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1395 - Things I Would Tell Myself When I Got Started

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Hey, what's up guys, Joel McCall, REI in your car podcast. Hope you're doing awesome. Just driving home from a coffee shop, I wanted to get kind of out of the house and work from somewhere else for a little bit. So I wanted to share my thoughts about something, and in fact I was thinking about this because I mean honestly, I'm getting sometimes, not always, but sometimes I get aggravated. With clients, coaching clients, students, because I know what it's like, and I know, yeah, so like, I don't want to sound negative, you know, I know I don't want to be a Debbie Downer or that guy that complains.

But if I were to speak to myself earlier self back in 2006, where I was, you know a professional student, I was a professional student for three years, this is what I would tell myself. Stop making excuses. Okay, number one, number two, pick up the stinking phone and call the seller. That's number two. All right. Number three would be send the offer. Stop over analyzing it. Stop being a sissy. Stop. Being so afraid and just send the stupid offer. So, you know, but again, I hope I'm not sounding like I'm complaining. I to doing a deal. But you know what's stopping you is your fear is you're you're afraid to pick up the phone. You're afraid call a seller and sound stupid. You are afraid to send an offer because it might make the seller mad or you might make a mistake. I get it. That's normal. But guess what? Get over it. You aren't going to make any money just letting those leads sit in your inbox. When a seller calls because they get your postcard, for God's sake, don't wait a week, two weeks before you call them back. If they call and they hang up, call them Back. Right?

I just had one student just did a deal the other day he voxered me and he made about \$19,000 on this deal. Net profit. All right. So awesome. Cool. You know what? He got that deal from the third offer that he's sent to the seller. And why does Will do so many deals? Because when he sends out mail, the calls come in, he calls the sellers back. Even if they hang up, even if they leave a voicemail, even if they don't, call them Hey, how you doing? So I'm returning your phone call. Do you have a property you want to sell? Cool, tell me about it. That's all you have to do is like tell me about the property. You don't have to make an offer on the phone. Okay, so you know I was watching this one video. It's by a guy named Frank Kern. He did this, I don't know, 15 years ago. And it's one of my favorite videos. It's got naughty language in it. So forgive, Frank is known for his potty mouth. But he said there's two commandments in business. Number one, thou shalt not fart around. I'm going to use the clean version. You shall not fart around and number two you shall not be a sissy. If you want to make money in business You need to stop farting around number one, right because we think we're busy, you know by all I gotta watch one more video listen to one more podcast set up my website set up. My CRM. Well, I don't know like whatever makes you feel busy. But you just won't do the thing you need to do. If you know terrorists from the Middle East we're to put a gun at your head and say call the seller back. You would probably do



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it right you might need to look up a YouTube video on how to you know dial a phone number on Freedom Soft or something right or you may need to like open up. Just go to ChatGPT and say like what do I say to sellers right?

You may need to look something up, but you will pick up the phone either It's your cell you'll use your cell phone if you can't figure out how to make phone calls with the CRM, right? You'll use your cellphone. Oh god forbid you call a seller with your regular cell phone number All right, so you'll call the seller, and the terrorist will put the gun away and you very good All right. The other thing is some of you know, you're farting around some or you're just afraid you're sissy. Here's the thing. We'll go spend tens of thousands of dollars on coaching Okay, but we won't spend five hundred dollars on a direct mail campaign. We won't spin. Yeah, we won't t spend Maybe \$1,000 on postcards or letters or, I don't know, cold calling or VAs or whatever. I just wanna, I don't know if I'm making any sense. And again, I hope I'm not sounding like I'm whining because I feel like I am. But like I was speaking to myself because I was so frustrated spending so much more money on my education than I was making. And when I finally got my back against the wall and I finally figured it out, I was like, ah, okay. Well, if I wanna make money, I gotta get off my butt and I need to actually start calling these sellers back and I needed to start making offers.

Okay, so what a concept. I'm gonna do that. I don't know what I was doing. I thought I did, but I didn't. And you know what happened? I learned as I went. When you are moving forward, forward momentum, and you do make a mistake, guess what? You might trip, but you're going to trip and fall forward. When you're just twiddling your thumbs and wasting time doing non-busy, busy work, busy work and not stuff that's really important, yeah, I mean, you're going to get frustrated and discouraged and overwhelmed because you've got all these leads and then this guilt and the pressure is mounting up on you and you're like, oh my gosh, these weeds or leads are old and you're gonna start feeling bad and then you're going to start, I just want to save you all this hassle. You don't need to be messing with it and dealing with it. Okay, guess what? If you make an offer and you don't feel queasy in your stomach and you feel like an upset stomach you're to throw up or whatever, because you're so nervous. If you don't feel that you're offering too much, so your offer should be really ridiculous, and you should feel uncomfortable when you make offers. That's how you grow, that's how you do deals, that's you make money, that' how you can be like Will and make \$19,000 on the third offer that he sent to the seller. It's taking massive, imperfect action. So stop farting around, stop being a sissy, and start making offers. That's it.

