

FAST AND FURIOUS

Map Book

(Maximum Action Plan)

By Coach Gary Massari

[Http://30Minute-Millionaire.Com](http://30Minute-Millionaire.Com)

This Fast Track is for those who want to play at the top and become top income earners

Caution - Not For The Faint Of Heart



Cover Message From Coach Gary

To get the most out of the your Fast and Furious MAP Book you can print out your MAP Book to take notes while following along by watching the FF MAP Book tutorial.

Click here: <https://youtu.be/Cr3clcDvGuY>

Through my coaching career I was fortunate enough to have coached some of the highest income earners in the direct sales industry and be involved with massive growth in their organizations. I want to pass on to you the attributes I learned from these high income earners so you can develop the right mindset to allow you to play at the top and be a top income earner.

I discovered these four attributes that were consistent in each of them and I contribute their high level success of to them.

Number one: *They all saw the end in sight! They knew where they wanted to go and knew the level of income it took to achieve it.*

Number two: *They all had very strong unshakable beliefs! They knew if they did the activities they would reach their goal.*

Number three: *They all had a Plan of action! They mapped out their course and were committed to follow it no matter what!*

Number four: *They were committed and consistent with their implementation! They all worked hard and fast in a short period of time and never took longer than 2 years to achieve a 7-digit income!*

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7 Fast Market Strategies

Keep in mind that duplication is a result of simplification

This means everyone and anyone can do it! No one gets left behind

Let's review 7 fast strategies of generating and converting leads:

- 1. Warm Market**
- 2. Local Market**
- 3. Networking**
- 4. Social Media**
- 5. Craigs List Ads**
- 6. Road Signs**
- 7. Drop Cards**

Blast Off In My First 30 Days



Myth Number One: Slow And Steady Wins The Race

Myth Number Two: It's A Three To Five-Year Plan

Myth Number Three: Just Don't Quit

The Truth About Building Success And Momentum

This Business Is Built With A Concentrated Effort In A Short Period Of Time! What You Will Learn In The Next Few Pages Will Truly Amaze You And Give You A Whole New Outlook On Building A Home Based Business And Dynamic Sales Team.

Blast Off In My First 30 Days

You must go through bootcamp and rookie training and learn the B.I.F.
3 Step Exposure System

This training does not replace Mike Adams Team Empower Training. Your Team Empower Training and Rookie Boot Camp is prerequisite to Fast and Furious MAP.

Our goal is to help you get qualified at each level by speeding up the recruiting process so you can make more money faster and easier!

1. **Training** <http://teamempowertraining.com>
2. **Watch IMA Quick Start Video**

Blast Off In My First 30 Days

The Benefits Of Recruiting 20 People In 30 Days Success Loves Speed

1. Fast Track To 5 Star Qualifications...Creates Immediate Income To Fund Your Business
2. Mentorship Bonus...Gives You Immediate Income To Pay For Your Education
3. Team Over-Rides...Gives You Immediate Recurring Income
4. By Finding And Developing Your Leaders...Will Create A Sustainable Recurring Income That Duplicates
5. Over-Ride Earnings...Will Create A Lifetime Recurring Income

Let's Do The Math

Recruit 20 People

- ✓ 12 Will Do Something
- ✓ 8 Will Build
- ✓ 1 - 3 Leaders will buy the Xtreme or upgrade to Xtreme
- ✓ 1 - 4 will represent half of your business income from over-rides

Blast Off In My First 30 Days

Preparation Is A Must

- ✓ **Must Increase Your Level Of Commitment**
- ✓ **Clear Your Calendar**
- ✓ **Be Willing To Make Sacrifices**
- ✓ **Negotiate With Your Family...Next 30 Days Is Sacred!**
- ✓ **Eliminate All Distractions**
- ✓ **Notify Your Existing Group You Are Only Available for 3-Way Calls**
- ✓ **Make A Fresh List Of Names...Address Book, Meet-Ups, Social Media, Memory Jogger!**

Sponsor 20 People In 30 Days... How Many Leads Will Be Required?

- ✓ **300 - 500 leads will produce 20 sponsorships - breaks down to 20 leads a day**
- ✓ **Plan on 50 3-way calls in 30 days works out to 2-3 3-way calls a day**
- ✓ **90 to 150 will watch the briefing video**
- ✓ **Email - Call - Text every lead you get that is not protected**

Blast Off In My First 30 Days

The Power of Duplication

Warm Market Exposures From Texting Just
10 People A Day And Potential Income

How Fast Do You Want To Go?

