Announcing - Live Marketing Masterclass

Hosted by: Joe McCall

Welcome. This is the Real Estate Investing Mastery podcast.

Hey, everybody, what's up, Joe Macall here, this is the Real Estate Investing Mastery podcast. Glad you're here. I'm actually driving with my two boys. We're gonna go play golf today. Hey, say hi, guys.

Yeah. I'm looking forward to today. It's a beautiful day. It's gonna be in the mid 60s. So anyway, I wanted to let you know, today's Monday and this coming Friday, which is in about four days from now, is right. I'm going to be doing a special live marketing class. And the cool thing about this class is it's going to be all live where I'm actually going to pick a city and I'm going to do a bunch of live marketing, seller marketing and buyer marketing, and I'm going to be showing you and demonstrating everything I do for marketing. And this is all marketing that you can do right from your desk. It's all virtual, right?

So I'm not going to be showing you how to, you know, start a direct mail campaign because that's you know, that's good. But that takes too long to get leads. I'm gonna be showing you actually how to get leads immediately. And then also you're going to hear me. I'm actually going to call some sellers live and talk to some buyers live as well. So the whole point of this is that you can actually take these recordings of these videos and create your own systems out of them or just give these videos to your virtual assistants and have them do the marketing for you. So the way I'm thinking about doing it is, you know what, let me rewind a little bit and tell you why this is so important, because I'm excited about it. When I first got started, I realize the importance pretty early on that we're not in the real estate business. We are in the marketing business, right? And so when you're in the marketing business, you've got to think of things differently because leads are the lifeblood of your business. And so I would go through these phases where I would do a bunch of marketing, get a bunch of leads, get really busy, start work in the leads, getting them under contract. And I'd have to stop my marketing because I couldn't handle the volume. And then I would get a bunch of leads under contract. And then I'd work hard to sell those deals and I'd make a bunch of money. But I'd turn around and guess what? My pipeline was empty. I didn't have any more leads in there.

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So it's not like it just it's not like a light switch. You can just turn on and all the sudden lead start flowing back in instantaneously. There's this thing of momentum in the business. And so it would take one or two months, just start getting leads again at a good volume where I could close them and actually get more contracts. So I realized if I didn't get somebody else to do the marketing for me in spite of me, it just wasn't going to get done. I tried to schedule it in time, blocked my calendar and get the marketing done myself. And I just either I wasn't disciplined enough or I was just too busy and overwhelmed, right? So I realized immediately I need to get a virtual assistant as soon as possible. So I hired a V.A. My first virtual assistant was from Indiana. And I remember being too nervous to hire a V.A. from the Philippines. So I hired somebody from Indiana and she was great. She actually started doing a lot of marketing for me for getting leads and also for advertising and selling my properties.

But anyway, I heard somebody, a guru at the time talk about this, talking about getting your marketing done for you in spite of you. And I started creating systems. And once I created one system, I realized only this is actually pretty easy. And I you know, I think a lot of you have gone through this to where you think I want to hire V.A., but I don't know if I can give them enough work. I don't know if there's enough things that I can have the V.A. do for me, right? But then as you start getting more and more worse, simple systems built, you could have pretty quickly and easily have a one full time V.A. just do all of your marketing. So the marketing I want to be demonstrating in this class is the same marketing that I give to my v.a.'s to do. This is marketing that a virtual assistant from the Philippines at three bucks an hour can do for you and give you more leads than you can handle.

I'm not talking about expensive Google pay-per-click or Facebook ads or, you know, buying a list of 5000 addresses and putting them into a huge triple dialer - fancy, complicated outbound dialing machine. Or, you know, I'm not talking about that stuff. This is these are all things that will get you good quality seller and buyer leads quickly either for free or super cheap. And, you know, you don't have to do a bunch of marketing and sit around and wait. I prefer to do marketing that gives me quicker, faster results. Does that make sense?

So the cool thing about this is this is going to be a three one day class. I'm going to probably do nine to 12 a.m., 9:00 a.m. to 12:00 p.m. on Friday. And I'll be doing buyer marketing first. And then from 1 to 4 p.m. Central Time, I'm going to be doing the seller marketing. I'm actually going to be setting it up from scratch.

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And so you'll see me. I'll have a blank screen and I'm going to probably just ask somebody on the class, you know, OK, where are you guys at? And I'm going to pick a market. It's going to be a market that I've never been in before and never done any deals in before. And I'm going to just demonstrate buyer marketing for the first three hours and then seller marketing. And you're going to see me use the systems, the tools that I use. You don't have to use the same tools and systems I use when I use like REI Simple, my CRM. I'm going to show you how you can do this without REI Simple you know, you can use your own CRM or whatever the tools you have. But I must show you the tools that I use and show you also like how to do this with other tools. You know, or you know how easy it is. You can do these with a to tools. In other words, you don't have to use my tools. Does that make sense? I'm just gonna show you my favorite ones that I think do the best job.

And so you'll see me do some bio marketing. We're gonna get some buyers on the phone. We're gonna talk to them, find out what they're looking for. And then the next three hours, I'm going to do some seller marketing in a brand-new market and you're going to see me do that and get some leads, call some sellers. And then whoever it is that I pick, I'm just gonna give the leads to them. So one or two lucky people will be getting a bunch of leads. Pretty cool, huh? Now, if you can't make the classes, that's alright. I'm going to record them. I'm gonna give you guys all of my best stuff. You're gonna get my marketing pieces, my text messages, my emails, my voicemail scripts. You're gonna get the all the text messages that I send for follow up. You're gonna get the more direct mail pieces that I say that letters and stuff like that. You're also going to get the scripts that I use for sellers and for buyers. Anything that I'm gonna be putting, I'm putting it all into a mind map. So I'll share with you guys the mind map, which was gonna have all of my tools. And so if you miss the class, that's fine. You're gonna get a recording of it. But the coolest thing about all of this, which I'm most excited about, is my goal is for you guys to have this video then that you can just give to a virtual assistant and say, here, go implement this stuff into my market. You're gonna need to give them some, you know, some supplemental instructions of like what to look for. But, yeah, I'm pretty excited about it. And this is going to be this Friday. It's going to be live. Again, if you're listening to this after I've already done it, you can probably still sign up for and get the recordings. But yeah, it starts this Friday. Right for as I just remembered, I forget the forget the URL, but I have it on another note that I have. So I'll be right back.

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All right. Hey, I got the domain. It's livemarketingclass.com, livemarketingclass.com. And I wanted to mention this, too. I don't know for sure yet if I'm going to make the recordings available or not. So I might shut the doors Friday for this thing. So again, go to livemarketingclass.com to check it out, get all the details and supercool. I'm excited about it. And we'll see you there, guys. Again, livemarketingclass.com. See ya.

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