Got a lot of clients that pay us a lot of money in our apprentice program, and we give them leads. We give them 60 leads in 60 days. Now, not all of them are home runs. Not all of, very few of them, if any of them are like super motivated, like, oh my gosh, you just got, I got your letter at the right time. I desperately need to sell my property. I'll give it away for ten cents on the dollar That's never gonna happen, but we've got a lot of people. I know your busy man life gets in the way But how bad do you really want it? You wanted it really bad when we were interviewing you. Yes, I'm gonna do what you say to do Joe. Yep. Yep, you give me the leads. I'm your guy, I will call them. I will the leads I will make offers.



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I would follow up I will update the CRM I'm you're a guy I will do it. Well, you know the sad thing is probably only 25% to 50% of our clients that we do this stuff for, nah it's not that low, it's maybe 50%, are really actually doing it. The other 50% it takes some time, now maybe they're too busy, I don't know, but it's kinda sad, I, I dunno what to do. So I'm hoping you listening to this will be encouraged maybe to be like, you know what, maybe you've got a bunch of old leads, okay, so don't beat yourself up, but don't make any more excuses. Pick yourself up right now, start calling all of those leads back.

Call them all, even the hangups, Even the ones that yell at you for sending them a letter in the mail, right? Call them back. Say, hey, I'm returning your call. I think you own some land. Am I calling it a bad time? Tell me about the property. Sounds like a nice property. Why do you even want to sell it? Oh, you should probably list it with a realtor, right. What's more important to you? Do you want to sell it fast or do you want it for the highest price possible? I'm probably not your buyer, you know, if I can send you an offer, you're probably not going to like it. But you know if you want, I can give you the names and numbers of five realtors that also sell land in this area. You should probably just call them. I'm, probably not, your buyer. You see what I'm doing here? I'm not chasing them. I'm making them come to me. I'm making the sellers convince me of why I should want to buy their property. And so, when I have this attitude, it takes all the pressure off of thinking that you have to be some expert salesperson, right? You don't need to think that you have, to like, know it all and have answers to their questions, and you know, you may feel like an imposter because you've never done land deals before. I get it, right?

But you don't have to do land deals. Everybody who has ever done land deals had the first time they did a land deal, right. Like everybody goes through that. But the great thing, I mean, this is why you have hired me as a coach. This is why I bought these courses. This is, you know inside of my membership area, I give you 20 different land funding companies that can fund your land deals, it's like, you don't need to know where money is going to come from. You don't need to know how the contracts all work. You don't understand everything about due diligence and all that because you've got me. You've got other coaches. You have got other students and other partners in the land community that can partner with you on these deals. So you're not in it alone. So just focus on calling these sellers back, talking to them, asking them some questions and send the offer. You're going to get one out of 20, one out of 30, one of 50. Even if it's one out of 100, you're going get them accepted. It may be the third offer that you send to the same seller, it may be six months of follow-up, it may the seventh phone call, maybe the 12th phone, whatever it is, right? Like it will happen, it's a numbers game. So you know if you wanna do deals, the most important metric is making offers. So how many offers have you made in the last week? How many offers have you made in the month? That's all you need to focus on. So anyway, hope that's encouraging to you. I hope you understand what I'm trying to, excuse me, convey, because this is really most important. You know of all of the students that I've helped over the years teaching houses and teaching land, I by far have had way more success teaching land with my students and I ever did with houses because land is just easier.



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But still there's a lot of people who buy education and just don't do anything with it So maybe they go the next step and they buy implementation so you can go and spend more money and hire somebody to like Set up the systems for you do pay help you pick the markets do the marketing for you set up everything. All you need to do is pick up the phone and talk to people. So some of you have done that, but even when you get that done, you still don't do anything with those leads. So what do you do? Well, number one, you got to overcome your fear. But let's say you're like busy, man. I'm already working 60 hours a week, Joe. I can't, I don't want any more leads. Well, then what I would recommend doing is find somebody else who is hungry, who does want those leads, and maybe you can partner with them, right? Maybe you're not the guy that is on acquisitions. You're better at dispositions. So find what you're good at and find somebody else that is good at that and maybe partner with them. I often say that don't fix your weaknesses, outsource them.

So maybe, you know, find another land investors that's already doing land deals. Maybe you have the money for marketing, they don't have money for market. You don't have time, but they have time. So maybe you can partner on your deals, on your leads together. I've done lots and lots of deals that way. So anyway. I just wanted to vent a little bit about that, and I hope it inspires some of you guys to just really start taking massive action. Stop farting around, stop being a sissy and get your big boy pants on and start making offers. Alright, appreciate you guys. We'll see you.