in the line below:

_____.

THREE STEPS TO TAKE PRIOR TO OUR COACHING SESSION:

STEP #1: Begin watching and/or listening to the program. In a perfect world, you would watch it from beginning to end as if you attended the live event, but since we are in the real world, and for many that isn't possible, I recommend you at least start by watching the Success Jumpstart – Module #1 then move to the module that would provide you the most impact on your real estate business immediately. Side note: this program is designed to be linear – if you have any doubt, go through it linearly (from Module #1 to Module #6 in order). Remember the audio's are the same material as in the DVD's, but are included in your online members area so you can listen and learn while you are out and about (download them to your mp3 player or listen online). The more you get through the program the more valuable our coaching session will be.

STEP #2: Rate yourself on a scale of 1-10 on your ability to effectively manage your time, stay on top of your important tasks and your overall ability to be productive and get things done. 1 = weakest 10 = strongest. If you rate yourself a 6 or below, really concentrate on managing your time better. Here are some tips:

- Don't let email sabotage your success. Check your email at the most twice a day (no more)... do it in batches. If you're constantly checking your email that's killing your productivity and success.
- Focus on just the 6 most important things everyday. Too many people write out "to do" lists 10-20 points long. Do you really expect to get all of that done? You never will! So, every day first thing in the morning write out the 6 MOST IMPORTANT things you NEED to get done that day. Then, write out the time it will take to accomplish them and add up the time at the bottom of your list. Focus on those 6 tasks that day. If a task isn't done, carry it over to the next day... but never have more than 6 tasks to do in any one day or you'll be extremely unproductive and scattered.
- Don't let people interrupt you. Too many people let other people run their day. Ever been in a productive mode and you get a phone call, someone knocks on your office door, or an email pops in your inbox? Sure you have. What happens to your productivity when that happens? It goes down the toilet right? Schedule specific time each day for last minute meetings, to return phone calls, to check your email. Don't vary from that.

THEN, implement AT LEAST one thing from above before our coaching session and begin working on your productivity level. If you can't master your ability to effectively manage your time, how do you expect to accomplish all the other areas of your business? Start improving NOW!

STEP #3: The following is an important list of questions about your real estate business and goals. Answer these questions before our 1 on 1 coaching session. Having these questions answered before our coaching session will make the time we spend with you the most effective and valuable for you. Please email us the completed summary at least 24-48 hours before our coaching session (members@privatemoneyblueprint.com).

Don't hesitate to contact us anytime if you have questions. Thanks and we look forward to working with you!

Investor Profile:

Your Name: _____

Company Name: _____

Email Address: _____ Phone #: _____

Website (if any): _____

Do you have written goals? If so, what are your top 3 REI goals?

What are your primary interests in real estate? (i.e. – negotiating, lease options, apartments, flipping, wholesaling, private money, short sales, etc.)

What experience do you have in real estate investing?

What educational resources have you invested in so far? (courses, trainings, mentors, etc.)

How much time and effort are you willing to devote to your real estate business?

What are your biggest roadblocks in recruiting private money and/or real estate?

How much do you suppose a mistake could cost you as an investor? How would it affect your lifestyle?

What will successfully recruiting private money and becoming a successful investor mean to you? (not just financially... family wise, emotional, comfort wise, freedom, etc.)

How important on a scale of 1 – 10 is it to you to be a successful investor? _____



Private Money
Blueprint

www.privatemoneyblueprint.com

Start Right Here!

Welcome to the Private Money Blueprint – Private Money Getting Program, the most comprehensive private money recruiting training program on the market today, period! It’s your sales strategy program, your persuasion strategy training program, your credibility building training program, your presentation skills training program, your high level private money training program, your private money lender marketing program, and it’s the program that will teach you how to be a better “private money getter,” period.

How to use this program: As you know, this is not an EVENT training program where you go through the program once (like in a bootcamp) and forget 99% of it by the time you go home. We’ve designed this to be used continuously as a SKILLS-BUILDING program. How do you acquire skill? IF you wanted to learn how to play golf, would you take one lesson and expect to be an excellent golfer? Of course not. Instead, you would take what you learned in the lesson... practice it... put it to work... hone that skill, then you’d take the lesson again.

That is how we’ve designed this great program. For example, let’s say you wanted to sharpen your skill on presenting to potential private lenders and go through Module 3, a skill-building module on effectively presenting to private lenders and building credibility. You go through it, you do the exercises, complete the action plan, you take good notes and have a great experience and learn a lot. Does that mean that you’re now a master of presenting to private lenders? Nope, that means that hopefully more often now, the aspects that were covered in the module will be thought of and acted on when you’re put in the “real life” situation.

Truly, to get to MASTER level skill, we recommend you come back every 90-120 days or so and go through the same exercises and modules. You’ll be surprised how much more you get out of going through it a second or third time. Remember the last time you watched a movie for the second time? I bet you noticed things you didn’t see the first time... didn’t you? If you truly want to create a master-level proficiency at presenting to private lenders, you must revisit that module every three or four months at a minimum... and put it to action in the real world. The same is true for the SEC guidelines, finding private lenders, your 30 second commercial, etc.... each area of SKILL must be worked and applied in the real world.

This program is designed to be used in two ways: Linear and modular. If you start the program in a linear fashion, starting with Module 1 and ending with Module 6... then onto the Bonus Modules... it would take you through the “perfect” route to finding private money. However, it’s also modular because technically, if you have an immediate need to learn how to put together a private money loan transaction (the Nuts and Bolts), you can go directly to Module 4, and it will give you what you need in a more surgical fashion.

We’ve set this program up how your “private money getting” journey SHOULD go. Meaning, the order of the modules and the additional bonus modules and tutorials flow in a way that guides you on how to recruit private money most effectively. There are 6 main modules and numerous bonus modules both in the home study program and in your online members area that cover every aspect of recruiting private money and implementing private money into your real estate business (including advanced sales strategies that will help you convert more prospects to lenders).

We’ve also added an online education area where you can find ALL of the videos, audios, forms/docs, blueprints, action plans, notes pages, etc.. Even better, we’re constantly putting out more bonus modules and step by step video tutorials in the online member’s area as we get more questions from members. Basically, how we’ve put the PMBP program together is... this home study program is your first resource... then, you can go online to access the materials if you’d rather get them there... but if you have questions or need specific templates or resources that aren’t included... email us your specific questions, and we’ll put together video coaching tutorials created SPECIFICALLY TO ADDRESS YOUR PROBLEM OR QUESTION. Essentially, the home study program is just one element of the overall comprehensive ongoing private money getting training that you’ll receive. And you have access to the online member’s area and email consulting forever. Cool huh?

Here’s your online access info for your PMBP Advanced Member’s Area:

Go to: <http://www.privatemoneyblueprint.com/members>

Your Username: (the username you received in the email)

Your Password: (the password you received in the email)

This is your access info for the online private member’s area for PMBP members only. **DO NOT GIVE OUT YOUR ACCESS DETAILS** or your account will be suspended. Our membership system tracks IP addresses and will recognize IP’s out of our membership base. What you see in there right now is only the base content and education... as we grow we’ll continually updating the site and uploading new tutorials, resources, instruction based on what we’re finding in our own business that is working in today’s economy... and based on member questions. When members submit questions we just go ahead and film a video tutorial walking you through the specific question or problem. Cool huh?

The **BEST WAY** to go through the training program: The best way we believe to go through the training program is to pretend that you just paid the \$1,997 to attend the live PMBP 8 week online training event to really get serious about your business and private money. If you can, schedule 3 hours every week for 8 consecutive weeks every Tuesday evening to go

through the modules from 1 to 6 then the bonus modules as if you were at a live event. Go through all of the modules, do the exercises, take notes, keep action item lists, etc... We think it's most effective if you "chunk up" the learning to where you learn and implement one module every week until you're done. From our experience, you may be overwhelmed by all of the training and not take action if you try to go through it all in just a couple days. Chunk it up, schedule 3 hours every Tuesday evening for the next 8 weeks... do this right now while you're thinking about it.

The **SECOND BEST WAY** to go through the program is in linear fashion, in the order the Modules are set up... attempting to go through it as fast as possible. Again, we want you to know what you have, even if you can't get to improving and acting on everything all at once... you'll see the vast possibilities. However, after you go through it all at once... return to Modules 1 – 3 and study them again and implement what you learn from those three modules FIRST. Your success hinges on what you'll learn there.

The ULTIMATE LESSON about the program is that it is a skill-building program for life and the success of your real estate business. We have been recruiting private money for our own businesses for years and have (and still are even in this economy) recruiting millions using these strategies and tactics and are STILL improving our skills in every area covered (and adapting to the changing economies). We hope you'll commit to the same. If you do, you'll be a master at recruiting private money compared to most other investors. Most investors don't really take the approach of mastering your skills of sales and networking very well. You'll agree completely as you learn what this program has to offer.

The program can be grouped as follows:

Area 1: Foundational Elements (Modules 1 – 3), Personal Success Jumpstart, Negotiation Strategies, Presentation skills, and Credibility

Truly, the first thing every investor should do is learn to hone in on why the heck you're here... what you truly want out of life, and how the heck real estate and private money plays a role in that. Only after you've realized your true intentions and goals (this is not about goal setting... much more) for your life and real estate can you set up proper goals about recruiting private money. If you think you can skip this step... you're sadly mistaken and will be looking back 12 months from now frustrated as heck at why you haven't seen success in life, real estate, and private money. I'm serious... this is hugely important... and builds the foundation to recruiting private money effectively. Included in the foundation is creating your business plan for your real estate business... which is essential to the foundation of your overall success.

Next, we'll continue to help you set your foundation for recruiting private money by learning specific and effective sales skills that we've learned, used, and updated to more effectively get people to say "yes." Recruiting private money isn't about sending out 10,000 letters to people hoping that they'll just send you checks. It's not about meeting a total stranger and thinking they'll write you a \$50,000 check within 1 day of meeting you. Recruiting private money is about building rapport, building trust, answering questions, finding common ground, and building relationships. Think about it, how much would you have to trust someone or a

business before you would just write them a check for \$20,000; or \$50,000; or \$100,000??? Quite a bit right? Well, that's the main job for us investors when recruiting private money... not how many mass mailings we can send out.

And last in this area, you'll learn the most effective ways to present your private lending program to private lenders (there's a lot more to presenting than meets the eye), build credibility with the lenders, and following up with potential lenders. These are foundational elements to recruiting private money effectively and all must be skills that you learn and master if you want to recruit a lot of private money for your business.

Area 2: Transactional Elements (Module 4 and bonus modules in online training area): Nuts and Bolts, Specific Tutorials On Transactional Elements In Members Area

Truly, the simplest part of using private money in your real estate business is the transactional elements. In Module 4, you'll learn the exact steps to putting together a private money transaction from start to finish including the templates; however, we'll also show you what we do to outsource it all so you don't have to worry about the documents... because frankly your time is best spent on finding and closing deals. Agree?

You'll learn the step by step process including which forms you need when in Module 4, but also... in your members area you'll find new video and written tutorials and case studies continually added to address specific PMBP member questions and specific tutorials on the different elements of the private money transaction.

As you know, when you do something everyday when you try to explain it to someone who isn't familiar with the process you might miss a few things here and there because they are "basic" elements to you... right? So, we've tried to make this program as comprehensive as possible... but if you have a question that isn't addressed or need a specific resource let us know, and we'll address your specific question asap to get you rolling again (all of this is included in your investment... doesn't cost you a darn thing as long as you hang onto your PMBP home study program).

Area 3: Advanced / Legal Elements (Modules 5, 6 - and other bonus modules)

The final two standard modules of the PMBP program are more advanced in nature. In Module 5, we go over the SEC regulations and guidelines... included in this module is a full 90 minute detailed conversation and Q&A session with our SEC attorney out of Southern California. This module is NOT meant to act as legal advice for you or replace the legal advice of an attorney; however, we aim to take a lot of the “mystery” out of the SEC regulations regarding getting private money and give you specific ideas on elements of your business and private money recruiting you should watch out for. By the time you’re done with Module 5, you’ll probably know more than you want to about the SEC and it’s guidelines... but you SHOULD still ALWAYS consult an attorney before you implement any of these ideas into your own business because each real estate business varies and each state regulations vary so much that we can’t possibly cover all variables for everyone.

In Module 6 you’ll learn how you can begin to “pool” funds if you want to and apply more advanced private money strategies such as fractionalized notes, syndication, and using IRA’s to fund your deals. This module is extremely advanced and very exciting... and can lead to allowing you to recruit much larger amounts of private money. Our aim with this module is to open your mind up to other options within private money so when the time arises, you’ll have the base knowledge in your “tool belt” to begin to implement specific strategies within your business.

Area 4: Finding Private Lenders (parts of Modules 2 and 6, and special bonus modules and trainings)

Truthfully, it seems like most new investors hope that they’ll just be able to start posting ads in the newspaper or start sending out direct mail letters to strangers to get private money lenders. The reality is that once you start to do any outbound marketing, you’re treading into SEC territory and almost always requires some sort of registration with the SEC or your state securities office. And frankly, when you start to do outbound marketing, it is much more difficult to “close” a prospect on your program because you’re starting from scratch as far as your relationship and trust with them.

Our main focus with PMBP is to show you ways to find and recruit private money lenders who are already “warm” to you and to build your private money lender program through networking and referrals. Patrick has raised over \$6 million in private money (and he’s a baby faced 20 something) almost exclusively through networking and referrals. Patrick and Susan show you how they’ve built their private money lending programs using those types of strategies.

However, we do know that there are a thousand ways to “skin a cat” and you may be an investor who wants to jump into the world of doing more outbound marketing to find lenders. Excellent... it can be done very effectively with the right tools and templates (and SEC registrations), and we’ll show you those strategies as well sprinkled through the home study program... but mainly in our additional bonuses including investor case studies constantly published in the online members area. In there, you can already learn how to use lender luncheons and the internet to recruit private lenders... direct mail strategies will be covered over the upcoming weeks through investor case studies and tests that we’ve run ourselves in our own businesses.

Sound like a plan? Good!

CONCLUSION: You've found your way to a program that will help you become the finest run "private money getting" real estate investment company in your market, Congrats! Remember to set up your private 1 on 1 coaching session with us... and remember that we're always here for you... whether it be next week... or next year. Send us your questions and we'll help you take action and see results.

Sincerely,

The Private Money Blueprint Team Of Investors

HOW TO TAKE NOTES

Throughout this program (both the home study program and the online trainings), you should be taking notes. Here is an excellent way to take notes so that you think in a way where you can immediately implement ideas to grow your business and recruit private lenders. We do also provide notes sheets in the online training area for each module that contain the presentation slides; however, we feel that the below format is the most effective way to take notes that stick.

