



REAL ESTATE INVESTING MASTERY

www.RealEstateInvestingMastery.com

Real Estate Investing Podcast

Is It Not Working Or Are You Not Working

Hosted by: Joe McCall

Hey, what's up everybody? Joe McCall, REI in your car.

Hey listen, I'm glad you're here. It's a beautiful day right now. It's what... 85 degrees outside for... it's actually the day I'm recording this, it's June 1st. And so, I just saw on the news this morning that May was the hottest month, the hottest May... in rec... on record in St. Louis. It's just insane. Our spring. We didn't even have one it felt like. It was uh, we had a lot of really warm days.

But anyway, um, this is gonna be a short podcast because I'm on my way to hang out with some investor friends at a local Panera and talk business, which is pretty cool. I enjoy doing this stuff. And I wanted to talk about a simple concept here of, um, are you working or is here's... no... here's the question. Is it not working or are you not working? Okay? Um, I talk to a lot of people who are interested in learning more about real estate investing, right?

And, uh, one of the things that I'm looking for before I bring somebody on as a coaching client is... I want to make sure that they are not the type of person that blames other people for their lack of success. Um, and so one of the things I'm always asking about it or drilling them on is like, okay, what other coaching programs have you signed up for? What other products have you bought? And why did that not work for you? Why do you think I'm going to do you any better than whoever this other guy was that sold you coaching? If it didn't work, if that didn't work for you, why do you think I'm going to work for you? Right? Because normally it's not the strategy or the tactics that's the problem. It's the person trying to implement the tactics and the strategies. Um, there's no secrets out there, right?

There's no hidden magic bullet that only one person has a corner on the market on, right? Like the stuff that we teach and coach on. And I'm talking about me as being we... as being the coaching industry. It works. And you may think like, oh, that sounds so elementary, that sounds so simple. I paid you x amount of money for you just to tell me that I need to go out and do direct mail? Like, really? I could have gotten that on a free podcast. Well, you know, I'm not speaking for everybody out there, but there's a reason why we tell you to do what we do. It's because it works and we know it works. It works for us and it works for our students. And so, you've got to be



REAL ESTATE INVESTING MASTERY

www.RealEstateInvestingMastery.com

really, really careful. I was talking to somebody recently and uh, uh, this person had only done a few deals. And he had done about four or five deals and was complaining a little bit about his previous coach that, um, they spent a lot of money for this.

And they felt like it wasn't good enough advice. And I said, well, I know this guy and he's done hundreds of deals. Are you telling me that you know more than him? And I was actually coming to this guy's defense. This person wanted to sign up for my coaching. And I told him, I said, you're... so, I'm assuming you know better because you've done more deals than he has. Right? And I finally got him... I said, listen, did the stuff that he teaches not work or did you not work? And he admitted, well, you know, his stuff does work. I just maybe didn't implement it as well as I should have. Okay, good. So, what's the, what's the problem? Why do you think I can help you any better than he could? And if you didn't do what he said, what makes me think... I don't feel very good about that.

Like why, why should I think that you're going to do what I tell you to do? Um, so I mean it was, those are hard questions to ask, right? Like, I don't want to work with somebody that's not going to implement what I tell them to do because I'm not going to tell you to waste your time or waste your money. I'm gonna tell you to do things that work. And it's this concept of... I want to make sure I'm working with somebody when I tell him to jump, they'll say, okay, how high or how many times. Right? So, after kind of drilling down the reason why this person was not happy or satisfied with the previous coaching program was because it was more of a group coaching program and he wanted more individual one-on-one attention. And so, I get it. That makes sense.

And that's how I can help. And so, you know, I told the guy, I said, listen, just need to think about it and um, give me a yes or a no whether you want to sign up today or not. And um, we don't chase people for money. If you're in or you're not, that's fine. No big deal. Um, just give us a yes or a no. So, this person is going to be thinking about it and he'll get back to us hopefully later today whether he's in or not. But here's my point I wanted to make. Is it not working or are you not working? Right? You need to be honest with yourself. Because the reason I'm so passionate about this is because I was that person back when I was first getting started in real estate in 2006. I paid \$13,000 on two different credit cards for a coaching program and I used to complain about it and I used to be upset because I thought, man, what these guys are teaching me is so basic and elementary and I already knew this and I paid so much money that I could have gotten all of that in a book that would have cost me a lot less, you know.

And it turns out that I never did anything. I didn't make any money with that coaching program. And later on, I realized that it was all my fault. One hundred percent my fault. Even though the stuff that they were that they were teaching me was very elementary, it was stuff that actually worked. And um, if I would have done just



REAL ESTATE INVESTING MASTERY

www.RealEstateInvestingMastery.com

what they said without trying to change it or anything, I would've made money. I would've made a lot of money. I would have done a lot of deals. And even though it sounds simple and elementary, there's a reason why we as coaches are telling you to do that stuff. Because we know it works. So that's all I wanted to say. I'm here at Panera and I got to go. Um, I appreciate you guys very much and if you're that student listening to this podcast, I hope I didn't offend you or say anything bad to make you mad.

And if I did, I apologize. Let me know. Uh, but I'll see you guys later. Take care, bye. Oh, hey. Yeah. One more thing. If you are interested in working with me one-on-one... coming out to St. Louis where I will take you out to Panera if you want to go for a day. But we'll set up a... we'll look at your marketing plan, do some research, pick a market, couple, three, four markets maybe, create a marketing plan. Find out... figure out what systems and marketing that you need, and then we'll actually implement them for you. So, we'll set up the systems, we'll schedule the marketing out for the next three months, we'll get you a VA, and we'll get your phone to ring. We're looking for people to do deals with. And so, if you want to partner with us on deals, go to this website right now and get more information. Coach Joe.net; Coach Joe.net.

You'll see a video of me and my business... coaching business partner, Gavin, on there explaining the program, what it is that we do and uh, we'd love to work with you. And if we're a good fit, that's great. Uh, there is an investment required, but you get that back on the first two deal splits that we do together. So, it's a partnership program. It's not exactly coaching, but you got to have some skin in the game. That's why we require that upfront investment. Coach Joe.net if you're interested. And um, as long as you're a doer, you're an action taker and you don't blame other people for your lack of success... you're willing to take... hold yourself accountable and you're willing to take massive action, we can, um, we can help you. We can help you really, really well. We'll see you guys. Take care, bye bye. Coach Joe.net.