- ★ 10 Text A Day (300 A Month)
- ★ 3-5 Exposures A Day
- ★ 2-3 Essential Potential Sales In The Month

How Fast Do You Want Your Team To Grow?

With Just 10 People On

Your Team Who Follow This

- ★ 10 Text X 10 = 100 A Day
- ★ 30 - 50 Exposures
- ★ 10 - 30 Essentials Sales/Mo.

With Just 100 People On

Your Team Who Follow This

- ★ 10 Text X 100 = 1000
- ★ 300 - 500 Exposures
- ★ 100 - 300 Essentials Sales

Before You Start - Master Your Scripts!

People Will Respond To A Text 7 Times More Than An Email

Build Your Candidate List Daily

Your goal is to constantly build and grow your contact lists so you have a steady flow of candidates to Call and TEXT EVERY DAY-

SO YOU CAN CREATE WEALTH AND FINANCIAL FREEDOM

Build Your Candidate List Daily

Where do I find the people? I don't know anyone or
I'm not calling my friends!
YES YOU CAN and YES YOU WILL

1. Start with your address book of friends and acquaintances. List your 25 best friends
2. Next goto <https://networkmarketingpro.com/memoryjogger/> and build a list 100 people
3. Learn to network - there are more people out there you don't know than you do know!
Go to Networking section to learn how to build a candidate list from people you never knew!

Warm Market

Start your Maximum Plan of Action Today

Text 25 of your closest friends today and then text 10 people every day - ***"What does your schedule look like in the next few days to chat?"***

Caution - do not say another word! You are going to talk to as many people as you can as fast as you can saying as little as you can!

Warm Market

**I Will Text 25 Of My Closest Friends Today
(NO EMAILS)**

*Text Works 7 Times Faster
Than Email Or VM*

*You Get Results Faster And
Fill Up Your Calendar With
Chats Easier By Texting...*



BIGGEST BREAKTHROUGH IN TEN YEARS!

Watch Eric Worre's Video Training and Watch Your Business Grow:
<https://www.youtube.com/watch?v=IZNA7sklhCc>

*What does your schedule look like in the next few days for chat
or have a cup of coffee? Can you put me on your calendar?*

Fill Your Calendar With Chats!

Warm Market

Make A List Of 25 Of Your Closest Friends

Name	Cell Phone
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
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21	
22	
23	
24	
25	

Warm Market

Make Money While Texting And Having Coffee



My favorite script to have someone meet me at my favorite coffee shop to do a one on one. Text them this message:

Hey _____ it's _____ I am sitting here at _____ and have an extra seat for you. I'm buying! What type of coffee should I order? If they respond I am busy, you respond: Ok then, when can we get together for coffee and catch up this week? I really need your help! When they ask "What is it" you say to important to discuss by phone, what day looks good for you.



Coffee Shop One On One's Is One Of The Most Effective Ways To Build Your Business And They Are Fun Fun Fun!

Warm Market

**My goal is to talk to as many people as fast as I can saying as little as I can!
I will memorize this and share it with my team!
I Will Invite My Team To A Texting Party!**



**Get Together At A Coffee Shop Or Someones
Home And Start With The A's In Your Address Book
And Start Texting - *What Does Your Schedule Look
Like In The Next Few Days For A Chat Or Cup Of
Coffee? Can You Put Me On Your Calendar?***

Warm Market

Without fear of rejection or phone phobia you are able to handle this call back because you are not selling, you are asking for their HELP. **Here is your HELP SCRIPT...**

Hey _____, Thanks for calling back I really need your help, would you do me a favor? I just started a home based business selling high dollar real estate educational products making checks of \$1000, \$4000 and \$10,000 per product per order. If you know or run across anyone who needs to make extra money working from home, or wants to learn how to invest in real estate or both would you call me with their name and number.

I need you to watch a couple of videos so you know this is a quality company and not some MLM scam. I want you to feel comfortable referring me. Can I send them over now and can you watch them tonight? Don't worry I'm not asking you to join or spend any money, just need your help to get started. Would you do that for me?

**Send them Your First Look message on next page
You are promoting exposures!
Your objective is to get them to watch the VIDEOS!**

Warm Market

FIRST STEP FOR FRIENDS AND FAMILY

Send Overview, Intro, and Questionnaire

Hello _____,

Thanks for helping me start my new business regarding earning income while learning how to become a top real estate investor.