Idea Being Presented

How This Applies To My Real Estate Business / Life



Legal Disclaimer

In this material, we will be showing you several ways to find, capitalize on, and recruit private money for your real estate deals... however, we need to go over a few things that our attorneys make us say before we get started.

1. There is no way for us to know your motivation, current skill, or experience in real estate. We can't make any guarantees as to how much money (if any) you could or will make from our strategies or any other real estate teachers strategies in any of our workshops or teachings. We can tell you that what you'll learn in the PMBP (Private Money Blueprint) has been used countless times by us, our colleagues, and students to recruit as much as \$750,000 in private money within 8 weeks of implementing what we teach... so you have the tools... put it to action.
2. You'll meet real people and hear stories and examples of them making exceptional incomes. These are not to be seen as typical results or intended to be a prediction of your results. These are real people just like you and me... that took action and worked hard to achieve their results and success.
3. This material is NOT intended for use as a source of legal or accounting advice. If advice concerning tax, legal, or related matters is needed, you should contact a qualified professional in your area. We go over SEC information; however, it is a guide... not legal advice. Get an attorney... that's what real businesses do.

Regarding Laws:

Laws concerning real estate and recruiting private money are constantly changing in all areas (both federal and state). It is your responsibility to keep up with the laws and comply with the law in your state. Under no circumstances will we accept any responsibility for your actions. If any part of these course materials conflict with any new or existing legislation, it is your responsibility to take the necessary actions to comply with the law. Bottom line... real estate is a business... and all legitimate businesses should consult with an attorney in their area to ensure you are following all applicable law according to your specific business activities. This course is not meant to be legal advice nor should it replace the legal advice of an attorney... this is a reference manual only.

Regarding The Contracts:

The contracts and other legal documents that are provided in this workbook and in the "Docs CD" are **samples only**, and are not intended to be used in their current form. The REI Brain dot Com, Private Money Blueprint, or Mach One Media Marketing, LLC nor its members, officers, or directors make any claims or warranties regarding the legality or validity of these contracts, and accept no responsibility or liability for their use. We strongly advise that you have an attorney draft and review the contracts you use for your own deals and review your marketing plan to ensure you are following state and federal SEC guidelines.

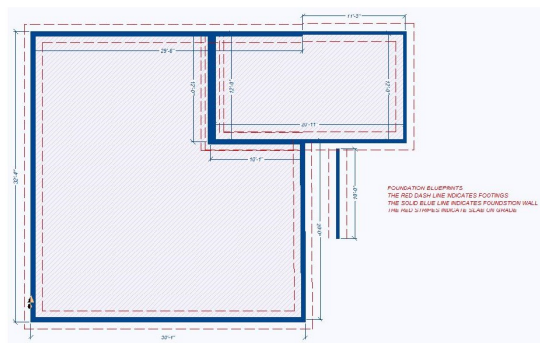


Private Money
Blueprint

www.privatemoneyblueprint.com

Success Jumpstart

Building Your Foundation For Success



“Try Not To Become A Man Of Success...
Rather Become A Man Of Value”
- Albert Einstein

Success Jumpstart: Building Your Foundation For Success

Oh No! Not Goal Setting Again!

Nope... this is far more than goal setting...

I know what you're probably thinking . . . "Not this again. Not more of this goal setting stuff."

All I ask is that you hear me out, and let me tell you about a study that may change your mind. It changed mine!

In the early '50s, researchers decided to poll the graduating class at Yale to see how many of them had written goals. They found that only 3% had them.

Twenty years later, they revisited the graduating class to find out how the wealth was distributed amongst them. And what they found was startling!

The 3% of the graduating class at Yale that had written goals had accumulated more wealth than the other 97% combined! And that was the straw that broke the camel's back for me.

You see, I never really understood the value of goal setting. After becoming interested in real estate, I started reading voraciously. I was reading every book that I could get my hands on in business, marketing, management, personal development, etc. And I started noticing a pattern.

It seemed like almost every book that I read preached the importance of goal setting (and at that point I still hadn't written down my goals yet). So when I came across that study, my mind came to a complete STOP . . .

"If every single book that I read suggests that goals are a key of success, what the heck am I doing? I need to get my goals written down ASAP!"

4 Characteristics of a Well Designed Goal

There are certain characteristics that put your goals on steroids. Below are a few tips that will put you on the fast track to achieving them.

1) Stated in the Positive

Your goal should be centered on what you want, not what you don't want.

2) Personal

You have to want it for you. Not what your parents want for you or your spouse or friends. For the goal to be effective, it must be something that you want.

3) Specific (Result/Time Frame)

This is critical. The result must be quantifiable, and a time frame must be established. Otherwise, it's simply a wish.

Here's an example of a goal that meets each of the three characteristics thus far:

"It is July 1st, 2009, and I closed my first deal with a private lender with an \$80,000 private money loan."

4) Experience It In Your Mind

If you can't see it in your mind, you'll never see it in reality. That's how the world works. How do you think the house you live in was built? It was first an idea in someone's mind.

Ask yourself, *"What do I see, hear, and feel having accomplished my goal?"*

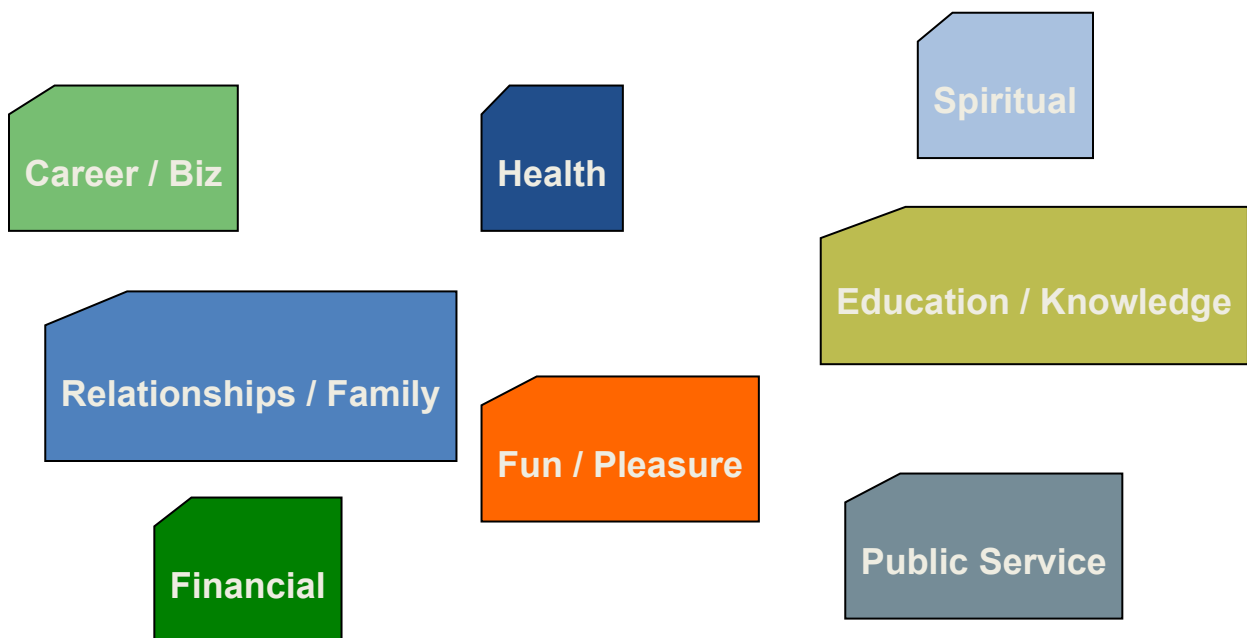
What do you look like? How do you feel? What are you saying to yourself? What are others saying to you?

Here's a little tip: The more you experience your goal as achieved in your mind, the faster you'll achieve it in your life.

First Things First . . . Establish Your Life Goals

Here are a couple good questions to get your mind headed in the right direction:

- **What the heck do you want out of life?**
- **What do you want in these core areas?**



Use the worksheet below to write them down on paper... do it now... spend 15 minutes or so and just dream.

What Do You Want Out Of Life – The Core Areas

Don't complain or think you don't have to do this. This step is probably more essential in the success of your real estate business than anything else in this program (because without it everything else won't matter). Take 15-20 minutes right now and fill out the worksheet below... then, take it out of the workbook and post it somewhere visible that you'll see everyday.

Quick Tip: Wealth, success, happiness, prosperity . . . isn't going to cut it! Those are all great things, but they are intangible. They're not specific results. Follow the above guidelines, and you'll be in good shape. And, on the back of this paper rank the importance to you of the 8 core areas of life from the previous page... rank 1-8 (1 being the most important to you). That will give you an idea where you need to focus in life to balance it out.

Health: What do you want your Health to be like in...

1 Year: _____

5 Years: _____

10 Years: _____

20 Years: _____

Relationships / Family: What do you want your relationships to be like in...

1 Year: _____

5 Years: _____

10 Years: _____

20 Years: _____

Education / Knowledge: What do you want your education / knowledge to be like in...

1 Year: _____

5 Years: _____

10 Years: _____

20 Years: _____

Career / Biz: What do you want your career / biz to be like in...

1 Year: _____

5 Years: _____

10 Years: _____

20 Years: _____

Financial: What do you want your financial situation to be like in...

1 Year: _____

5 Years: _____

10 Years: _____

20 Years: _____

Spiritual: What do you want your spiritual well being to be like in...

1 Year: _____

5 Years: _____

10 Years: _____

20 Years: _____

Fun / Pleasure: What do you want your fun and pleasure part of life to be like in...

1 Year: _____

5 Years: _____

10 Years: _____

20 Years: _____

Public Service: What do you want your public service part of life to be like in...

1 Year: _____

5 Years: _____

10 Years: _____

20 Years: _____

Excellent!

I bet you've never thought it out like that before... have you? That was a key thing missing in my "goal setting" that really helped things click for me.

Now sign your name to the line below committing that you're going to do everything in your power to make these things happen in your life. We've only got one go around... so might as well get what we truly want out of it... right? And real estate is a vehicle to get you there... and private money is a vehicle to reach success in real estate.

Sign Below and post this in a public place you'll see everyday:

I now know that what's written above is truly what I want out of my life... and I'm doing everything in my power to get there. It's going to take some work... but I know it'll be worth it as I live the life I want to... and look back in 20 years and have NO regrets in life. I'm taking action and living life on my terms!

(signature / commitment to yourself)

(date)

I know... that little exercise on the last page is a bit corny... I know. But you'll look back in 12 months at that list and be amazed at what you've accomplished... crazy things happen when you take the time to dream them up and write them down.

Okay, here's another little exercise that did wonders for me... again... it's a bit weird and corny... but you'll be flat amazed and probably a bit emotional by the time you're done with it.

Your Ideal Average Day

This is the "Ideal Average Day" exercise... and frankly I didn't make it up... I saw it first from one of my marketing mentors a while back. This exercise more than anything will drill down to what you want at your core... this doesn't have anything directly to do with private money... but what you'll find out will translate to EVERY aspect of your life... **serious stuff here**.

Basically what you're going to do for the next 15-20 minutes is put yourself into the ideal AVERAGE day in your life. I don't mean your "best day ever" scenario (like meeting your hero, winning the world series, doing a deal that makes you \$1million in a day)... that's not what we're looking for. What you're looking for... deep down in your core is this:

- **What is your ideal average day?** – If you had to live the SAME day over and over everyday for the rest of eternity... and you could pick what that day was like where you would be completely happy to live this day everyday... how would it play out? How would it play out from the time you got up to the time you went to bed? What would you do? How would you feel? What would you (and other people) say? How would your day go? Etc.

You don't want to be broad in this... basically think out minute by minute in **DETAIL** what would go on.

Again, I've got a worksheet for you on the next page...

Action Tip: Right now... DO THIS.

1. Go somewhere quiet that you enjoy going to (your house or elsewhere... I really don't care)
2. Sit down and take some deep breaths... then close your eyes and start to visualize... starting from the moment you open your eyes in the morning... and go through your entire day in your mind (what you do, conversations you have, who you see, what you hear, what you feel, what you taste, etc.)
3. We've left a blank page for you on the next page... just write in story format... everything from start to finish... from when you open your eyes in the morn to when you close your eyes at night... **EVERYTHING**

Your Ideal Average Day – What It Is You Truly Want Deep In Your Core

Quick Tip: Again, include everything in detail... even the words and subjects of the conversations you have with people, what you do for work (doesn't have to be working for 8 hours if that's not idea for you... it could be you work for 3 hours... but love what you do... be true to yourself... no one else). Start visualizing and writing... it may take you 15 minutes... it may take you 2 hours.

It's seriously amazing when you REALLY put in the effort to do this what comes out that you probably didn't think about before.

For myself (this is Trevor talking by the way), I did this 3 years ago... the movie of my ideal average day has played in my head almost subconsciously everyday... and it not only keeps you motivated to achieve your dream life... but it subconsciously pushes you TOWARD those images. When I first did this exercise the house I dreamed of was VERY close to the one my wife and I just moved into... not quite exactly... but close... and I'm pretty darn confident the next house we move into will be eerily similar to the one in my "ideal average video".

If you skipped doing that exercise and think you're above it or don't have the time for it... I kind of feel sorry for you because if you can't implement that simple exercise that does A TON of good for you and your success... how's it going to be when you have to implement something that takes more effort to getting private money? Hmmmm... something to think about huh?

REI Litmus Test

This section is all about choosing the right investment strategy based on your current circumstances and goals. From my personal experience this is one of the main reasons why most investors don't take action on what they learn... frankly, too many people spend too much time focusing on the "sexy" REI strategy at the time... rather than matching a specific strategy to your life and business goals. Make sense?

Here are a couple characteristics of each strategy to help you determine what's right for you . .

Buy and Hold

- Cash flow
- Passive income
- Long-term wealth
- Less marketing / leads
- More potential for liability (not if you lessen it properly)
- Less deals

Wholesaling

- Cash flow
- Active income
- Short term wealth
- Must produce constant stream of leads
- Great marketer
- Must close constant stream of deals

Rehabbing / Flipping

- Cash flow
- Active income
- Short term wealth
- Constant stream of leads
- Constant stream of deals
- Have knowledge of construction
- Great marketer

Think exit strategy here . . . especially in today's market! If you're wholesaling property, you can have little to no risk in the game. But once you purchase a property, how are you either going to convert into an asset and hold for long term wealth, or how are you going to sell it?

Yes, there are more strategies in real estate... but those three are some of the more popular ones right now.

Here's what you need to do...

