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Take Control Of Your Time

Hosted by: Joe McCall

Hey guys. Joe McCall here, Real estate Investing Mastery. Hope you're doing well.

This is actually an REI In Your Car episode. I'm in the car right now driving to a gymnastics meet and wanted to talk with you about real quick, just over the next couple of minutes about taking control of your time and focusing on what matters most. This is a common theme. A lot of things that I talk about and I teach have to do with this and it's really kind of basically bottom line is what? Prioritizing what's most important in your business, and I'm talking specifically about your business specifically about real estate investing, specifically even deeper into wholesaling and lease options alright? You've got to take control of your time, which means you need to figure out what are the most important things that you need to be doing and putting that into your calendar alright? You could be maybe Mondays, Wednesdays, and Fridays from nine to 12 I'm going to do marketing or a on Wednesdays at 10:00 AM I'm going to have team meetings. On Thursdays at 3:00 PM I'm going to have a meeting with all my VA's. It's setting aside and prioritizing what is actually most important for your business, what's going to move the needle the most? Usually it's building your team, talking to your team, encouraging your team, tracking your team's progress, tracking their numbers, and then managing that process. It could be marketing, sending, making sure the marketing's going out, tracking the results of the marketing. Could be, okay, I'm going to be setting aside time to talk to sellers at these times. Could be that I'm going to set aside time for making offers at these times. Whatever it is, right? And if you can't do it, then you've got to get somebody else that can do it. So you need to set aside and control your time. One of the worst ways to lose control of your time is the stupid little phone, right?

Like checking your email. You have your day right? Planned out, but you know what? I'm going to check social media real quick, I'm going to check my email real quick, and all of a sudden you get some emails, you get some alerts, notifications, and you just think, oh, okay, well I'll take care of that real quick. I'll put this fire out real quick, and then pretty soon your day's gone and I know I'm speaking from experience. You're like, where did my day go? I don't get it. Well, I let someone else control my time for me. I let their priorities control me. You need to take that back and you need to control your own priorities. Does that make sense? And then the final thing I want to say with this is as you get control of your time, make sure you're focusing on the right things.

And it's making offers, isn't it? It's making offers. How many offers do you have to make a day. I want to you and encourage you to figure that out. You need to think about, well, all right, I want to make 10 grand a month. So that's two deals a month and I need 40 leads to do one deal. So I



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need 80 leads, let's just make it a hundred leads, okay. And that's a hundred leads a month, that's 25 leads that I need to get a week. A lead is anybody that responds to your marketing. So what kind of marketing do you need to do, well maybe it's making offers to MLS deals, maybe it's calling realtors, calling property managers, sending some direct mail, doing texting's, doing some cold calling. Every different type of marketing you do has kind of a metric that you can attach to it and it says, all right, if I do x, I should get y. Figure out what that is for the marketing that you're doing and then focus on that. But if you have to make, let's just say 20 offers to do one deal, you want to do two deals a month, you got to make 40 offers a month. How many is that a day? I don't know two three offers a day, let's just say three offers a day. That's not that hard it really isn't. So step away from the computer. Stop trying to answer all your emails. Stop following all your friends and Facebook. Stop reading all of these emails and listening to all these podcasts and watching all these YouTube videos. Although some of them are important, like this one, and start focusing on making offers. Three a day, make three offers a day, and you're going to find with some consistency, you're going to be doing a lot more than just two deals a month. Okay, guys, that's all I wanted to say. I am here at the Saint Charles Family Arena. I'm excited about it. This is our daughters biggest meet of the year, and we'll see you guys later. Take back control of your time, okay. Take back control of your time and focus on what's most important, make offers. See you guys.