Here is some additional information about our real estate investor opportunity.

We use a 3-step candidate process when we bring on new candidates who qualify. Webinar #1 will give you a brief overview of our operation. To learn more then please proceed to webinar #2.

Here are the links to your first and final looks:

Webinar 1 – <http://20minute-overview.com> (This is our 20 minute overview)

Webinar 2 - <http://40minute-introduction.com> (This takes you inside the classroom so show our students what they will learn becoming real estate investors)

When you have watch both of the webinars text me at xxx-xxx-xxxx, so I can get your final thoughts and insights. Definitely excited you are going to help me!

Should you require more information we have a third and final that our candidates through simply text me and I will send you our questionnaire form to review.

Gary Massari (Your Name)

Top Real Estate Investor (Your Brand)

gary@30minute-millionaire.com (Your email)

925-451-1619 (your phone)

P.S. Financial freedom is easier than you think...Robert Kiyosaki

<http://30minute-millionaire.com/about-financial-independence/>

Warm Market

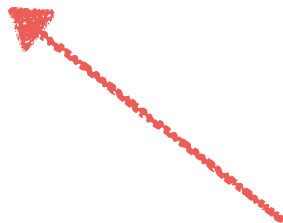
Once your friend or family text you for the Final Video you send a modified version of this text and email (yes both)

Hello _____,

Congratulations! Final Step in our candidate process is a questionnaire form that our candidates fill out telling us about their goals and writing down any questions they need answered. Click here to see: <http://30minute-millionaire.com/questionnaireform>

Part of our final step is a meeting with our Group Leader to make sure they have a clear understanding of our program. Text me at 555-555-5555 when you have completed the questionnaire, and If you like I can set the appointment with him/her right here: <http://real-estate.30minute-millionaire.com>

Gary Massari
Top Real Estate Investor and
Social Media Marketing Expert
<http://30minute-millionaire.com>



To learn about branding, a power signature and your what to do statement see local market section

Warm Market

SHARE YOUR EMOTIONAL STORY

I Will Share My Story With As Many People As Can As Fast As I Can.

Write A Personal Emotional Story As To Why You Are Doing This Business. If You Had 6 Months To Live What Would You Say About Your Experiences With Renatus? What Does This opportunity Really Mean To You?



People love to hear stories, they just do not want to be sold!

A series of ten horizontal lines for writing, alternating between white and light gray backgrounds.

Warm Market

Here is an example of mine so you can use it to write yours!

People love to hear stories, they just do not want to be sold!

What impress me with this company being a real estate investment training school and the reason I joined was twofold. First the classes had to be solid and stand up to market. If the classes were not solid their model would collapse. When I discovered the teachers were practitioners and all of them had to maintain a 7 digit income I felt confident I could sell their products.

I really loved their business model and never really seen anything before like it. You can earn a very high income selling their products and also create a balance sheet and grow your revenue producing assets at the same time. Who does not want to create wealth and residual income at the same time? **PAUSE**

This year has been very difficult to say the least, with a mild heart attack followed by a hip replacement I just cannot work the long hours I used to. Now I'm only working 4 hours a day and running my business from my iPhone. I CALL IT FLIP FLOP INCOME because I can take and run my business anywhere and everywhere. **PAUSE**

Listen I have to run I have back up calls waiting to talk to me! STOP TALKING YOU GOT THEM

To qualify for their program they put you through 2 step candidate process, would you like me to send you the details now? Great text when your done and I will send you the third and final step. **GOT TO RUN!**

YOUR TONALITY IS EVERYTHING HERE. THE MORE EXCITED YOU ARE THE MORE EXCITED THEY GET!

Local Market Recruiting

Join Business Meet Up Groups

- BNI
- Toast Masters

Join Your Local Chamber of Commerce

Join Local Communities Like

- Churches
- Lyons
- Rotary
- LeTip
- Kiwanis
- Local Merchant Associations
- Women In Business Networking

Resources you need to be effective

- Business Card
- Business What To Do Statement
- How To Do A One on One

Warning to not join or attend real estate investment groups unless you are a professional recruiter! You will lose and get sucked in and spend a lot of money!

Local Market Recruiting

You Need A Business Card

Name	John Holmes
Title	Real Estate Investor
Business Name	JH Real Estate Investments
Mobile Phone	925-454-9676
Email	jhrealstate@gmail.com
Website	JHrealstateinvestments.com

To be effective in community and meet up groups you need to establish yourself as a viable business entity in real estate as an investor!