Look at that guide on the previous page and pick out the elements of the strategies that you like... that REALLY fit your life goals (the ones that you made earlier in this module... you did do that right? If not, put this down and GO BACK AND DO IT... now. You don't realize the importance of it).

Then match the strategy that will best help you get where you want in life.

Here's a story...

(This is Trevor again ☺) Like Patrick, I started investing in real estate when I was in college... I bought my first 4-plex when I was 21 years old... but before I actually took action I had been studying real estate DOING NOTHING for well over a year.

Why?

Well... I couldn't figure it out to tell you the truth. I pretty much knew everything there was to know about real estate and I was actually answering peoples questions in the forums (one dangerous reason to not rely on info from forums all the time)... but I had never done a deal.

Then, one day I did the exercises we showed you earlier in this module and I really figured out what was important in my life... and then I went out and found real estate strategies that fit what I really wanted... not what the late night infomercial guys were saying was the "next greatest thing."

So, here's the deal...

For me, after I figured out what I REALLY wanted in life... this is what I found (this is just me personally... figure out what you want for yourself... everyone is different):

- I didn't want to be a full-time investor... just didn't want that
- I wanted passive income where I could work once, and make money forever
- I wanted to grow my long-term wealth so I could retire in 15 years if I wanted to
- I wanted to be able to do other things... not just real estate
- I didn't have any money or credit... so my strategy had to jive with that
- I didn't want to need a team of employees
- I didn't want to have to continually do deals every month to put food on the table

Not too much to ask for is it? ;-)

For me, after I really looked at what each real estate strategy I was studying would do for me... it came down to one thing and one thing only... buying and holding apartment buildings.

Buying and holding rental properties (multi-family properties for me) is what jived with me and my life goals... and once I made that clarification on what would really get me to my ideal life... I really started to take focused action and bought my first 4 plex within 6 months... with only about \$600 or so out of my own pocket... and NO CREDIT.

I truly believe the reason I didn't take any positive action in real estate before that point was that I was trying to study everything... and trying to master every real estate strategy known to man... especially wholesaling and rehabbing because it sounded "sexy" at the time. But little did I know, my subconscious was blocking me from taking action because those strategies wouldn't get me to where I truly wanted to go in life.

But, once I clarified what I wanted in life... and matched the specific real estate strategy up to that... it was like a greased slide... everything was easy and results happened fast because I had finally focused on my strategy and direction in life and real estate.

Make sense?

Action Tip: So, right now... take 30 minutes or so and really look into the different real estate strategies that you've been studying... pull out the pluses and minuses of each... and find the one strategy that BEST FITS your overall life goals and desires. Then, imagine yourself running that business... does it produce your desired results? Great! That's what you should be focusing on for the next 6 – 9 months.

Establishing Your Business and Private Money Goals

First off, do you have a business plan? Yes? Excellent! You're already ahead of 90% of investors because most people don't take real estate seriously enough and treat it like the business that it is... that's why 95% of new investors fail within their first year of investing.

Imagine this for me if you will...

You and your family want to go on a family trip across country... to a place you've never been before. But, rather than take a plane... you're going to drive... 1,500 miles.

What's one of the first things you'll probably do when you're getting ready to go on that trip?

My guess is that you probably won't just hop in the car and start driving in the direction you think your final destination is... hoping you'll get there with no problem... would you? I hope not. That would just lead to:

- Taking **much longer to reach your final vacation destination** (you'd get lost, have to turn around, go the wrong way a few times, get sidetracked, etc.)
- It would be **much more expensive** (extra fuel, extra time you'd have to take off of work, extra hotel stays because of the extra days it took to get there, etc.)
- **Frustration** beyond belief (Imagine how frustrated you'd get if you didn't have your route mapped out)
- Who knows, maybe you'd even give up on your final destination because you couldn't find your way... that's a possibility

Well, no matter how darn corny you think that metaphor is... it's completely true of over 90% of new real estate investors. **Too many just jump into real estate without a clear plan as to:**

- What their business will look like
- What their business purpose and mission is
- What they will do for financing
- What their 12 month, 5 year, 10 year, etc. goals are for the business
- What the processes and systems they'll put in place will be that will allow the business to grow without them working IN their business
- What exact strategies they'll use to earn an income and how they'll evaluate these kinds of deals
- What start up expenses they'll need to get going
- How they'll intend on generating business (aka, a marketing plan)

– Etc.

Is this you? Do you have a clear plan for your business... all of the elements mentioned in the list above? Or, are you one of the 90% who just jump into it without a clear “roadmap” as to where you want the business to go and how you’ll get there?

If that’s you... be prepared to play out that whole cross country car trip metaphor... but this time it won’t be a car trip... it’ll be your real estate business that gets “lost”, and costs too much money, and frustrates the heck out of you.

Sounds fun huh? Not really...

Create A Business Plan

So, here’s what you need to do next to set the next row of blocks in your solid life and real estate business foundation. Again, do it... don’t do it... it doesn’t harm me at all either way. But, from experience, we can all tell you that if you don’t take the time to really think in detail about every aspect of your real estate business and put it on paper... the time and effort you think you’re saving by NOT doing it is going to be compounded 100x by the time and energy you’ll waste without a focused plan.

Action Tip: Simple, create some sort of business plan. It doesn’t have to be 20 pages long... it can be 2 pages long... just make it as long as it needs to be to make you put some deep thought into your real estate business, it’s specific goals, and how you’ll get there. To help you out **we’ve created a nice little business plan tutorial** that will walk you step by step through the process of creating a real estate investing business plan from scratch. Just check out the resource alert box below. Don’t move on to Module 2 until you have some sort of business plan in place... capishe?

Resource Alert! – You can find a detailed **real estate business plan tutorial** in your PMBP online members area. Log into your members area and click on the “Bonus Tutorials” tab at the top of the page... then scroll down to find the Business Plan Tutorial we’ve created for ya. Enjoy 😊

Go To: www.privatemoneyblueprint.com/members
(then enter your username and password you were given)

Map Out Your Private Money Goals

Okay, now that you've got your life goals and visions on paper (and in your mind) and you've got your business plan on paper... it's time to get your goals for private money out of your mind and on paper. Again, if you don't have your business plan on paper yet (again, your business plan can be 2 pages or 20... it doesn't matter... as long as you have completely thought through your business) go back and get your business plan on paper because it's impossible to set clear and meaningful goals on recruiting private money without knowing the goals for your overall real estate business. Agree?

Here are a few ideas for private money goals. Take 15-20 minutes right now and write your goals below . . .

- **Study Time** – Yes, it is going to take considerable time studying the material we've provided to learn the ins and outs of getting private money. Commit to reading a specific number of pages per week. Watch a DVD per week or whatever works for you.
-

- **Find a Partner** – Find someone else that wants to learn how to get private money and study the course together. One of the most beneficial things you can do is role play with a partner even if it's your spouse or kid. Set a date as to when you'll have a study partner and who that study partner will be.
-

- **First Appointment** – When are you going to have your first formal appointment with a private investor prospect? Even if you can't imagine who that would be with or how you'll make it happen, just set the date. This is the most important goal to set when getting started in private money!
-

- **Appointments Per Week, Month, etc.** – Set a realistic goal but make sure that it makes you a little uncomfortable. You know it's a good goal when that happens.
-

- **Date to Sign Up First Private Investor** – If you already have a deal under contract that needs funding, that could influence this goal. If not, the important thing is just to write down a date. Do it now!
-

- **Dollar Figure** – Write down how much private money you are getting this month, this year, for a specific deal, whatever makes sense for you.
-

Excellent! Now you've got the three big areas of your goals down... you're ready to rock and roll! You've got your:

- Life goals and desires down
- Real estate business goals and plans down
- Private money recruiting goals down

Now, how do you maximize the impact of your goals so they're not just yet another "goal" you've written down that collects dust and isn't achieved? Read on to learn how we've done it...

6 Tips for Maximizing the Impact of Your Goals

Each of the following tips follows the same concept . . . to keep your goals top of mind.

The more you think about your goals and future accomplishments and review them regularly, the more likely you will achieve them. Information, contacts, and resources will start to show their face to help you on your path towards achievement that seemed to previously not exist.

1) Review Every Morning and Night

One of the greatest books ever written on the subject of personal achievement is "Think and Grow Rich" by Napoleon Hill. If you haven't already read it, make sure to do so immediately!

After an exhaustive 20 plus year study of the most successful people of his time, he found a common theme. These highly successful people were obsessed with their goals and thought about them constantly.

Review your goals right before you go to bed and first thing when you wake up.

2) Index Card with Top 3 Goals

Write your top three goals every morning on an index card. Carry the card around in your pocket and pull it out any time you get a chance during the day to review.

3) Bathroom Mirror

Plaster your goals where you can't help but see them. It's easy to review your goals each day if they're on your mirror when you get out of the shower.

4) Car Dashboard

Yet another easy place to put your goals so that you can't avoid them. Waiting at a traffic light? . . . review your goals.

5) **Read Your Goals Out Loud**

This will help you internalize your goals and instill belief that they WILL show themselves in your reality. Above all, make sure that you . . .

6) **Use Emotion When You Say Them**

If your goals don't get you riled up and excited, there's probably not much hope for achievement. Anything said without emotion remains inert.

Saying your goals backed by a powerful resounding positive force will catapult you towards accomplishment.

"Whatever the mind of man can conceive and believe, it can achieve." – Napoleon Hill

Getting Your Mind Game Ripe for Success

If you want to achieve success and live the life you've always dreamed of, you must commit to constant and never ending improvement. Because you're either growing or you're shrinking.

Whenever I ordered one of Tony Robbins courses years ago, there was an index sized card that came with it. All that it said was "CANI" in big letters with the words, "Constant and Never Ending Improvement" written underneath it.

I positioned this card on my bookshelf so that every day when I walked into my office, I couldn't avoid it. It slapped me in the face everyday and reminded me of what would ultimately lead to my successes . . . **Constant and Never Ending Improvement!**

It's time you asked yourself, "Are you a student of life?"

The great American philosopher Ralph Waldo Emerson said it best, "Every man I meet is my superior in some way, in that I learn of him."

What books are you reading right now? What new people are you meeting and building relationships with?

It's been said that you'll be the same person 5 years from now except for the books you read and the people you meet. That always compelled me to read as much as I could get my hands on and network like a mad man.

Okay, here's a telling question, "What do you listen to in the car?"

STOP listening to your music CDs, the radio or your favorite talk show. You're missing a huge opportunity to get a step ahead.

"How much time do you spend in the car?"

If you're like most people, you probably spend at least an hour a day. So over a year, that would be 365 hours. What if you spent 365 hours next year listening to educational material on real estate investing, private money, sales, business, marketing, management, etc? What do you think your life would look like then?

You are going to be paid in life relative to the value that you bring to the market. Make yourself more valuable by enrolling in Automobile University and listening to people who are where you want to be.

And for those of you who don't have a car or don't spend much time in one or will not give up your precious music, find another way to consume your educational information. Obviously, if you're reading this now, you've made a great choice to read an excellent course. Reading courses is a great way to learn.

When it comes to education, doesn't matter whether you're listening to CDs, mp3s, watching videos, reading blogs or books. As long as you're consuming the information somehow, you're growing . . . not shrinking. You're moving towards your goals rather than away from them.

And I don't want to hear you complaining because you don't have money to spend on educational material. There are mountains of great content on all facets of real estate investing on the Internet for FREE. Look around a little bit . . . it's easy to find.

Oh yeah... I don't want to hear you complain that you don't have enough time either. All you have to do is answer this one question, "Would it be possible to wake up 30 minutes earlier than you do currently and devote that time to educating yourself?"

Two Biggest Roadblocks to Success

1) Negative Thinking

This is characterized by a lack of desire for achievement, ingrained negative beliefs about yourself, others, and the world around you, and the habit of continually accessing negative states such as frustration, anger, and guilt.

Solution: Wear a rubber band on your wrist. Every time that you catch yourself thinking negatively, pop the rubber band and start thinking positively.

There's more to it than just that, but it's a good start. In the following sections, we'll be going more in depth on how to combat this roadblock to success.



2) **Negative People**

It's like what happens when you put more than one crab in a bucket. You see, if you only put one crab in a bucket, it can get out. But, if you put two crabs in a bucket, neither one will let the other one out. They keep pulling each other down. That's what negative people do to you.

Solution: Make new positive forward thinking friends and fire the old negative ones . . . really, I'm being serious here . . .

If you have a negative person (family member, boss, etc) that you have to just "deal" with in your life, limit the amount of time you spend with them to an absolute minimum and do not share your ambitions with them. They will only belittle you and tell you that you'll fail. That's the last thing you need!

Here's a great way to reframe a negative comment. If someone says something like "That doesn't work. There's no way you can do that." Just say, "I appreciate your concern" and say to yourself, "Maybe it doesn't work for you. Maybe there's no way you could do it, but I can!" Then, walk away.

The Foundation of Success at Anything in Life . . . Modeling

The ability for you to replicate any desirable skill or behavior that someone else has developed is what modeling is all about. Basically, if someone else can do a certain thing or has achieved a certain milestone or status, you can too!

This course has been designed to not only teach you the specific skills, techniques, and strategies that are necessary for private money getting success but more importantly, the mindset of success.

That's what this section is all about. How does a person think and process the world mentally that has gotten millions of dollars in private money? What are the inner components to the mind game of success?

3 Components to the Mind Game for Success

- 1) Strong Insatiable Desire
- 2) Positive Empowering Belief System
- 3) Manage Your State Effectively

No matter what vocation or industry you strive for success within, you must first work on yourself . . . the way you think, what you focus on, what you believe, and how you feel. Master this section and the world's your oyster!

Developing a Strong Insatiable Desire

You have already kick started your desire by setting your goals. Writing them down, reviewing them regularly, and backing those goals with powerful positive emotion builds that insatiable desire.

Napoleon Hill teaches that having a burning desire is the first step towards personal achievement . . . without this desire, your goals will remain inert.

Find Your Why and Fly

If you have a strong enough why, the how takes care of itself.

My why is hearing that I've made a profound impact on someone's life. It's being told that something that I said or did was the impetus to propel someone to make a breakthrough in their life. Whatever that may be.

And I'm accomplishing this primarily through teaching. I teach through my blog, webinars, teleconferences, books, courses, CDs, coaching programs, and ultimately through my actions. There's no better way to teach than by being a good example.

“What would you do if you knew you could not fail?”

Go ahead now and write down your why below . . .

Developing a Powerful Positive Belief System for Getting Private Money

The eminent American philosopher and psychologist William James said “Belief creates actual fact.”

Examine your beliefs and rid yourself of the negative programming that you've mistakenly accepted as true. Create a belief system that serves you and those around you!

