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*REI Secrets Book Introduction—
Get More Leads And Closing More Deals*

Hosted by: Joe McCall

Hey, everybody, how are you doing? Joe McCall here. My new book just came out, REI Secrets and it's daily nuggets of real estate investing wisdom to get you more leads and close more deals. It's a book, each chapter is about two or three pages long, talking about just things that I have learned over the years and how to make more money in real estate. And for example, chapter 26: If I lost everything, here's what I would do.

I just left the bank, deposited a \$12,000 and change check. And I mean that is significant. And I remember coming to this bank when I was first getting started in the business and even before then, because I've been banking at this bank since 2002, so for about 17 years now. But I remember when I first started banking here and worrying about my financial situation, stressed out about what was going on in my life at the time, getting started into real estate.

I remember opening up my business checking account for the first time and how excited I was. I remember a few years later starting to buy properties, getting excited, going to the bank to get my cashier's checks, you know, and then I remember those dreadful years when we were losing houses left and right to foreclosures and short sales because the market crashed. I had bought them bad. I've made a lot of mistakes, made a lot of mistakes. I remember the stressful years of looking at my bank account. Can some of you relate? Looking at my bank account every couple hours, at least once a day, to make sure I had enough money in the account and I wasn't overdrawn. There's a period of time when I was paying literally hundreds of dollars a month in overdraft fees and late fees and charges... it was a mess. Right? I can't imagine...

I couldn't imagine at the time depositing checks like this, 12 grand that's actually been sitting at the UPS store for almost a week. Normally my assistant deposits these checks, but like, it's awesome. It's cool, but it's not that big of a deal anymore, to be honest. I've kind of kind of, not trying to brag, but I'm just talking about over the years I have learned from making a lot of mistakes to having some success and having a lot of success and I really did everything I could. I tried really hard to share all of my secrets.

In other words, they're not, they're not really secrets, right? Like, but I wanted to share the things that I have learned in the business that have helped me become more successful in real estate have helped me in the business and a lot of it is mindset. A lot of it is mindset and as I've done a lot of deals as I've



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interviewed a lot of people on my podcast to do a lot of deals, as I go to masterminds, as I network with people, I'm at this place where I love it because now I get to see what's working and what's not working. Right? Which is why I wanted to write this book and to put it into your hands. Okay?

This book is all about getting more leads and closing more deals. It's as simple as that. I like to call it... It's all about increasing your cashflow and decreasing your overwhelm. We're in this business to make money. We're in business to make money today, but if it's complicated and if it's confusing and if it's stressful and like you're overwhelmed, you're probably doing something wrong; it shouldn't be that hard. It should be a lot easier than that. Okay? The business really comes down to a few simple things. It comes down to doing a few simple things really, really well.

I wrote a book once before called Brilliant at The Basics and I'm probably going to update that again soon here, but like it's not that complicated, right? I wrote a book called REI Secrets, but it's not really anything secret. It's just being really good at the basic simple things. And so, I'm hoping that in this book you start learning more and more about the simple things that you can start doing in your business today, right now that will give you more leads, help you close more deals and make more money.

So, hopefully, you know, you too can go to the bank and deposit your own \$12,000 checks and money won't be as big of a deal to you anymore, right? So, it's just learning the fundamentals. And that's what this book, REI Secrets is all about. The fundamental basic, simple things in real estate that you can start doing and implementing today.

And each chapter's really bite sized small, right? Each chapter is two or three pages long. You can read each chapter, read a chapter every day, get an idea, get some inspiration, and think about things that can move the needle in your business right now. Okay?

So, I want to encourage you, you can get it for free REISecrets.com. Hold on a second here. I dropped the book, REISecrets.com. You got to pick it up. It's free. All you gotta do is pay the shipping and handling. REISecrets.com and I got some special things for you, after you go to that page, if you're interested, that are pretty cool. I know you're going to like. Free bonuses and stuff. So, go to REISecrets.com, get this book, it's free. I'll ship it out to you. Just pay the shipping and handling. It's a thick, significant book and I'm really proud of it. I know it's gonna help you in your business. It's going to help you do more deals, plain and simple. It's going to help you and remind you of the simple, basic things that everybody should be doing in their business. All right, so I better go. My son's arms are probably getting tired and, we'll see you guys later. REISecrets.com. Get it right now. Bye bye.