You need to develop your info commercial or what you do statement...Example: ***My name is John Holmes, Real Estate Investor at JH Enterprises. I work with clients who want to build wealth and create residual passive incomes.***

A good referral for me would be someone who wants to transition out of a job to owning their own business.

You are establishing yourself in the community as a Real Estate Investor. People will approach you who are interested in vesting in real estate. **Don't over sell, create relationships**

Resources for your cards: overnightprints.com and vistaprints.com

Networking

Your objective is to meet people when you attend your meetings and get people to KNOW - LIKE and TRUST You.

Your purpose is to meet with them privately over coffee and form a power or referral partner with them. We call it a ONE on ONE

Here is how you do a one on one: ***At the table you look them in the eyes and say, "Tell me about yourself and what you do for fun?" We call this an ice breaker. Secondly you ask them this power question, "What can I do to help you move your business forward?"***

Let them talk to you. The more they talk the more you will win. Connecting and relating is all part of building a trust relationship. Promise, most will ask you what they can DO FOR YOU! Make a friend and have fun!!!

Zig Ziglar always said, "I will always talk to people I like, but only do business with people I trust!"

Networking

There are more people out there you don't know than you do know! Let's learn how to meet them!

Learn to engage in conversations where ever you go, such as the bank, laundry, shopping, the show, coffee shops, etc.

Here is something I learned that really helped me, it's called **CLIC** which means Comment, Lavish Praise, Introduce yourself and find something in Common to talk about. Dale Carnegie in How To Win Friends and Influence People wrote, "Talk in terms of other people's interest, and use Lavish Praise."

Let's apply those teachings in this in is hypothetical example. You are in line at Starbucks and you observe the situation and open the conversation with the person behind you with this **COMMENT**, "Did you catch the weather today?"

When they respond you quickly **LAVISH PRAISE** something about them, like, "Love your hat it brightens up the day, or Love your smile."

You now **INTRODUCE** yourself, "Hi my name is Gary, what yours?"

Ask them these two simple questions to find something in **COMMON** to talk about, "Curious what do you do for fun around here?" "Do you mind if I ask what you do for a living?"

CLIC

Networking

Now that you engaged them, lets look for transitional questions or statements so you can **POP** my favorite question!

Do you want to change that? If a really good opportunity came along do you leave your options open?

When you asked him/her what they did for fun, respond by asking How often do you golf, tennis, auto racing, camping, fishing, etc. When they say not enough you **POP** my favorite question!

When you asked them what they do for a living you ask them, How do you like it? If they don't say they love it, you **POP** my favorite question!

You close by handing them a business card saying, "You may be interested in what I am doing, I'm a real estate investor and I help people create income selling high dollar educational products paying commissions of \$1000, \$4000 and \$10,000 per order, while learning to become top real estate investors, can I send you the details?" **Pause**

If they say yes then ask them for their phone, email and name, and let them know you will text them and email them as soon as you can. Send them your first look...

Nice meeting you, look forward to talking soon!

Social Media Marketing

Open up these accounts immediately Facebook, LinkedIn, Twitter, and Instagram

You can easily google each account and on YOUTUBE there are hundreds of video tutorials teaching you step by step how to set up your personal profile and connect with people to grow your networks.

Here are the secrets so easy and fun!

1. Your profile must say you are a Real Estate Investor
2. Your job class and description is your new company name JH Real Estate Investments, etc.
3. Get a professional picture of you to post in your profile
4. Put in "your what you do statement" in your summary
5. In the heading make sure you put your phone number
6. In your profile make sure you put your phone, and email
7. If you do not have a website then use your linkedIn link or Facebook link

Here is the big secret...post lifestyle events, and share your Renatus experiences. Ask people to text you for details. It is that easy!

Social Media Marketing

My exact lifestyle post



Gary Massari - Top Real Estate Investor and Social Media Expert

Published by Maša Ilić [?] · May 22 at 11:02am · 🌐

Hey friends i just spent the weekend learning from top earner Scott Rowe who made \$720,000 texting people from his phone while at the beach! He was making \$10...