There's a very limiting belief that the masses subscribe to that says, “I'll believe it when I see it.” This is a sure fire way to stay stuck in your ways and means. As within, so without. To reap the fruits of life and achieve the goals you've set for yourself, you must first know it to be true within to see it without.

“It’s not what you see you believe, it’s what you believe you see.”

Read the foregoing statement again. That’s an incredibly powerful maxim to live by.

First, let’s dispel some of the negative beliefs about money that you may have had ingrained within you growing up.

3 Negative Money Beliefs That Simply Aren’t True

1) Money doesn’t grow on trees.

This thought comes from a scarcity mentality rather than abundance mentality. You must understand that your financial success doesn’t mean that someone else must suffer and be doomed to poverty. Your financial success can beget more success for those around you.

2) Money is the root of all evil.

Money is neutral. It is neither “good” nor “evil.” The difference that makes the difference is what is done with it.

As Shakespeare said, “There is nothing either good or bad, but thinking makes it so.”

3) It takes money to make money.

No it doesn’t! I’ve proved this over and over again.

What if you contracted a great deal and wholesaled it for \$5,000? What if you contracted a great deal and financed through a private investor where all the funds needed to purchase, rehab, hold, etc. were supplied? Did it take money to make money?

3 Positive Beliefs to Fast Track Your Success

1) There is an abundance of private money to fund all of my deals.

A limitless supply of money is available to fund great real estate deals. Every single person that you know and come in contact with on a daily basis is a potential private money lender. Investing is either something that someone does actively or knows they should be doing.

All it takes is determining if a prospect is a good candidate based on their needs and goals and then educating them on you, your program and how they fit within the process.

2) I have the ability to get private money.

This is one of the best things that you can boldly exclaim to yourself and the world to set yourself up for private money getting success.

You can do it! You can get private money for your real estate investing deals. I've done it along with thousands of other investors across the country in every market. This is not a new concept. This is not theory. This is a proven financing strategy that investors everywhere are capitalizing on especially in today's market.

Through the concept of modeling, you already know that you can get private money because other people have. All you have to do is follow the blue print . . .

3) I provide excellent investment opportunities.

I came up with this positive belief due to some negative self talk that I found myself thinking early on in my private money getting. Whenever I would go down my list calling on potential private money prospects, I felt bad because I was telling myself, "I hate calling people and asking for money all the time."

To combat this head trash, first, I realized that it was a limiting belief. Then, I reframed that thought to be positive. Any time I found myself thinking that old negative thought, I would say, "I provide excellent investment opportunities!"

Think about it, "Who wouldn't want to know about an excellent investment opportunity?"

And to end this section on your belief system, I'd like to throw it back to the great William James who said, "The greatest revolution of our generation is the discovery that human beings, by changing the inner attitudes of their minds, can change the outer aspects of their lives."

Accept the positive beliefs above as true without question. Rid yourself of the negative programming that you've unknowingly accepted as true. Take charge of your mind immediately.

By changing the inner attitudes of your mind, you cannot help but change the outer aspects of your life!

How to Manage Your State Effectively

Successful people, in all walks of life, stay in positive resourceful states most of the time.

First, let's define what we mean by state?

A state refers to your internal emotional feeling. Here are a few positive and negative states . . .

Positive States

- Happy
- Excited
- Enthusiastic

Negative States

- Frustrated
- Angry
- Depressed

Which states of mind do you typically get the best results in?

You get the best results when you are in positive states! That one was easy, but did you know that you choose what state you're in every moment of your life?

This may seem impossible at first. You may be saying, "Well, my spouse did _____ to me yesterday, and I got angry. There's no way that I could have controlled that."

I'm here to tell you that actually . . . you chose to respond in anger based on your spouse's actions. Sooooo, in other words, you chose to be angry. With practice and intention, you can choose how you react to everything life sends your way.

The most successful people in the world have learned to control their states and choose positive resourceful states most of the time. And the key word here is "most of the time." Everyone has their moments.

Another thing to keep top of mind is that emotions are contagious. When you're in a resourceful state of mind, you transfer that to everyone you come in contact with from private investors, to sellers, buyers, contractors, etc. Chances are, if you're not happy and enthusiastic about your investment program; neither will your private money prospects. And if they're not excited about the opportunity to invest with you, that means no private money for you.

Let's get down to business here and find out where states come from . . .

Internal Representation + Physiology = Your State

An internal representation is the images that you picture in your mind, what you say to yourself and how you say it.

Physiology, in regards to what we're discussing here, refers to your body posture, body movements, facial expressions, gestures, etc.

When you combine these elements, you get your state. Think about it . . . do you choose what you picture in your head, and what and how you talk to yourself? Do you choose your posture, movements, expressions and gestures?

The answer is YES! With practice, you can control all of the above.

Exercise: Experiencing Positive and Negative Internal Representations

You may find it easier to close your eyes for this.

Remember a time when you excelled at something. Maybe you won a sports championship, hit the winning shot, got a promotion, learned something new, were chosen for a prestigious position . . .

Experience that moment again. See what you saw, hear what you said to yourself and what others said to you, feel what it felt like to achieve that accomplishment.

Is the internal imagery big, bright, colorful? What did you say to yourself? What did others say to you?

Make a note of your internal representation below.

Now, we're going to do the same thing with a negative experience. Think of a time when you performed poorly at something.

Close your eyes again and see what you saw, hear what you heard, feel what you felt . . .

Make a note of your negative internal representation below.

Now, by noting the differences in your internal representations from the positive experience to the negative, you can determine how your mind codes each experience. Keep in mind that there is no right or wrong here. Everyone's different.

How to Change a Negative State Through Internal Representation

The first step to change is realizing that you are in a negative state. Once you realize that you are experiencing a negative state, dissociate yourself from your internal imagery. Instead of seeing things mentally through your own eyes, see yourself in the picture. If you need to close your eyes to do this, do it. That may help.

Once you dissociate yourself and see yourself in the picture, you'll notice that the feelings attached with that image are no longer present.

Next, change the characteristics of your internal representation to match the characteristics of your positive internal representation. If the picture in your positive experience was bigger, brighter, closer, louder, etc., change the representation to match. Make sure to change the words that you hear others saying to you and what you say to yourself to be positive. You get the idea . . .

Then, ask yourself, "What can I learn from this?" There's something to learn from every experience in life. What can you take away from this experience that you can invest in your future and be better off because of it?

The Power of Physiology

There is a classic Peanuts cartoon where Charlie Brown is standing slouched over with his head down and says . . .

"This is my depressed stance. When you're depressed, it makes a lot of difference how you stand. The worst thing you can do is straighten up and hold your head high because then you'll start to feel better. If you're going to get any joy out of being depressed, you've got to stand like this."



Charlie Brown knew that physiology leads to state just like you do now.

4 Positive Attributes of Physiology

A powerful negotiation and success strategy is to control your physiology. If you look confident and happy, it'll translate to the person you're talking with and will help out more than you think in getting a private lender to say "yes". Next time you're feeling down, have a lack of confidence, etc., try the things below. . . you'll be amazed at how fast your mental state will change when you change your physiology.

- 1) Smiling
- 2) Sitting Up/Standing Up Straight

3) Shoulders Back

4) Head Up

Here's a secret to controlling your state . . .

Physiology Trumps Internal Representation!

This is absolutely HUGE! That means that the real formula for “your state” is . . .

Internal Representation + Physiology(x) = Your State

In other words, your physiology is multiplied by some factor whether that be positive or negative and contributes more than anything else to your state of mind.

How to Change a Negative State Through Physiology

Most of the time, people feel a certain way and think that's how it is. They feel how they feel and then act accordingly. So people “feel” their way into actions.

Well, just as you “feel” your way into actions, you can also “act” your way into feelings.

If you're feeling down one day, act like you're having the best day of your life. It is impossible to put a huge smile on your face, shoulders back, and head up high and think negatively! It can't be done.

When you're in positive resourceful states, you'll be more productive, you'll get more done, and you'll be more likely to sign up private investors by the dozens!



The Mind Game of Success Revisited

- 1) Strong Insatiable Desire
- 2) Positive Empowering Belief Systems
- 3) Manage Your State Effectively

Success Jumpstart Summary

Like I said... we could have done what all of the other programs do and just jump right into the details of how to get private money.

Well... we're not like other people... and you shouldn't be either.

Just from our own experiences and from talking with countless successful investors... and countless struggling investors (way more struggling investors than successful ones out there) ... the mind game is the single biggest element separating those who make six figures or more in real estate... and those who can't make a dime in real estate.

Heck, I struggled for quite a while when I first started to learn about real estate... and the honest truth is that I didn't start to see results until I got my head right using the same exercises and principles you just learned.

Yes... we can't say that these techniques will work like they did for us for everyone... I tried dozens of "personal growth" strategies before I found the ones that clicked (the ones in Module 1). However, it's our job to give you tools and guidance to be successful... we can't make you successful. Your job is to take what we've given you in this module... tweak it until it works for you... and never give up.

Deal?

So, if you think that you're going to skip out on the action plan items for this module and just jump right into the "how to" of recruiting private money... go ahead. Go ahead... if you truly want to sabotage yourself and ensure that your investment in this program gets you nowhere closer to your goals than you were before.

Again, we're giving you the tools and blueprints to succeed in getting private money and in life... it's worked wonders for us and dozens of people we've taught it to in our lives and in our businesses. But the best and most detailed education in the world on ANY TOPIC won't do you a thing if you don't first get your mind game ripe for success.

Just like with planting a crop... if the soil lacks nutrients... even the best seeds won't grow in it. If you've taken the time to nurture the soil as much as you spent to make sure you got the best seeds... you'll be swimming in an abundant crop.

It's yours for the taking!



Success Jumpstart Action Plan For The Week

1. Map out your “Life Plan” (Lifes Goals) and do the exercises in this module
2. Map out your REI biz goals
3. Get out a piece of paper and start writing out a preliminary business plan... then go through the business plan tutorial and spend a solid block of time to write your plan on paper (doesn't have to be big)
4. Map out your private money goals... but ONLY after you've spent time thinking about your life goals and business goals... only then will your private money goals mean anything... cool?



Total Time Commitment Over The Next 7 Days:

- 1-2 hours a day for the next 7 days

NOTE: Be specific as possible! These goals and exercises are for you... not us... if you want to make things happen in life, business, and private money you'll do it.



Don't Move On To Module 1 Unless
You've Taken The Time To Commit To Laying
Your Foundation For Life, Your Business, And
Private Money With The Success Jumpstart
You Just Went Through

I know... goals and all of that “soft” stuff we just talked about might not feel like it's getting you closer to getting private money... but I can promise you... if you don't take the time to fully invest in yourself and building your foundation for a successful life... you're just wasting your time (and ours).

We could have avoided the subject and left out the success jumpstart and just taught you how to get private money like everyone else tends to do nowadays...

but we feel we'd be doing YOU a huge injustice if we didn't... **we do it full out or not at all.**

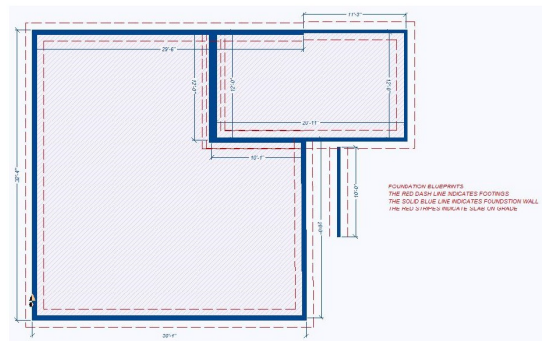


Private Money
Blueprint

www.privatemoneyblueprint.com

Module 1:

Your Private Money Kick Start



“You Don’t Have To Be Great To Get Started...
But You Have To Get Started To Be Great”
- Les Brown

Module 1: Private Money Kickstart

Getting Your First Appointment

Your first major private money milestone is getting your first appointment. In this section, we're going to take you from wherever you're at right now to sitting down with a private money prospect. Ready to get going?

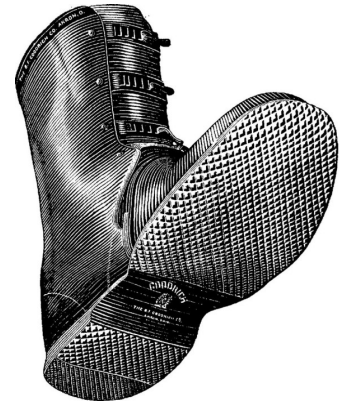
Let me explain one important distinction when getting started in private money. There is a HUGE difference between casually mentioning your investment program to someone and formally presenting it to them.

Investing is serious business and should be treated as such. You only want to pique someone's curiosity in your program when spreading the word. Your number one goal is to get a formal appointment with the prospect to thoroughly explain the ins and outs of the investment opportunity. If you say too much prior to your sit down appointment, you'll jeopardize the opportunity to present to them.

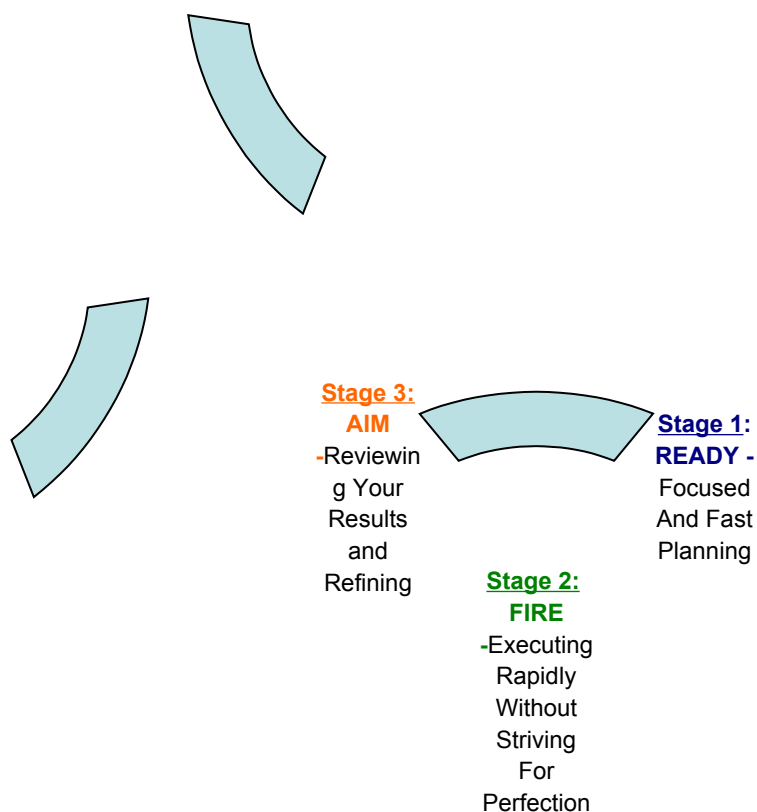
All you have to do is follow the blue print we've provided. Below, we lay out exactly what to do and what to say to get the formal appointment.

