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My New Book! REI Secrets

Hosted by: Joe McCall

What is up, guys? Joe McCall, REI In Your Car.

Today has been an exciting day for two big reasons. Number one, just got my new iPhone. I'm an Apple fan, boy. I admit it, but how can you not be when they have the best phones and best laptops in the world? And um, I got the new one. It's, I don't know what it's called. I lose track. I just always get the new ones. It's like the iPhone 11, right? The Max Pro S something, maybe Max Pro XS... It's the one that's bigger, that's got the three cameras on it and it just came out. So like today is Friday, it's the first day you could pick it up. I pre-ordered it and just picked it up. It's a great phone. The zoom is amazing. The camera's amazing too. There's this... it's gotta be like the best camera phone on the market right now. I'm just saying.

So anyway, now, then the other bigger reason why I'm excited today is because I went to the UPS store and I just picked up my book. They printed finally a copy of my book and sent it to me. It's called REI Secrets: Daily nuggets of real estate investing wisdom.

Oh yeah. So, a lot of you guys have been listening to the podcast for years and years and you've heard all 800 episodes. Right? Just kidding. Which reminds me, I'm doing, I talked about this before. I think I'm doing a new thing. I got to this new podcasting company that's hosting my podcast and they are taking all of my old podcasts and turning them into different volumes and putting them back on to iTunes or podcasting, whatever you listen to, because like iTunes only shows the last 200 episodes. So, when you go to my podcast, it looks like I only have had been doing podcasts since 2017-2018. But I've really been doing them since 2011. So, you're going to see now volume one, volume two, volume three, maybe four of the Real Estate Investing Mastery podcast. How cool is that? Right?

So, I'm excited. You'll get to listen to some of the old episodes, the oldies, but goodies. And there's a lot of really, really good stuff on there. I've been wanting to, for the longest time like, compile all of my favorite podcast episodes and I don't know, put them into an MP3 player and sell it or something like that. And that might be coming soon. So, stay tuned. But okay.

So, I've been doing this podcast series for the last few years, maybe three years, called REI In Your Car. And it's a podcast series like I'm doing now, I'm driving in my car, I have a Nissan Maxima, seven years old or eight years old. It's like a 2011... I'm not into new fancy, shiny cars. I wish I was maybe cause then I'd be driving nicer cars but like, Oh, the hassle of shopping for new vehicles. It just annoys me and I'd rather just



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drive something that works. That's not butt ugly, you know, cause this car is really nice. It's amazing. I get compliments on this car all the time. Like wow, that's a good-looking car. So, it's really black. Got dark rims. Windows are really darkly tinted. And when you clean this thing, it looks like really nice newer car.

Anyway, so, I do these REI In Your Car podcasts and I've been doing it for about three years and I've been... They are about 15 minutes long, sometimes shorter, sometimes a little bit longer. And I have taken the best of them and I've gotten them transcribed and turned them into articles, blog posts and emails and things like that. So, if you are on my email list, you get these daily nuggets of wisdom three times a week. We'll, I've combined the first 100 of them and put them into a book.

So, this is volume one, and it's called REI Secrets: Daily nuggets of real estate investing wisdom. And there is no like grouping or rhyme or reason to the chapters or not even in any particular order. I'm not, I'm just kind of lazy. I probably should have like put them into an order like, okay, these are about marketing and these are about follow up and these are about systems. But I didn't do that. I'm just like, here, bam. Let's take the first 100 and put it together and it's a great book. And each chapter is about one or two, two or three pages long, about two or three pages long. And yeah, yeah. And you can...

It's like 300 and something pages, folks. It's almost an inch thick! It's crazy! I'm excited and proud of it because my last book, I worked super hard on it and I got it printed and I got it back. This is the Wholesaling Lease Options book and I got it back and it was a quarter of an inch thick or thin. It was a quarter of an inch thick and I was depressed. I was like, oh my gosh, nobody's going to like this book. It's so thin. But I get... The reviews have been great. So hopefully this one lives up to that one, but it's really cool. So, it's designed for you to read in, you know, like a chapter at a time just to get a little meal the first thing in the morning after, you know, you read the Bible or meditate and pray, that kind of stuff. That's more important.

But like after that, just read a chapter and get some daily doses of real estate investing nuggets and wisdom and it'll inspire you to get motivated, start taking action, start making offers. Really that's what it is it's intended to do. And like I talk a lot in there about overcoming your fears and overcoming your obstacles and just, you know, start taking massive action. Massive imperfect action. It's gonna, you're gonna make mistakes, but it's okay. I've got your back. I got a book that you can read that will help you do more marketing, make more offers, talk to more sellers better and make more money. You're going to love this book. I'm telling you daily nuggets... daily. So just read these little things.

Anyway, so that's exciting. I'm pumped about it. It looks like a real book. This is the fourth book I've written. I did one called Making Money While On Vacation, something like that. Flipping Deals While On



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Vacation. I did it from like a webinar and turned it into a book and I did it with a friend, Jason Medley. I did that one after we went to Europe and did deals while traveling around in Europe, I think. Or was it after our RV trip? We took a three-month RV trip; I think is what it was.