[See More](#)

Social Media Marketing

Fun Text No Slamming Here



Gary Massari - Top Real Estate Investor and Social Media Expert

Published by Maša Ilić [?] · June 7 at 3:12am · 🌐

Oh, I forgot to tell you I am headed to vacation to Barcelo Maya Palace because I hit 7 out of the top 10 in our company of 15,000. Who wants to make money while on vacation? I few text a day keeps the job away. Text me for Flip Flop Income details 925-451-1619

Here is how you create your network

1. Learn to search for your target audience, ie; Realtors, Real Estate Investors, Contractors, Insurance Agents, etc,
2. Search by location, the city you are targeting
3. Invite them to friend you or to join your professional network
4. Engage them in a conversation - remember **CLIC** use it!
5. Remember **POP** use it!

Go to Youtube tutorials to learn how to connect and grow your network. You can also read articles I have written on my website by searching Facebook, LinkedIn, etc. on my blog site <http://30minute-millionaire.com/blog>

Connect with 10 people a day in each of your social media accounts and see what happens... :) Write out your invitations to connect and then copy - paste - send. This takes about 30 minutes a day. You can do it from your mobile phones and pads!

Note: Do not call me or book appointments for social media coaching its all here for you OK.

Social Media Marketing

Here are some connecting scripts to help you get going.

Facebook: *I see you live in San Diego, I love that area and would like to make friends there, would you like my page. (send a friend request)*

I see you are a real estate investor and so I'm I, would love to chat with you sometime, would you like my page and accept my friend request.

LinkedIn: *I see you are an investor, realtor, Insurance agent, contractor, etc. and would like to add you to my professional network.*

All others the same connection script: I see you live _____ or you are an _____ I would love to learn more about the area, or about your profession.

Now **CLIC THEM AND THEN POP THEM** or **I NEED YOUR HELP SCRIPT**

EXAMPLE: *Hey George I am building a business in San Diego and need your help, do you know anyone who might need to make an extra \$1,000, \$4000, or \$10,000 per order selling real estate investment educational products? Would you pass on their name, phone and email to me? Let me know what I can do to return the favor. (Follow warm market strategy to get them to First Look*

Craigslist

Craigslist is about consistency. To be effective you must post at least 3-4 ads a week over a long period of time. Here are some tips to help you:

1. Write out three ads targeting three different job classifications
2. Google search the highest income communities
3. Only write one ad per city - people will search in different job classes
4. Post your ads on Friday evenings and Sunday evenings to beat the crowd
5. Check to see that your ad is not competing with fellow IMA's
6. Run 3-5 ads weekly in different cities and rotate them constantly (other words do not run the same ad week in and week out it will slow down)
7. Change your titles every two weeks to give your ad a boost
8. Track your ads by using a planner to learn your effective rate

[Click Here For Download Ad Planner](#)

Weekly Ad Planner

	A	B	C	D	E	F	G	H	I
1	Col1	Col2	Col3	Col4	Col5	Col6	Col7	Col8	Col9
2	week 5/7/2017								
3	City	State	Class	Cost	Date	Responses	\$CST/AD	\$ Comm.	Quality
4						2 weeks	4 weeks		
5	Raleigh	NC	Real Estate	\$25.00	5/7/17	17	\$1.47	\$1,000.00	\$58.82
6	Houston	TX	Real Estate	\$25.00	5/7/17	25	\$1.00		0
7	Austin	TX	Sales	\$25.00	5/7/17	13	\$1.92	\$1,780.00	\$136.92
8	Phoenix	AZ	Real Estate	\$25.00	5/7/17	16	\$1.56	\$1,000.00	\$62.50
9	Ventura	CA	Business	\$25.00	5/7/17	3	\$8.33		0
10	West Palm Beach	FL	Sales	\$35.00	5/7/17	16	\$2.19		0
11	San Francisco	CA	Sales	\$75.00	5/7/17	20	\$3.75	\$2,000.00	\$100.00
12	Inland	CA	Business	\$25.00	5/7/17	3	\$8.33		0
13	Las Vegas	NV	Business	\$35.00	5/7/17	5	\$7.00		0
14	Hawaii	HI	Real Estate	\$25.00	5/7/17	11	\$2.27	\$2,000.00	\$181.82
15	New York	NY	Real Estate	\$45.00	5/12/17	17	\$2.65		0
16	Denver	CO	Real Estate	\$35.00	5/12/17	5	\$7.00		0
17	Chicago	IL	Real Estate	\$45.00	5/12/17	7	\$6.43		0
18	Los Angeles	CA	Real Estate	\$45.00	5/12/17	21	\$2.14	\$1,000.00	\$47.62
19	Atlanta	GA	Real Estate	\$35.00	5/16/17	9	\$3.89	\$1,000.00	\$111.11
20	Portland	OR	Real Estate	\$35.00	5/16/17	2	\$17.50		0
21	Cincinnati								
22	Summary								
23	Real Estate		130						
24	Sales		49						
25	Business		11						
26	Totals	16	190	\$560.00		190	\$2.95	\$9,780.00	\$51.47