The Ready-Fire-Aim Technique

It's game time! We're about to dive head first into the meat of getting your feet off the ground. And to help us do just that . . . we're going to employ the Ready-Fire-Aim technique to give



you a step by step.



Ready

Takes you from where you're at today up to making the phone call to a prospective investor. This is the phase where you do fast and focused planning and learning (fast... not drawn out over months).

Fire

Ready or not, it's time to smile and dial. We tell you exactly what to say to get a formal sit down appointment. This is the phase where you execute rapidly without striving for perfection. If you strive to be perfect or "know everything" you'll never take action... this state is the MOST IMPORTANT in making money.

Aim

Prepares you mentally for the appointment and gives you tips to maximize the results of each. This phase is after you've taken massive action and gotten the ball rolling... now you're ready to look at the results you got... evaluate what you can do better... and start implementing rapidly again.

Ready – Laying The Groundwork For Private Money Getting

Actually, you're probably in this phase right now... so let's dive right into "getting ready".

Goals

Yes, we are revisiting goals again. Here's a couple ideas for goals to make sure you're set up to get your first appointment. Go ahead now and write down goals for each below:

- When are you going to make your first (or next) call to a private money prospect? Be specific!

- When will you have your first formal sit down appointment?

- How much money will you get from your first private investor? By what date?

Excellent, now put these goals on your desk or on your bulletin board right now... because this is what we're going to work on over the next couple weeks to achieve **WHILE YOU'RE IN THE PMBP PROGRAM**. We don't wait for results to happen after the program is over... we've designed this so you see results DURING THE PROGRAM... I hope you don't mind ;-)

The Mind Set of a Private Money Getter

Your attitude and beliefs about your ability to get private money for your real estate investing deals is going to make THE difference as to whether or not you meet with success. Adopt these 5 statements as true, and you'll kick start your private money getting into high gear.

1) There are Plenty of Fish in the Sea

There is an endless, virtually unlimited, supply of private investors that are ready, willing, and able to invest money into good real estate deals. All you have to do is follow the plan!

2) You Don't NEED Anyone's Money

Due to the unlimited supply of private money lenders, you don't need any specific person's money. When you present to someone that isn't interested, you're that much closer to finding someone who is. You'll be amazed how you feel once you finally realize that you don't NEED a specific private lender's money... there's plenty of others out there and if one person doesn't fit just go on to the next.

3) **You're Providing an Excellent Opportunity . . . Not Asking for Money**

One of the mental roadblocks that I had when getting started was that I thought I was calling people and just asking for money. Not a very empowering mindset to have, is it?

Once I realized this, I decided to reframe how I thought about the process. I decided that anyone I called was very lucky to have me calling them with such an excellent opportunity.

So in other words, you're never asking people for money, you're providing an excellent opportunity for the right person.

Quick Tip: Get this set into your mindset right now... you're not asking for money from anyone. It took me a while to realize this... once I did it was huge for me. You're presenting an opportunity to them, and the right people will take you up on it. Think about it, where else can someone earn returns these high that are this safe relative to other types of investments?? Not the stock market... you're presenting opportunities to people to help them realize that there are other alternatives to the "traditional" investments most people are familiar with... an alternative that can help them earn better more consistent returns... now why wouldn't you want to help your friends, family, and other people you know do this? You're not asking for money... you're presenting an opportunity... remember that when you talk about your program or think about

4) **You're Not Trying To Convince Anyone**

Your job is to educate and ask good questions. Whether or not someone is interested, is beside the point.

You're simply providing excellent investment opportunities for the right person. This keeps you in the reluctant role which is vitally important. Typically, the more motivated you are, the more disadvantaged.

5) **Confidence . . . If YOU Don't Have It, Borrow Some From Us**

We are your private money getting mentors. We have gotten millions and millions in cash from private investors and have been doing this for years. When a prospect asks about your experience (if you don't have any yet), tell them that you're just getting started and that you have mentors who have been doing this for years.

Let prospects know that this kind of investment opportunity is quite common throughout the country in real estate investing circles. And that it's not like you made any of this up. This is a proven system that's been used by investors as a way to finance real estate deals. All you're doing is following a proven system that works.

Presenting Your Investment Program vs. a Specific Deal

The PowerPoint presentation is currently designed to present your investment program . . . not a specific deal. I always found that by presenting a program, I could determine what kind of investment opportunity would be right for the prospect and only present deals that would meet their needs and goals.

I had the formal appointment where I outlined the investment program and found out their goals and needs. Then, I followed up with specific deals that were a good potential match.

Sell the idea of having an investment program with ongoing opportunities available. This will help build trust and credibility in you and your program.

Here's another advantage to presenting your investment program: It's much easier for someone to object to a specific deal than a program. If you present a deal, the prospect may not like the area, the property itself, the price range, amongst many other details. Sell them on your program and the right deal will sell itself! Of course, if you have a specific deal that needs funded fast... you should first pique their interest about the program then present the specific deal to them.

Alright, Where Do I Find Private Investors?

This is one of the biggest questions I get... and truthfully you've probably walked by or talked to at least 5-10 private lenders TODAY. Frankly, almost all of the top real estate investors I know (myself included) have seen the most and easiest success in getting private lenders by simply letting EVERYONE YOU KNOW what you do, piquing interest, and planting seeds. Aka, NETWORKING. Heck, even the real estate investors I know who easily recruit upwards of \$1,000,000 for deals in a matter of weeks do it through networking.

Yes, sending out 5,000 letters to IRA holders sounds cool and easier (it's not)... but frankly getting private money is about building relationships, building credibility, and building your network. Even if you send out 5,000 letters and get 50 people to respond back... what do you have to do? Build a relationship with them and gain their trust (and it's not going to be done extremely quickly). We've found that it's just much easier to gain "warm" referrals and prospects through networking and building relationships than it is to outbound market to "cold" prospects who we have no relationship with. Make sense? But, there are really great ways to find people who are already lending private money... and we'll show you that as well ☺

Fortunately, you shouldn't have to go far to find private investor prospects because they are literally all around you. Every person that you know and every person you meet is a potential private money investor. Frankly, I've recruited over \$6 million in private money in 6 years and

almost all of it came from networking, referrals, and people I knew (or people they knew). The same goes with huge investors like the ones on TV (like Flip This House, etc.)... those guys flipping 5-10 properties a month recruited their private money lenders through networking and referrals... hardly any of it (if any) from marketing to prospects.

But, I know what you're thinking right now... you're saying, "*I don't know people with money... what do I do?*" Everyone says that, and I can tell you that you're not looking at things the right way... that's just an excuse. Here's some more...

Excuse #1: "*Patrick and Trevor, I don't have rich friends. What am I supposed to do?*"

One of the biggest mistakes you can make right now is to disqualify anyone as a prospect. You're missing the point if you do. Your job is to plant seeds at this point! **Start getting the word out to everyone you know** whether you think they have the wherewithal to invest or not. Maybe they know someone who does . . . maybe they will have the ability to invest with you down the road. Got it? EVERYONE IS A PROSPECT... so start planting seeds.

Excuse #2: "*I could never ask my family or friends for money.*"

Two things really quickly here . . . you're not asking people for money, remember? You're presenting an excellent opportunity for the right person. You're only going to make this tougher on yourself if you immediately come out of the gates disqualifying people. Open your mind and treat any appointment you have with a family member or friend as just an opportunity to practice and get constructive criticism. You can even let them know that you just want their opinion on your real estate investing endeavors and would like to show them a presentation. That takes all the pressure off both of you.

Here's an important thing to remember: Whatever excuse you come up with is just that . . . an excuse.

3 Types of People Most Likely to Invest with You

Just like with anything, you should always start with the "low hanging fruit"... aka: the easiest places to see the most immediate and fruitful results. Just so you know... sending out letters to cold prospects ISN'T low hanging fruit in my mind. Here are the three types of people most likely to invest with you... and what I'd consider "low hanging fruit". (in later bonus modules we'll teach you how to use other outbound marketing strategies to get private money lenders... but start here to see the best results)

1) People That Know and Trust You

Typically, these are people who you've built long term relationships with. Family, friends, work colleagues, neighbors . . . people you know from church, school, rotary, wherever.

If you're feeling timid or uncomfortable approaching these type people, say something like this to them to set up your formal appointment . . .

"As you know, I've been studying real estate investing for x – time and am to the point where I'm actively making offers. I wanted to get your feedback on how my investment program is structured. You see, one of the ways my mentor teaches to finance deals is with private investors . . . just everyday people who want to make a better return on their investment dollars.

Could we set up an appointment so that I can show you my presentation and you give me some good constructive feedback?"

This is a powerful way to get your message out and clear the air of any sales pressure that could have existed (of course, the script above is for new investors).

2) People That Know a Good Deal When They See One

These are your real estate agents, mortgage brokers, appraisers, other real estate investors, accountants, attorneys, home inspectors, etc.

When you present your investment opportunity to one of these people, they can clearly see how it works. They already know how the traditional real estate world operates. You just show them where they fit within the process.

Real estate investing associations and clubs are a gold mine for finding these people. These meetings are filled with people who want to make good returns through real estate and are searching for ways how. Your investment program could be just what they're looking for.

If you have a deal that needs to be funded and you don't have a private lender lined up, start hitting the pavement and knocking on doors of some of the top realtors in your town... then to some mortgage brokers who specialize in investment properties... and so on. One of the first private lending transactions we did was by knocking on doors of realtors, and we found a realtor who saw that the deal was incredible... and he had the money to lend to us. It worked out for everyone and only took just a couple hours of knocking on doors to find the right person.

And, as you'll see in Module 6 with Susan, she's recruited a huge amount of private money from relationships she's built at her local real estate investor association in Denver... she's recruited literally millions from fellow investors at her REIA club. Don't underestimate it.

3) Referrals

Once you have success with one private investor, it's time to harness the best source of private money prospects . . . the referral!

These people come presold into your formal appointment. Someone has already told them about the wonderful experience they had with your investment program.

At times over the years, I had people just hand me a check and tell me they wanted to invest. No phone call, no formal appointment, nothing but, “Here you go. I would like to invest.” That’s the power of the referral! Later in the PMBP course we’ll go over how to maximize your referrals and we’ll give you templates and letters to use in your business.

4) Swipe your Competitors Private Lenders *

A great fast way that I call the “*Swipe and Destroy*” method lets you spy in and see who your competitors lenders are... and the “Cash On Demand Method” are both great ways to use the public records to find people who are already private lenders. From there, the trick is building a relationship with them in a way that converts them to lenders and that is SEC compliant. We’ll go over these later in this module.

Quick Tip: I’m telling you, getting private money is about building relationships and trust. The people you have the most trust already built with are friends, family, and people you already know well. When you already have trust built... half of the battle is already won. Then, all you have to do is pique their interest about your program (we’ll tell you how and give you templates in a bit), ask them questions, answer their questions, and perform on your loans.

And, if you think people you know don’t have money (this is a false belief anyway... if you think hard I’m betting that people you know have 401(k)’s, IRAs, mutual funds, etc... right? They have money then... just present them with an opportunity to earn better returns safely)... if you think they don’t have money, they probably know people who do. So, just plant seeds. The second best way to build trust is through a referral.

Making Your First Prospect List



Now, this is where we’re going to start to see tangible results toward getting private money lenders for your real estate business. Sound good? Your assignment in this section is to make a list of five private money prospects. Once you have the list, the next step is calling them and setting up your first appointments.

Here’s how I put together my first list . . .

I scrolled through my contacts in Outlook and looked for people who knew and trusted me and people that would know a good deal when they saw one. I had been going to the real estate investor group for several months at that point and other networking groups so making a list of five people was very easy.

Think of people that you have an established relationship with. Even if you do not think someone would be interested, just ask them for 30 minutes of their time and for candid feedback. Tell them you're not trying to sell them anything. All you want is practice and feedback.

Here's an important point to keep in mind . . . Be very careful who you disqualify! I don't think that I can stress this enough. Even if the person you are meeting with is broke, you never know where they will be down the road or who they may tell about your program. Plus, you get the practice presenting to them.

Go ahead and make your list now with the quick form on the next page. Start going through your mind and contacts list and find 5 people who already know and trust you (friends/family/colleagues, etc) and/or people who will know a good deal when they see one (other investors you know, realtors, mortgage brokers, etc.). With this first list you'll want to start with people who will be able to give you constructive feedback on your presentation and program. . . then take that constructive feedback and implement it in your "private money getting" efforts so you're improved when you make your next list of 5 prospects to go after:

Action Tip: So, right now... take 20 minutes or so and write down 5 people on the worksheet on the next page that already know and trust you or know a good deal when they see one. This should be easy. Like we said, even if you think they don't have money... it doesn't matter... for one, it'll be good practice to start; two, you're planting seeds and maybe they'll know someone who might be interested in your program.

Really, unless you have a deal you need funded right now... this first round of contacts is as much for practice as it is for results.

Private Money Prospect Contact List

Use this form to set your next 5 private lenders to contact. Once you set a meeting date with them write it in the area to the right. Use this form multiple times a month to set your next 5 appointments for that month. Remember, you're just planting seeds. They might know someone who will be interested in your program... even if the prospect you're initially going after isn't.

Private Money Prospects/1

1) Name: _____ Meeting Date: _____

Phone #: _____

NOTES:

2) Name: _____ Meeting Date: _____

Phone #: _____

NOTES:

3) Name: _____ Meeting Date: _____

Phone #: _____

NOTES:

4) Name: _____ Meeting Date: _____

Phone #: _____

NOTES:

5) Name: _____ Meeting Date: _____

Phone #: _____

NOTES:

It's All About Personal Relationships

Getting private money for your real estate deals is all about personal relationships and trust. Think about it for a sec... put yourself in the shoes of your private lender... how much would you have to trust the real estate investor before you could write them a check for \$50,000? You get my point about trust now, right? In everything you do when recruiting private money you should be looking for ways to build a better relationship and trust with your potential private lender (we'll show you ways).

The main way that I grew and built my list of private investors was through networking. I wasn't necessarily meeting people and immediately pitching my investment program though. I would meet someone and tell them a little bit about what I do (my 30 second commercial . . . which we cover shortly), and then see if I could help them in their business.

“If you help someone else get what they want, you'll often times get what you want.”