Then I wrote another book called Brilliant At The Basics. I did that with a guy named Peter and that was a really good book. Brilliant At The Basics. I'm going to update that soon. And then this one is my fourth. Oh. Then I got Wholesaling Lease Options and that's all killer, no filler. Like that's a lot of really good, ridiculously valuable stuff in there. And people love that book. This is my, what is that fourth?

So, I'm excited about it. You're going to really love it and I'm going to give it away for free. You just got to pay shipping and handling... What?! Yes, you heard that right. I'm going to give it away for free. Just pay shipping and I'll send it out to you. It's like seven or eight bucks for shipping. And really, you think, Joe... It's not free. You scam artists, you gurus are all the same, all you care about is the money.

No, not true. It costs me like \$11-\$12 bucks to print one and mail it because it's so stinking thick. Okay? So, I actually lose money for everyone you buy, but I give you an opportunity to buy some other things afterwards. So, it all works out. And I'm really proud of this book. I know you're gonna love it and if you don't, keep the book I'll refund you the money.

And anyway, so it's not, as I'm recording this, the website is not up yet, but I think what I might do, I'm actually going to tell my web guy, go ahead and like put a waiting list on that page. So okay, go there right now reisecrets.com, reisecrets.com. You cannot get it on Amazon. I'm not going to put it on Amazon. I just want to just make it to like, I only want to give it to people that know me. Right? I don't want strangers to buy it and then rip it apart. I'm on Amazon and get a ton of really bad negative reviews. I don't know. I don't think I would, but like I want to just give it to my friends. Kind of like what I'm thinking. Like I don't, I don't know anybody on Amazon. I know you guys. So, this is gonna be a good book, by the way. You know, I've only eight minutes into this.

What books have you guys been reading lately? I've been reading *EntreLeadership* by Dave Ramsey. It's a really, really good book and it's about entrepreneurship and leadership and it's really kind of basic, you know? But it's good to be reminded of the basics and some of them, like, I don't mean to sound arrogant because, what's good about the book is that it's reminding me of things that I've forgotten. Like, okay, Oh yeah, that's right. I knew that, oh wait a minute. It must be real because Dave Ramsey's a successful dude and if he's talking about it, maybe I need to think more about it. Right?



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So it's causing me, it's forcing me to like rethink things that I forgotten about and I just have taken for granted or you know, it goes into, in the middle of the book where I am now, of like how to make wise decisions in business, whether to start a new venture or start a new business or when to quit your job or you know when to do marketing and pour a lot of resources into a new project, et cetera.

And these are good, really, really good things to be reminded of. And I'd recommend the book to you guys no matter what kind of business you're in, real estate or whatever... It's called EntreLeadership. And there's, they have a podcast too, which is really good. I've only listened to a few episodes but I'm going to be listening to more.

What books have you guys been listening to? What books do you like? In fact, you know what I'm going to do? I'm going to give you guys a link to a resource that EntreLeadership put together. I just found this one. I was Googling for something on EntreLeadership on Google. And Google gave me a result in the search results for a PDF of a hundred recommended books by the dudes over at EntreLeadership.

Now, I don't know if it was Dave Ramsey personally recommended these or whatnot, but started looking through these books and there's a lot of really, really good ones. So, if you love to read like I do, if you go to my website, realestateinvestingmastery.com or if you don't like to type that many letters, reimpodcast.com, reimpodcast.com. Check out that list of books and I'll have a link in there in the show notes for this episode and you can check it out. It's really, really good if you're into reading and you should be, if you're a serious business owner. And if you want to be wise and wealthy, read books.

You know, you can measure the wealth and wisdom of a business of a man by how many books he has on his bookshelf or on his Kindle. Cause I don't, I hear people say things like that. I'm like, oh man, I have a lot of Kindle books and then, but so I, you know, Kindle's cool. I like Kindle because I can highlight them and then kind of just watch them. I mean I can read the books from an iPad and not have to, you know, flip pages, but for what it's worth, go check that out. Okay.

Hey listen, I'm going to go ahead and end this one and I'm going to do another one. Hopefully this REI In Your Car podcast does not become a chapter in one of my future volumes of REI Secret books. I don't think it will because I'm talking about the book. Um, so we'll see.

I've had this company that it's been, I've had working for me for going on five or six years now. They are amazing. I don't even know the name of the company; I just know the guys who run it, David Eldred, and JP Moses was the guy who started the company and David kind of took it over and these guys have been awesome. I pay them a lot of money. They may not think so but I give them a lot of money to edit and



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audit or edit and publish these podcasts. So if you can all just give a round of applause to these guys, at David. Yay!

That was me slapping my thigh and clapping. But these guys have, they're just amazing. They edit these podcasts, they edit out the ums and ahs, most of them. I'm going to see if they got those out or not. We'll see if they got those out. But they add the bumpers, they add the images, you know, like they just make it look nice, way better than it really is. And then they transcribe them and they turn them into... Like the shorter ones they turn into blog posts and email contents and books. They do a really, really good job.

So, if you all are looking for, I'll just tell you this, if you want to publish or create your own podcast, send me, send my support team an email and I'll forward your information on to them. Just send an email to support@joemccall.com and... These guys are amazing and I really, I highly recommend their services to everybody. I've referred so much business to them it's crazy. All right, guys. I appreciate you all and we'll see you later. I'm out of here. Bye.