Tips on Copy Writing Your Ads

1. The income you advertise will determine the quality of the person you attract
2. Learn to write in HEADLINES by saying a lot with fewer words. The shorter the ad the more people will read it through
3. Your headline needs to be compelling and create curiosity to move the reader to the next sentence
4. The body always needs to be supported with facts and not hyperbole
5. Make sure you let people know they have to qualify by going through our candidate process
6. Always have your applicants reply to craigslist and not your private phone or email its more professional
7. Always ask the applicant to send a resume or cover letter giving their full name, email and phone number in that order to transfer them to your phone address book and register them immediately before sending your First Look response

How you respond to an ad

Start Your First Look by sending a text and email, both:

Hello John,

My name is Masa, personal assistant to our investment group leader. You would be glad to know that our company is in the top Fortune 5000 fastest growing companies. We are growing at 284% with 60 training facilities located in major cities throughout our country and we are planning to put an additional 100 centers in place. Currently we have a strong investor and student community of 15,523 members. Our marketing force is growing daily and this is why we are advertising.

In order to be considered we use a 3-step candidate process to save time and most of all to find the best of our candidates who respond to our ads. You must complete the process following our instructions to be considered. The process starts with this quick overview, click here: <http://20minute-overview.com> and when you are finished text the word "Intro" to 925-451-1619 (your number) to proceed to the next step.

We thank you for your interest,

Masa Ilic

Marketing Manager and Personal Assistant

P.S. We are always available to answer your questions by texting or setting an appt.

Craigslist

Send them YOUR FINAL LOOK when they request it

Subject Line —Final Look and Q&A Meeting

Hello John,

Congratulations! Final look in our candidate process takes you inside the classroom and examines our compensation plan. Click here: <http://40minute-introduction.com>

Text the word Q&A to 999-999-9999 when you have completed your final look and I will help you make an appointment with our group team leader here: <http://real-estate.30minute-millionaire.com>

I look forward to meeting you,

Denise Griffith
Real Estate Investor and Marketing Representative
Griffith Real Estate Investments
griffithre@gmail.com

P.S. Make sure you fill out our questionnaire form and submit it prior to our Q&A meeting. Click here: <http://30minute-millionaire.com/questionnaireform>

Business Tip: Your signature becomes your brand and establishes your credibility as a genuine business owner. Using a business name and corresponding email address establishes your credibility.

To set up an appointment: Click here: <http://real-estate.30minute-millionaire.com> Fill in your candidates information and put your name in the note section of the scheduler along with these instructions - Call this conference number 855-827-2400 five minutes ahead of time as I can introduce you. Refer to page 47 to learn how to do a 3 Way Conference Call. [Watch this tutorial](#)

Let's look at a well constructed ad targeting high-level sales professionals

SALES PROS NEEDED, \$250K 1st YEAR POTENTIAL

Top rated real estate investing school looking for sales professionals who have made a minimum of \$100K in previous positions.

We are willing to give the right persons 50% of everything they write, that means checks of \$1000, \$4000, and \$10,000 per order on three products.

Because we have guaranteed financing clients are already approved and ready to close. This is why we don't need floor sales people, just a few experience closers ready to use our systems.

To be considered submit your resumes and cover letters to Craig's List Reply and we will get you the details to our candidate process. Make sure you provide your full name, mail address and best phone to reach you.

Our best and leading income earner who made \$720,000 last year will train the right candidates!

Qualifications required:

- Professionalism and positive attitudes a must!
- Strong sales skills and knows how to close
- Very strong relationship and people skills
- Leadership qualities
- Self starter and entrepreneurial minded

Craigslist

Your assignment is to take the copywriting tips and Identify them in the previous ad

1. Next rewrite the ad in your words without losing the context
2. Write three different versions of the same ad using three different titles

Use this work space to write your first version

Craigslist

Write another ad from scratch targeting people who are looking to be real estate investors

Headline: **EARN INCOME WHILE LEARNING TO BECOME A TOP REAL ESTATE INVESTOR**

Sub-Headline: Top rated real estate investment school offers a high paying professional position to the right person. Includes mentorship and training income as well as over-rides.