Quick Tip: If I just met someone, I would ask them to grab a cup of coffee with me or lunch, and find out how we may be able to work together and help each other out. By sincerely **asking them about who they are, what they do, what their goals were**, etc., I was laying the groundwork to build a solid personal relationship and trust.

By structuring things this way, the other person would start inquiring about my business and then, I would go for the formal appointment. Rather than coming out and telling them all about me, me, me, I waited until I was asked. This is a much stronger position to sell from.

My Marketing Plan

I did not have an elaborate or expensive marketing plan to build my base of private investors. But I did have a plan.

The first private money course that I purchased recommended buying a list from a list broker and sending out postcards. After sending out several rounds of postcards, I found out that my other private money getting strategies were working way better and cheaper. Also, there are some SEC guidelines that must be followed when doing direct mail for investment² opportunities like this, so if you choose to go that route, make sure you're SEC compliant (which we cover in Modules 5 and 6).

Here was my “getting started” marketing plan (the same one that's allowed me to recruit over \$6 million in private money for my own deals the last 5 years):

- **Attend all monthly real estate investor association meetings around my area.**
 - Meet at least 10 new contacts per meeting.

- This doesn't mean just swapping business cards... it means genuinely talking to people and asking them about their businesses to see if you can help them achieve their goals (remember, try to help people... human nature they'll then ask about your business and in return help you)
 - Follow up and schedule at least 5 "get to know you" lunches.
 - These lunches are with your new contacts... and should be geared to talk about their business and ways you can work together to grow BOTH businesses. Again, the conversation will flow to talk about your business and your private money program.
 - Schedule at least 3 formal appointments to present my program from each meeting.
 - After the new contact sees you are genuine and want to help them in their business... and you have then piqued their interest in your private money program... set up a formal appointment to present your program to them. This is where you explain the details (we have a whole module on presenting)
- **Get a private money website.**
 - You can check out my private money website at <http://www.InvestWhileYouRest.com>. It's a website specifically catered to my investment program. This helps with credibility, and there's potential for internet leads.

Resource Alert! – **As you know, as a PMBP student you get a private money recruiting website... if you haven't gotten yours yet email us at support@privatemoneyblueprint.com and let us know you want to get your site up and rolling. As a student, the set up fee of \$97 is waived and it's only \$24.95 a month with lifetime upgrades (as we test and tweak our own sites... we'll pass along the changes to your site too to increase conversions for you too!), lifetime support, and a full training and teaching portal with continually updated video tutorials and tools to help you market your website to generate more leads more easily. Email us at support@privatemoneyblueprint.com to get it going for ya. Here's a sample of the sites, www.reitheme.com .

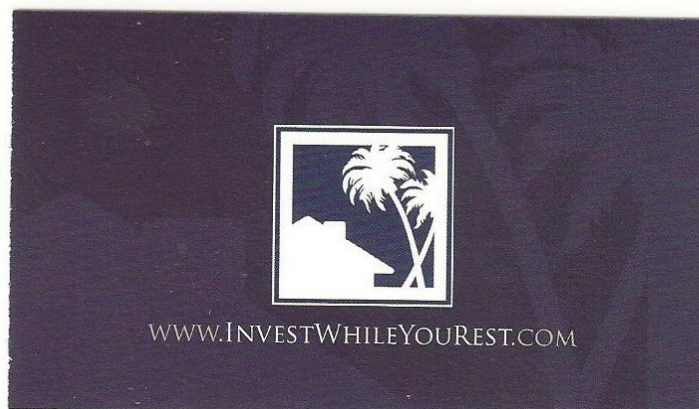
- **Add your website to business cards.**
 - Often times, I would hand someone my business card and after reading the name of the website, they would ask what it was all about. Since I was getting

asked about my investment program, I remained in the reluctant role (which is powerful ... we'll go more into this later).

You should also add a compelling phrase **on the back of your business card** to get attention, like. . .



or, here's another example of one I've used:



Remember, those pictures are of the **BACK OF THE CARD**. Always use both the front and the back.

The top card I got through VistaPrint.com... you can design them yourself... they're great quality... and cost me all of \$20 for 250 of them. You can use the link below to get that same discount I found:

<http://snipurl.com/card-discount> <<---- (type that into your web browser, it'll take you to the discount page I found for you)

- **Join at least one other networking group.**
 - There is a ton of different groups or associations that would be excellent places to build private money relationships. A few to keep in mind are small business

organizations, chamber of commerce, rotary, any kind of real estate group, and BNI.

Resource Alert! – You can find a list of networking groups and places we've networked to find private lenders (and friends) in your forms/downloads CD and online members area. Enjoy ☺

That was it! That was my marketing plan to get started. And you know what, it worked.

You're Marketing Yourself Too . . . Not Just Your Program

Here are some great questions to ask yourself . . .

*“What would the kind of person that I would invest with look like? How would he or she be dressed? Would they be well kempt?
How would they carry themselves?”*

It's probably better to be on the conservative side of things. I usually dress at or above the level of whomever I'm meeting with.

When networking and meeting with people, a key to keep in mind is to **mirror and match your prospects** (we cover this technique extensively in the module 2 under the **Rapport Building 101 section**). You can mirror and match peoples gestures, body movements, expressions, speed/tempo/intensity of voice, words, phrases, etc. People like people who are like themselves and by mirroring and matching, you're becoming more like those you're meeting. Don't worry if you don't really know what we're talking about yet . . . we'll get to it soon enough.

This is a very powerful way to build rapport, thus building trust, thus building a strong personal relationship.

“Cash On Demand Method”

The best place in the PMBP system to learn the C.O.D. method is through the online members area where there’s a full video training walking you through the whole process.

But, to give you the gist of it:

- 1) Find out who your competitors are in your area (find their company names)
- 2) Go to the courthouse or courthouse website and pull up all properties bought under those company names in the past 12 months... so, do a search with your competitors name as the “Grantor”. The weakness about this method is that a lot of savvy investors will buy properties under different LLCs each time... so, it may not work 100% of the time.
- 3) Once you have the list of transactions, look for the lender on the transactions... which a lot of times will be the “Grantee” of the property.
- 4) Pick out the “Grantees” that look like regular people or trusts... those are likely private lenders. *(the diagram below shows an example of this. Throw out the ones that look like banks... those aren’t private lenders)*
- 5) Contact those lenders with a postcard, phone call, or short letter to build a relationship with them and to pique their interest in working with you. ****DON’T** come out soliciting them to be a lender from the get go though... the SEC doesn’t like that. We show you ways to do this in the online “Private Money On Demand” video training.

(Diagram: Shows example of a C.O.D. Method search. Notice the “Grantee” section. The Trusts are private lenders, as well as the record at the bottom of the list).

Bexar Texas Public Grantor Grantee Search edit													
Displaying Page 1 of 1.													
Thru Date From - 1/1/1965 To - 1/12/2010													
Displaying 10 record(s) out of 10													
* <input type="checkbox"/>	Grantor	Grantee	Inst. Type	Document Number	File Date	Subdivision	Lot	Block	Plat Book	Plat Page	Ref Book	Ref Book	Ref Page
<input type="checkbox"/>	MANDOMAN	LOIS C JOHNSON FAMILY GST EXEMPTION TRUST	DEED OF TRUST	20060036605	2/17/2006	CRESTWOOD HEIGHTS ADDITION #2	1	18	03025	0218			
<input type="checkbox"/>		EDWIN C JOHNSON TRUST	DEED OF TRUST	20060068534	3/28/2006	LOS ANGELES HEIGHTS ADDN	7	143	00105	0284			
<input type="checkbox"/>		VCH FUNDING CORP	DEED OF TRUST	20060133681	6/8/2006	COLINIA MODERNA	31	6	01625	0241			
<input type="checkbox"/>						COLINIA MODERNA	32	6					
<input type="checkbox"/>		VCH FUNDING CORP	DEED OF TRUST	20060171314	7/20/2006	HARLANDALE ACRES NO 8	41	46	07700	0032			
<input type="checkbox"/>		TEXAS STATE BANK	TRANSFER	20060171315	7/20/2006	HARLANDALE ACRES NO 8	41	46	07700	0032			
<input type="checkbox"/>													
<input type="checkbox"/>		TEXAS STATE BANK	TRANSFER	20060230495	9/22/2006	COLINIA MODERNA	31	6	01625	0241			
<input type="checkbox"/>						COLINIA MODERNA	32	6					
<input type="checkbox"/>		RETTER ALFRED	DEED	20070078449	4/4/2007	HARLANDALE ACRES TRACT	186	13	09000	0224			

“Swipe And Destroy” Method (*more reliable*)

Alrighty, like the C.O.D. Method of finding your competitors private lenders...with the “Swipe and Destroy” Method this also uses the public records as your way of finding out who in your area is already lending private money. But, this time... you don’t search by your competitors name... but rather by a certain type of transaction (*this method is more reliable than the C.O.D. Method*).

Again, refer to your online members area for the full S.A.D (Swipe And Destroy) Method description in the **Private Money On Demand** video training.

But, to give you the gist of the S.A.D. Method:

- 1) Go to the courthouse or your marketing list source (we recommend www.listsource.com) and buy or compile a list with the following criteria for your area:
 - a. Sales closed within the last 2-12 months
 - b. Non-owner occupied
 - c. Used cash to close
 - i. Sometimes a courthouse won’t be able to separate the list this much, so... just request the A & B criteria and ask them to “include the lender information” (try to get all of the information about the lender that you can... often times you’ll get their mailing address, name, and phone number... in addition to the sale information)
 - d. Get the loan information as well (loan amount, property address, etc.) so you know how much that particular lender lent on that deal
- 2) Contact the lender with a post card, short letter, or phone call (we prefer a post card... calls tend to get sticky and are a bit more intrusive)
 - a. **The Direct Approach:** You can mail them a piece that is meant to pique their interest... like a free report or a free video on your website about educating them on “Using Your IRA To Invest In Wholesale Real Estate Passively” or something (key: Don’t solicit your program right off the bat... you NEED to build a relationship w/ this lender BEFORE you try to tell them about your program).
 - b. **The Indirect “Magnate” Approach:** I truly prefer this approach... it’s less resistance and NO sales at all (I thought you’d like that ;-)) If you’re a real estate wholesaler, short sale investor, rehabber, etc... what you need to do is contact the lender with a short letter or postcard telling them that you’re “*A real estate wholesaler in XXXX town and have a consistent flow of deeply discounted properties... and many of your buyers buy properties from you with private lenders*”.

Then, focus on converting them to get on your buyers list (mainly so you can build credibility and have an excuse to follow up with them)... and ask them

something like... *"From time to time our buyers use private money to buy their properties... would you mind if every now and then I forwarded a few deals your way to see if they make sense for you to fund as the private lender?"*.

The key is... you're basically using your credibility as a wholesaler, rehabber, multi-family, etc investor from the buying/selling side to get your "in" and build credibility... then, as you build the relationship with the lender... you'll of course pass along your own deals that need to be funded to him/her.

I didn't invent that strategy... so 100% of the credit goes to our investor friend Rob Swanson who gave us that little nugget of a strategy to get your "in" with a private lender.

Again, go to your online members area for the full training on this strategy and even more detail on how to follow up with these lenders so you stay SEC compliant (but as always, contact your attorney and pass your strategy by them before you use it).

What to Say to Get a Formal Appointment

This is one of the more valuable things that you can learn and implement immediately. The success of your private money getting will be directly proportional to how you go about getting the word out.

One of the tips I learned through my sales education is . . .

“Don’t spill your candy in the lobby.”

This means don’t come right out and tell people everything about your investment program. If you do, you’ll jeopardize signing them up as a private investor. If you “Spill your candy in the lobby,” that prospect doesn’t need you anymore.

With every prospect, your mission is to get them into a formal appointment. That’s where you educate a prospect on your program.

Quick Tip: This is hugely important that most investors who struggle to get private money miss. Don’t sound like a salesman... no one likes to be sold on something... do you? So, when you go to talk to someone (a new prospect or someone you already know but haven’t sat down with a presentation appointment yet)... don’t make it your initial goal to tell them about your private money program... you’ll come across as a salesman and they’ll shut you out from then on because they feel like you’re trying to “get something from them” and/or have an agenda. Make sense?

Instead, make THEM ASK YOU about your program... the 30 second commercial below helps you do that. When someone asks you about what you’re up to or about your program... they feel in control... people like to be in control and are more receptive to hearing things they asked to hear. Master your 30 second commercial and always ask people about themselves... they’ll eventually ask about you and you can lead them to your 30 second commercial.

The 30 Second “Private Money Hook”

The purpose of the 30 second “Private Money Hook” (also known as 30 second commercial) is to pique someone’s interest and curiosity about your investment program in order to get a formal sit down appointment. That’s it!

If someone starts firing questions at you and you make the mistake of answering, you will most likely lose the opportunity to present to them.

Use the 30 second commercial to spread the word and plant seeds.

Structure of the 30 Second Commercial

1) What do you do? (so that a second grader can understand)

You want to really dummy this down. Have you ever asked someone what they do and you’re left with a blank stare nodding in agreement when you have no clue what they’re talking about? Sure you have... well... you don’t want that.

2) Trigger pain points by saying, “Typically, we work with people who . . .”

People that are experiencing some kind of pain are motivated. We only work with motivated people in every part of our business. You’ll save yourself a heap of time by disqualifying “shoppers” and only working with people that NEED your services.

Pain points for private investors could be money lost in a previous investment, meager returns from saving accounts, CDs, or mutual funds, or the lack of planning financially for the future.

3) One liner about your offering

Short and sweet. No details or specifics . . . just that you offer good investment opportunities backed by real estate.

4) Get a “yes”

In sales, it's always a good idea to ask questions that get "yes" responses. Once you get a prospects head moving up and down, it's hard for them to stop.

In today's economy with the stock market in the dumps and interest rates low... people are very motivated to earn higher rates of return with less risk. However, the same people watch the news everyday that says real estate is also in the dumps (it's in the dumps for people who are going into foreclosure or who NEED to sell their home but don't have the skills to sell it quick)... you need to make your prospects realize that today is the best real estate market for us savvy real estate investors since the early 80's. And that's a fact... own it right now.

30 Second Commercial Script for Private Investor Prospects

Here's a script to follow to create your own 30 second commercial. You should tweak it to fit what you do in your real estate business... but the overall elements and structure have been effective for me over the years.

"We buy, lease, and sell real estate. And use cash from investors, just everyday people like you and me, to do so.

Typically, we work with people who are tired of the volatility of the stock market, are frustrated with the meager returns in their CDs and mutual funds . . .

We provide safe secure opportunities in real estate for everyday people to get their money working hard for them instead of the other way around. And truthfully, right now the market is great for us investors... we're making a lot of money and properties are on sale like I haven't seen them since the 80's.

Does that make sense?"

Action Tip: Right now... take 20 minutes or so and either craft your own 30 second commercial (elevator speech) or use our script above as a template to start from. Customize it to fit your business... and know it inside and out so you can recite it during a conversation without having to think about it. Okay... do it right now and write your 30 second commercial below.

Write Your 30 Second Commercial Below Right Now:

Memorize your 30 second commercial so that you can say it in your sleep forwards and backwards. This is one of the main things you will be using to get appointments with private money prospects.

When someone asks you about specifics on your program, tell them...

“Great question . . . right now, I’m not even sure if our program would be right for you without asking you some questions first. Would you like to set up a time to get together so I can show you exactly how it works?”

If someone asks the same question more than once, answer it. Otherwise, you may look as though you’re dodging questions, and there’s something you’re not telling them.

In that scenario, let’s say you were asked, *“What kind of security do you offer with your investments?”* After stating that you would like to set up a time to discuss in detail, they fire the question right back at you.

This time, answer saying . . .

“Ok, well, we secure our investors the exact same way a bank does when they lend money. You would get a mortgage (or deed of trust depending on what state you’re in) and a note specifying the terms of the investment. Our lenders lend on much more conservative criteria than banks do though... so we feel our lenders are in a much better position than banks are today.

I feel like I'm getting a little ahead of myself if you don't mind . . . would you like to set up a time to meet face to face so that I can get all your questions answered, and I can see whether or not you would even be a good candidate for our program?"

Remember, "Don't spill your candy in the lobby." Get the formal appointment!

Fire – Taking Massive Action To Getting Private Money

Okay, now you have your list of five private money prospects (don't you? If not, head back to the start of this module and get your first 5 prospects on paper w/ our form we gave you), and you're armed with the 30 second commercial. Ready or not, it's time to hit the phone lines.



5 Pointers to Prep for the Call

Okay, now you can go about it a couple different ways. Take out your list of your first 5 potential private lenders and mark the ones you want to call on the phone... and the ones that you'll be able to talk to in person to get the appointment. It really doesn't matter which route you go... just as long as you DO IT. Either way your main goal is to set up a formal appointment to do your presentation (aka, see if the prospect is right for your program).

1) The Goal of the Call

The only thing you care about on your call is to get the formal appointment. That is your one and only goal... your goal isn't to tell them about the opportunity on the phone... it's to get in front of them. Period.

2) Smile and Dial

Research has shown that smiling affects the way we speak and that the person on the other end of the phone subconsciously "hears" it. This helps to put your prospect in a receptive mind set. So, when you're talking on the phone smile... it will make a huge difference!

3) Emotions are Contagious

If you're not enthusiastic about your investment opportunities, no one will be. You want your prospects to get excited about what you have to offer. Remember, enthusiasm sells! If you can't get yourself enthusiastic about your program, there's a deeper problem... and you need to gain more confidence in your investing abilities.

4) Less is More

Like we already talked about, "*Don't spill your candy in the lobby!*" The less that you say (prior to the formal appointment), the better chances you have to turn them into a private investor client.

5) Mirror and Match the Prospect

When you're on the phone, your communication is strictly the words you use and how you say them (tonality). The majority of the communication, over 80%, is in how you say them.

The first thing that I pick up on when talking to someone on the phone is their rate of speech. I'm a little bit of a slow talker (being from the South and all), so if the other person on the line is talking like speedy Gonzalez, I pick up my rate of speech to match theirs. Mirror and match their volume, pitch, and any words or phrases you find that they consistently use.

6 Part Structure to the Phone Call

Here's how I usually run my phone calls when I'm calling a prospect to set up a formal meeting. Use it and tweak it to get the best results for your business.

1) Start with an introduction.

When you introduce yourself, remind the private money prospect how you met. Make it short and sweet before you ask . . .

2) "Did I catch you at a bad time?"

This is a great way to show respect for someone's time and put the prospect in a receptive frame of mind. Usually, people substitute "good" with "bad" when asking that question. But, I've found that people respond more positively when the question is phrased, "*Did I catch you at a bad time?*" Test it out and see for yourself.

So the prospect says, "No, I have some time to talk. What's up?"

3) Go into your 30 second commercial.

Keep it short and simple. And remember, do not answer their questions unless they ask you the exact same question more than once.

4) Find out who is involved in the decision making process.

Only meet with people when all decision makers are present.

Two negative things happen when you ignore this tip. Second hand information is passed on to another party and is distorted to some degree (which creates confusion and confusion equals “No”). Secondly, objections are raised, and you’re not there to handle them. Since you’re not there to handle them, neither can the person that met with you because of their limited knowledge and fading memory.

5) Find out the best time to meet with them.

Ask, *“What’s best . . . during the day or the evening? Weeknight or weekend? Is there a certain time of day that works best for you?”*

6) If you get voice mail . . .

Your goal is to leave the type of message that will get a call back. It’s best to be short and vague.

Say, *“Mr. Prospect, this is Patrick Riddle . . . I met you recently at the investor meeting last week and had a quick question for you. I can be reached at (xxx) xxx-xxxx. Look forward to hearing from you soon. Thanks!”*

Script for Phone Call to Private Investor Prospects

In this script, Jim is the prospect. You met Jim at the local investor meeting and already gave him your 30 second commercial.

You: Hello, can I speak to Jim?

Prospect: Yes, this is he.

You: Jim, this is Patrick Riddle. I met you at the investor meeting recently. How are you doing?

Prospect: Good Patrick. How about you?

You: Doing great. Did I catch you at a bad time?

Prospect: No, not at all. What’s up?

<Insert your 30 sec commercial here if you haven’t already given it to the prospect. At the end of it, instead of asking “Does that make sense?” ask, “Is that something that you would like to learn more about or probably not?”>

You: Well, I just wanted to follow up with you. I had mentioned to you about the private lending opportunities that our company provides and wanted to see if you were interested in getting together to learn more about the program.

Prospect: How exactly does it work? What kind of return do you offer?

You: You know, those are great questions Jim. You're a little ahead of me though. I need to ask you a number of questions first to see if we should even talk about it because our program isn't for everyone. When would be a good time for us to get together to discuss it in detail?

Prospect: How long does it usually take?

You: Usually 45 minutes to an hour.

Prospect: OK, I guess we could do it Friday at 1:00 at my office if that works for you.

You: Quick question for you Jim, when making investment decisions is there anyone else involved in the decision making process?

Prospect: I always talk things over with my wife, Linda, of course.

You: Great. I've found that it's best to meet with everyone involved in the decision making process all at once just out of respect for everyone's time. Does that work?

Prospect: Sure.

You: I'll see you and Linda at 1:00 at your office on Friday then. And if anything happens to come up in the mean time, please let me know.

Prospect: Will do. See you Friday. Thanks!

Aim – Keeping The Ball Rolling After You've Taken Action

Practice Makes Perfect.

Study the PowerPoint and speaking script. Get with your accountability partner to role play the presentation back and forth. Don't always be easy. Do your best to challenge your partner with tough questions. This will better prepare you both for the real presentation.

Notice in the picture to the right versus the picture in the "Fire" section? Yep, the \$100 bill. When you fire before you aim... the money comes much more quickly... but when you aim "evaluate your results from the action you took and refine"... that's really when the BIG RESULTS start to happen. **Ready. Fire. Aim.**
In that order.



NOTE: We'll be going over the PowerPoint presentation slide by slide in Module 3 with a script and specific strategy for each slide.

8 Tips to Get the Most Out of Your Appointments

Not all appointments are created equally... and I can tell you that from experience. I've had unsuccessful appointments and very successful ones... and I've learned that some simple things can drastically increase the results I've gotten from an appointment. Check out the elements below that you CAN control about your appointment so you can get the most out of your time.

1) Attitude is Everything

There is no substitute for a good positive attitude. I love Henry Ford's quote, "If you think you can do a thing or think you can't do a thing, you're right."

If you think you can get private money for your deals, you're going to get it!

2) Location

- Office

If you have an office, that's probably the most appropriate place to present. But if not, no big deal.

- **Restaurants**

I am opposed to doing presentations over lunch or dinner. I think it's a time waster and detracts from the purpose of the meeting. However, other investors have been very successful presenting over a meal... just try it out and see if it works great for you... if it does keep doing it!

Quick Tip: It's been shown in studies that often people react more positively to something they hear when they are eating something. Multiple studies by well known social psychologists showed this result... which is why a lot of companies use "free luncheons" as a platform to present their "widget" to prospects. Try it out... it may work wonders for you!

- **Coffee Shops**

Great place to do presentations. I've done countless presentations at Starbucks. Again, people tend to react more positively when they are eating/drinking something as shown by multiple well-known studies. Also, a coffee shop is a "neutral" place so the private lender prospect doesn't feel threatened that their on your turf (in your office). So, if you meet at coffee shops... offer to buy your prospect a drink or snack... it may work wonders!

- **Prospect's Home**

The prospect's home is another good alternative. This could make it easier on your prospect which may help to get the appointment.

- **The Office Of One Of Your Team Members**

If you say you don't have any team members, think again. If you don't have your own office ask your title company office, your attorney, your realtor, your lender, etc. if you can borrow their conference room for an hour. That's a great place to hold a meeting and it exudes professionalism. Also, associating yourself with a respected company or associate will give you additional instant credibility.

3) Dress the Part

Clean cut, well groomed, and professionally dressed is best. I always seek to dress at or above the level at which my prospect will be dressed. I definitely don't think a suit is necessary, but if that's what you feel comfortable wearing, go for it.

4) **Be On Time for God's Sake**

And by on time, I mean at least 10 minutes early. You want to have a few minutes once you get to the meeting location to breathe deep and gather your thoughts.

Being late is not something that you want private money prospects to associate with you. Actually, that's the last thing you want them thinking especially at this stage in the relationship.

5) **Are All Decision Makers Present?**

The script in the previous section has this question built in to determine the decision makers . . . "When making investment decisions is there anyone else involved in the decision making process?"

You do not want to present your investment program unless all decision makers are present. If you get to the meeting and one of the people couldn't make it, reschedule the meeting. You'll jeopardize signing them up as a private money lender if you don't.

6) **Be Respectful of Their Time**

The best way to be respectful of someone's time during your presentation is to ask them, "***Are you on any certain time schedule today that I should be aware of?***" They may have to pick up the kids for school or be at another meeting across town in an hour.

What you don't want is you not knowing their schedule, and half way through the presentation, they're paying more attention to their watch than you.

Being on time (10 minutes early) is also being respectful for their time.

7) **Don't Answer Questions You're Not 100% On**

You do not need to worry about coming across as an expert know-it-all when you're getting started with private money. If someone asks you a question that you're unsure about, simply say . . .

"Great question. You know what . . . I want to make sure that I'm 100% right before I answer that. I'll make a note of it and make sure to get back to you soon."

8) When Your Experience Gets Questioned

If someone questions your experience (or lack of it), fall back on us, and say . . .

“I’ve recently started getting private money for my real estate investing business, but my mentors have been doing this for many years. You see . . . this isn’t a concept that I made up or anything. There are investors all over the country that use private money to finance their investments.”

Some people teaching how to get private money will tell you to “fake it ‘til you make it”. While this is a great strategy in a lot of areas in business... personally I don’t believe that’s the best and most honest route to take when you’re dealing with recruiting people to trust their retirement money and life savings with you. I strongly believe that as real estate investors getting private money, it’s our responsibility to uphold the integrity of our industry and to be honest.

If you’re just getting started and have never even done a real estate deal...

The little phrase above is a great way to build credibility honestly. It ties you to your mentors who have recruited millions in private money using these same strategies... and you’re being completely upfront with them.

If you’re an “experienced investor” (have bought more than a few investment properties successfully)...

It’ll be a little easier for you. Even if you’ve never recruited any private lenders... build your credibility on the case studies of the deals you’ve done and your investing skills. Then, tie your investing skills and track record into the fact that you’re growing your business and properties are “on sale” so much right now that you’ve chosen to bring on private lenders who want to earn great returns with real estate without doing the “hard work”. Make sense? Use what you have as a strength... don’t look at what you don’t have as a weakness. Okay? Cool!

Quick Tip: One VERY IMPORTANT tip we didn't specifically build upon is providing value to your prospects and using the **LAW OF RECIPROCITY**. This tip is hugely critical to my own success in real estate and recruiting private money... and whether you know it or not you've seen it in action a lot throughout your life.

Remember the time when a friend of yours gave you a birthday or Christmas present... and you didn't have one ready for them? Of course you do... it's happened to all of us. Well... how did you feel after you got that present? Did you feel compelled to give them one back? And, even more... did you feel like you had to give them a gift that was **AT LEAST AS VALUABLE OR MORE VALUABLE** than the one they gave you? Of course you did.

Well... that's the law of reciprocity at work. Someone gives you value... and human nature makes us feel like we're compelled to provide value back. Simple.

Now, how does that relate to getting private money (and almost any other area of life too!)?