First year potential \$150K, Second year \$250K, and third year potential has no limits.

Body:

- Tell them what they would learn
- How would it benefit them
- Why they should apply
- What you are looking for in qualifications
- What actions do they need to take to be considered

Write your ad on the next page!

Craigslist

Use this work space to write your ad from scratch

A series of 18 horizontal lines for writing, alternating between white and light gray background colors. The lines are evenly spaced and cover most of the page's width.

Road Sign Marketing

Road signs are a very inexpensive and a fast way to generate a lot of leads. It requires a Google phone number which you can get free that has texting.

From my research I have found successful people using this method were putting out 25-50 signs a week at a cost of \$1.75 per sign/100 generating quality leads!



This template comes in four different colors; Black, Red, Blue and Green. Just mention my name when ordering to get special fast 3-5 days free shipping.

Call in your order directly 832-598-7226 ask for Karthick or Order signs here:

<http://materials.uzmarketing.com/custom-yard-signs/?>

Order zip ties at any builder supply house like Home Depot - buy largest ties.

Road Sign Marketing

Instructions

To make an immediate income New trainees will need to place a minimum of 25 road signs per week

Signs will be placed on exits to shopping centers, Lowes, Home Depot, Costco, Walmart, Kmart, and Starbucks, etc.

Signs are placed between 6:00 to 8:00 AM on weekends. Plan your route here:

<https://www.mapquest.com/routeplanner>

Do not place signs off freeway exits!

Do not place signs on freeway fences!

Do not place signs in neighborhoods!

Do not place signs during week days!

Use zip ties and fasten around stop signs and poles.

Road Sign Marketing

Warning You May Get Fined So make sure you use a Google Voice so you can't be found...

Set up this message on Google Voice: Thank you for your interest. For more information please text me your first and last name, and email. I will contact you within 24 hours by text or phone.

When you call them back you must start with a question to control the conversation: Hello _____, this Gary, thank you for calling in on our real estate trainee position, may I ask you a few questions?

Do you have any real estate experience?

Why do you have a desire to learn real estate investing?

Where did you see the sign?

Listen I know you have a lot of questions so to save us both time we use a 3-step candidate process to qualify our candidates. I will send you a 20 minute overview video that shares the details to our trainee program, would that be ok? <http://20minute-overview.com>

When you finish the first video text the word, "Intro" to the phone number showing on your phone right now and I will send you the 2nd step. <http://40minute-introduction.com> Text Q&A when you are done and I will send you the final step in the process. <http://real-estate.30minute-millionaire.com> You will be instructed to fill out a questionnaire form prior to your Q&A session.

Business Tip: 2 to 3 exposures increases conversions

Road Sign Marketing

AFTER YOU CALL THEM TEXT THEM

Thank you for your interest we use a 3-step candidate process to qualify our candidates. To start the process you need to text your first and last name and email. Information about our company and program will be sent to you within 24 hours. Thanks Gary

Thank you for your interest we use a three step candidate process to qualify our candidates. You must complete our process to be considered. Click here:

<http://30minute-millionaire.com/road-sign>

Thanks Gary

I sent it to your phone and email

Watch this Tutorial several times:

<https://youtu.be/BV1QUYCH38o>

Drop Cards

Drop cards are another inexpensive way of getting the word out. I would recommend the same message you use on the Road signs because these are people you never met. Here are more ideas on how to use them:

1. Meet up groups
2. Car windows in shopping mall parking lots
3. Trade shows and fairs, especially job fairs
4. Business booths and business shows
5. Local business on their counters if you know them!
6. Pay for the next car going across a bridge and have teller give them a card
7. At athletic events in parking lots
8. Hot August nights
9. Art festivals and community events
10. State Fairs

Use a 4x6 card with identical message used on your Road signs; Real Estate Investor Seeks Trainee \$10K a month Call or Text (Google Voice Number)

Again this requires consistency

Maximum Action Plan

7 Steps To Yes

Follow This Simple Guide

1. Text 10 People A Day
2. Run 4-5 Craigslist Ads A Week
3. Put Out 25 Road Signs A Week
4. Send First Look ([Http://20Minute-Overview.Com](http://20Minute-Overview.Com))
5. Send Final Look ([Http://40Minute-Introduction.Com](http://40Minute-Introduction.Com))
6. Book A 3-Way Conference Call ([Http://Real-Estate.30Minute-Millionaire.Com](http://Real-Estate.30Minute-Millionaire.Com) Along With Questionnaire Form) [Http://30Minute-Millionaire.Com/Questionnaireform](http://30Minute-Millionaire.Com/Questionnaireform)
7. Invite Them To Join And Send Them Your Sign Up Links For IMA, Funding And Educational Products