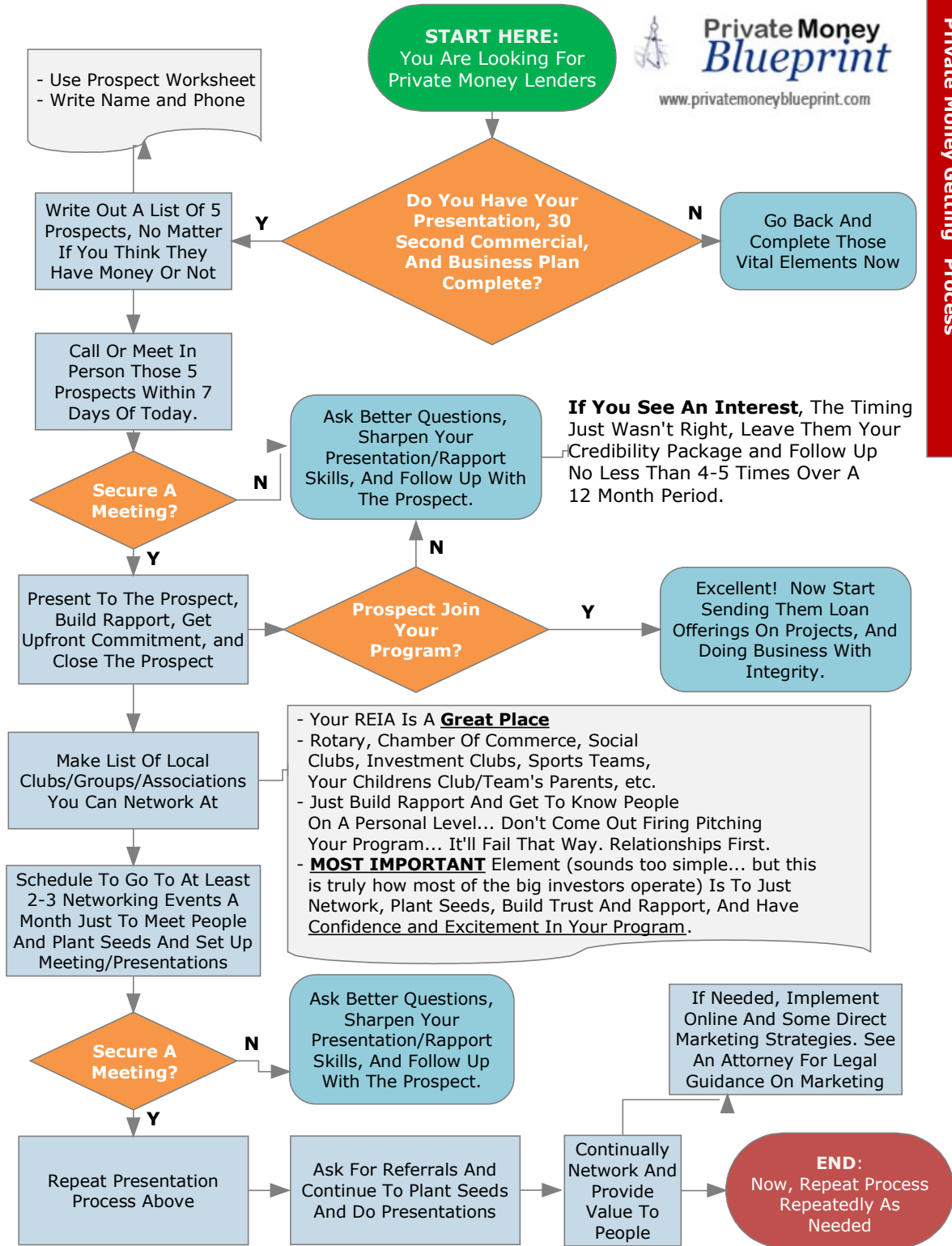
Simple, in **EVERYTHING YOU DO**... whether it be networking, working with someone, building a relationship, doing business with someone... do everything you can do to provide as much value to them as possible... without asking for anything in return (at least initially).

For me, like I said earlier in this module... when I meet someone new at a networking event my first topic of conversation is "what do they do" and "how can I help them be more successful and/or happy". From there I'll ask them for their card and if they're truly a great person and have something that I think can help other people... I'll tell them I have a lot of friends and colleagues that I'd love to tell about their service. Then, I **FOLLOW THROUGH WITH IT** if the service the person I just networked with does have a good service.

Instant "reciprocity" was created. Now, next time we chat... I've already given them value... and they'll likely ask how they can help me... still, I won't come out firing about my private lending program. Rather, I'll say... "Actually, our business is really going great right now... I just wanted to help you in any way I can. Well... actually... I'm not sure if you're right for it or not... but you may know someone who is. (then go into your 30 second commercial)."

Bottom line... go about life trying to **GIVE VALUE**... and **YOU'LL GET 10X THE VALUE BACK**. If you go about life always trying to **GET**... then you'll have a tough time building trust and fruitful relationships with people... just the way human nature is.

Remember the **LAW OF RECIPROCITY**... the more you give the more people will reciprocate.





Module 1: Action Plan For The Week

1. Create Your First List Of 5 Potential Lenders
 - Your current database, family, and friends
2. Set Specific Date/Time When You Will Contact The Prospects About Your Opportunity (within the next 14 days)
3. Create Your 30 Second Commercial And Get It Down Pat (use video #3 for this in members area)
4. Make At Least 1 Sit Down Appointment For Your Presentation As Soon As You Can (within the next 21 days... the sooner the better)



Total Time Commitment Over The Next 7 Days:

- 30 minutes a day for the next 7 days

NOTE: If you haven't completed your life, business, and private money goal exercise... you're almost wasting your time. Go back and do it if you haven't... then it'll make these action steps 100x more effective... trust me 😊



Private Money
Blueprint

www.privatemoneyblueprint.com

If you're serious about being successful... run it AS a real business... and get an attorney on your side

While we've done our best to give you full and accurate information, we're not attorneys and our advice should not take the place of an attorney who can look at your specific situation. This information is informational and is not meant to replace or be legal advice from your attorney

As always, consult with your attorney to make sure what you're doing in your REI biz is following all state and federal laws.

Appendix – Training Manual A

We've tried to put as many of the resources as possible directly in the text in each module in the program; however, there are a few resources that we think would make your life easier that we've included here in the appendix.

A lot of programs include all of their forms and documents in the back of the manual... I like to think that the main reason they do this is to make the home study program heavier to make it seem like it's more "valuable". Us on the other hand, we chose to create true value through our content... and frankly... we feel the program is "heavy enough" without throwing in all of the print outs of the forms in the back. Do you agree?

So, to get all of the forms so you can go through them, customize them, and use them, go ahead and take out your Resource CD and all of your forms are right in there for you to enjoy.

Sound like a plan?

Check out the other resources we have for you in the appendix.

- **A list of the forms/resources you'll find in your Resource CD** (we're continually updating the Resource CD's as we develop new forms/templates/and resources that we personally use in our own businesses... so I hope you don't mind... but there's actually more forms and templates in your Resource CD than listed on the next pages).
- **State by State Listing Of Securities Offices**
- **A Little Letter About Your Private Money Website Package**

List Of Forms / Resources In Resource CD

We've done our best to provide you with EVERYTHING you need to succeed in getting private money, including all of the forms, templates, tools, and blueprints that we use ourselves in our own businesses. Below is a list of the resources you'll find in your resource CD. Actually... there may be some extra resources in there we've added that aren't shown below... I guess we'll call those a bonus ☺. The resources are a mixture of Microsoft Word, PDF's, Excel Spreadsheets, and PowerPoints. Make sure you have these programs so you can view and use the resources. If you do not have Adobe Reader, go to: <http://get.adobe.com/reader/> to download a free PDF reader.

***As always, all of the forms, templates, and references are for educational and reference purposes ONLY. They are not meant to be legal advice nor do they intend to replace the guidance of your attorney. Pass any and all documents and disclosures by your attorney before their use.*

For The Success Jumpstart (Module 1 in your DVD Set)

- "Dreams Now" Worksheet (*worksheet I created to categorize and prioritize my goals. I love it!*)

For Module 1: Private Money Quickstart (Included in Module 2 in your DVD Set)

- "Private Money Getting" Blueprint
- Investor Profile Worksheet
- Private Money Prospect Contact List (*used for the list of 5 lenders you create*)
- Templates for Finding and Converting Private Lenders

For Module 2: Negotiation Strategies and Getting Appointments (Included in Module 2 in your DVD Set)

- Negotiation Strategies And Effective Phrases Quick Reference
- 30 Second Commercial Script
- Phone Call To Lender Prospect Script
- List Of Networking Groups

For Module 3: Presenting Magically

- Private Money PowerPoint Presentation
- Private Money Presentation Speaking Script

- Credibility Kit Example #1 (*an actual investors credibility kit you can model. One of our students*)

For Module 4: Nuts And Bolts Of A Private Money Transaction

- Private Money Transaction Process Blueprint
- Happy Anniversary Follow Up Letter
- Year End Follow Up Letter
- Private Lender Welcome Letter
- Private Lender Referral Letter
- Loan Payoff Letter
- 7 Powerful Follow Up Phrases Quick Reference
- Private Loan Offering Template (*used to create short loan offering to private lenders*)
- Follow Up Deal Presentation Script
- Investor Loan Information Worksheet And Follow Up Checklist
- Sample Promissory Note Template With Some Key Clauses

For Module 5: Staying SEC Compliant

- Sample Website Footer Disclosure
- List Of State Securities Offices And Contact Information
- Sample Full Website Disclosure: Version A
- Sample Full Website Disclosure: Version B
- Private Money Disclosure Samples (*more samples*)

For Module 6: Pooling Funds, Syndication, Using IRA's, and Fractionalized Notes

- IRA Lending Process Blueprint
- Sample Investor Questionnaire
- Sample Syndication Operating Agreement (*for reference only, not legal advice*)
- Sample Fractional Note / Deed Of Trust

For Bonus Modules: Marketing, Tutorials, Case Studies, etc.

Since you're now part of the PMBP clan you're "in" for good. Every month we pass along new templates, resources, and training based on what we're doing in our own businesses. Also, we do case studies with actual investors so you can see what's working for them. These bonuses will be put out usually in the PMBP members area and you'll get an email about each new bonus as it comes out. Below are a few of the bonus downloads you already have in your Resource CD... the training on these materials will follow over the next several months. The reason we've done it this way is because you truly do have EVERYTHING you need to succeed.... And more... in getting private money right here in the course you're holding in your hands (I wish I had something like this when I got started... truth is... there's nothing like it... which is why we created it and are committed to continually updating you with new resources and techniques). But, the ongoing bonuses you'll receive will help to even further inspire you and give you extra resources and skills to excel even more.

- Sample Private Money Press Release *(not covered in main course, will be covered in bonus modules you'll receive on marketing)*
- Website Private Lender Free Report *(not covered in main course, will be covered in bonus modules you'll receive on marketing)*
- ... and much more to come as we notify you by email! *(a lot more marketing materials if you feel you want to do direct marketing and use the internet to generate leads.)*

Resources and Vendors You Can Use:

One really frustrating thing that we've all had happen when you first get going in any new area of your business or life is wading through all of the crap out there that will (or won't) help you be more successful in implementing the strategies and tactics you need to to be successful. So, here's a short list of vendors and resources that will help you in your real estate business and in "private money getting" that we've looked at, used, and approve of:

Marketing:

- Marketing List Provider: www.listsource.com
- Business Cards: www.privatemoneyblueprint.com/business-cards
- Bandit Signs: www.privatemoneyblueprint.com/bandit-signs
- Real Estate Websites: www.reitheme.com
- Great Inexpensive Video Cameras: www.theflip.com

Life Success:

- Organize Your Priorities and Life: www.privatemoneyblueprint.com/simple

Real Estate Services:

- Find Fresh REOs In Your Area: www.privatemoneyblueprint.com/reogoldminer
- Wholesaling Biz Automation: www.privatemoneyblueprint.com/automation
- Get Business Credit: www.privatemoneyblueprint.com/bizcredit

Are You Tired Of Real Estate Investor Websites That Aren't Producing Consistent Leads, Leave You Nowhere To Be Found In Search Engines, Are A Pain In The @ss To Use... And Cost An Arm And A Leg?

Heck, I feel your pain... I was too until I got fed up after using those same 'ol real estate investor websites that promised results... and to this day I had never received a consistent stream of leads like they promised.

So, I have a background in internet marketing and SEO... so I just said "screw it" (pardon my French)... I'm just going to create my own and make them...

- **Truly Search Engine Optimized** To The Exact Specifications Google Lays Out
- **Very Easy To Use...** So Easy My 92 Year Old Grandmother Could Use Them Within 1 Hour Of Sitting Down
- **Extremely Customizable...** So My Site Isn't Just Like 3,000 Others On The Internet (this is a vital element as you'll find)
- **Feature Rich** With A Built In Lead Database, Built In Squeeze Pages, Built In Free Report Generator, Built In Property Listing Area Complete With Google Maps, Videos, And A Documents Download Area... and a ton more
- ... and last but not least... affordable (like less than \$40 a month)

And... That's Exactly What I Did!

I paid my web designer who specializes in creating websites for some of the nations top internet marketers (this means he's not just a web designer... he knows how to create websites that rank high in the search engines and convert your visitor to do what you want like crazy!)... **I paid him \$3,442** to create this "ultimate real estate investing" and "private money getting" website for my own real estate business.

My Site Was Ranked #1 And #2 In Google In 9 Days

(turn over)

My investment paid off because this new website created with Googles exact specifications got me the #1 and #2 ranking for one of my top keywords for getting private money... and they're still there.

Don't Believe Me?

Check out the screenshot below... those first two results are the #1 and #2 rankings for the “test site we created... that site hasn’t even been customized at all (so you can only imagine how easy it will to get great rankings when we customize it).

Web Images Maps News Video Gmail more ▾ tmock5@gmail.com |

Google Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 336,000 for **oregon private money pro**

oregon private money program : [Portland, Oregon Private Money ...](#) ←

Tag: **oregon private money program**, **Private Money** Lending Case Study ... Tags:
oregon private money program, portland, **private** lending, **private money** lending ...
[www.reitheme.com/tag/oregon-private-money-program/](#) - 8k - [Cached](#) - [Similar pages](#) -

[Portland, Oregon Private Money Lending Program - Your Company Name ...](#) ←

Portland, **Oregon Private Money Lending Program** - Your Company Name - Your ... Trust
Deeds are simply a **private** loan secured by real estate where every day ...
[www.reitheme.com/](#) - 9k - [Cached](#) - [Similar pages](#) -
[More results from www.reitheme.com »](#)

[Hard Money Lenders in Oregon, Washington, Idaho and More...](#)

An introduction to Fairfield, a full spectrum source of hard **money** lenders providing hard
money loans in California, **Oregon**, Washington, Idaho, Colorado, ...
[www.privatemoneysource.com/](#) - 7k - [Cached](#) - [Similar pages](#) -

[Think Out Loud The Art of Hard Times - Oregon Public Broadcasting](#)

Mar 10, 2009 ... And then there was \$1.8 million from the **Oregon** Cultural Trust. ... The State
should not be taking **money** from a **program** in which it was ...
[www.opb.org/thinkoutloud/shows/art-hard-times/](#) - 62k - [Cached](#) - [Similar pages](#) -

[Equity-Based Private Hard Money Mortgages Available Now ...](#)

We have an excellent equity based, hard **money** loan **program**, for just about any type of ...
Commercial/Residential **Private**/Hard **Money** Broker (206)333-6695 ...

Done

This Is What My Site Looks Like... Pretty Nice Looking Huh?

(next page to see my site)



And Even Better... The Site Was Getting Visitors Requesting Our Free Report On Private Lending 12 Days Of The Site Going Live On The Net!

You're probably tired of hearing me blab about the site I was able to create for my own real estate business... aren't you?

Well... you can learn more about how I did it and about why I've started to let other investors use my sites as well... and we'll even help you get to the top of the search engines easily just like I did... rather than let you fend to the wolves like "those other REI site guys".

Oh, did I ever tell you I'm basically giving these things away (with free support, free lifetime upgrades, and free internet marketing training) **for under \$40 a month??**

[Go To The Website Below To See It In Action...](#)

www.reitheme.com