Repeat Repeat Repeat

Maximum Action Plan

First Step - 1st Exposure Overview

Text to chat and send first look -
<http://20minute-overview.com>

Reply to Craigslist ad with First Look response

Reply to Road sign with First Look

Reply to Social Media inquiry with First Look

3-Way Conference Call

3-Way Call With Expert
If with Gary use:

<http://real-estate.30minute-millionaire.com>

Plus send questionnaire form
<http://30minute-millionaire.com/questionnaireform>

Listen to your 5 Star and take notes to learn the flow of conversation. This is how you learn the business.

You always close the call with sending a funding, IMA and educational link

3 Step Candidate Process

2nd Step - 2nd Exposure Introduction

Send Final Look to all inquiries
<http://40minute-introduction.com>

Book an appointment with your 5 Star on a 3 way call

I use a conference line that can be recorded 855-827-2400

Check with your 5 Star for their 3 Way Call number

1st Exposure
2nd Exposure
3-Way Call With Expert



80% Conversion Rate!

3 Way Conference Call

3RD PARTY CALLING AND EDIFICATION



4 Steps Make It Easy

1. Make a three-way call with your successful active 5 Star mentor.
2. Always edify and build up the presenter as the greatest person on earth.
3. Never edify prospect to presenter.
4. Be quiet and listen to learn.

Personal Maximum Action Plan

Now its time to create your personal **MAP**
to **success and wealth**

In the space below write out your action
plan and implement like there is no to-

Use this work space to write your MAP

Submit this plan to your 5 Star for review and approval

Daily Activities

30 Minute Millionaire Real Estate Team

Name: _____

Week of: _____

Activities:	Points	Weekly Goals	Post your ADA's (Actual Daily Activities)							Total
			MON	TUE	WED	THU	FRI	SAT	SUN	
Warm Calls	10	50	10	10	10	10	10			500
Craigslist Ads	5	5	5							25
Road Signs	5	25	25							125
Drop Cards	5	25	25							125
Social Media:										
Facebook Connections	3	25	5	5	5	5	5			75
Linkedin Connections	3	15	3	3	3	3	3			45
Twitter Connections	3	15	3	3	3	3	3			45
Follow up and through										
	5	50	10	10	10	10	10			250
Use of Tools:										
First Look Exposure	5	10	3	3	3	3	3			75
Final Look Exposure	5	5	1	1	1	1	1			25
No. # of 3 Way Calls	20	10	2	2	2	2	2			200
Business Growth:										
MON Corporate call	10		1							10
TUE RE Training	10					1				10
THUR Live local event	50					1				50
SAT COFFEE WEB TRAINING	10							1		10
Attend Super Saturday	100							1		100
Selling:										
Essential	50	1				1				50
Advance Combo	100	1							1	100
Xtreme Combo	500	1	1							500
Efficiency Scoring		Rock Star		Super Star		Olympian		Champion		Total

Plan your activities for the week by setting goals and then record your actual activities daily. See how you rate each week and watch your consistency go up. [Click here for download](#)

Resources

These resources will help you track and control the high number of leads you will generate:

Vcita - CRM (Customer Relationship Management) very low cost Running a special right now! Will send you a \$100 gift card https://www.vcita.com?directory_token=x9pkr0pcpsjfc9m&invite=SOLUTION_PROVIDER_SUB_ACCOUNT_INVITE

Features:

- **Contact information**
- **Tagging for Lead Tracking and Analytics**
- **Note section for conversations and copying resumes**
- **Send messages and keep track of conversations**
- **Calendar and appointment scheduler**
- **Send documentation**
- **Followup system reminders**
- **Tutorial training**

AWeber - Email List to build your candidate list and continue marketing to them months and years later. \$19.00 monthly . Also offers tutorial training <http://30minute-millionaire.aweber.com/>

Website - Capture Pages: This service is provided through rock your market with one week turn around: <https://site/team/garymassari/rockmymarket.com/your-own-web>

Note: These resources come with ample training. We do not and will not provide additional training.