

Tele-seminar Call Notes: Norm Reid Interviews Dan Doran

**How to Get Tons of Deeds in the Pre-foreclosure Business Using
Door-to-door Marketing**

(Without Ever Knocking a Single Door Yourself)

Pre-foreclosure Defined

Answer:

In _____, behind on payments and their home will be _____ if they don't sell it, cure the back payments, do a workout with the bank, or do a _____ ..

Why not do it yourself?

Answer:

Do you deliver...

Mail?

Newspaper?

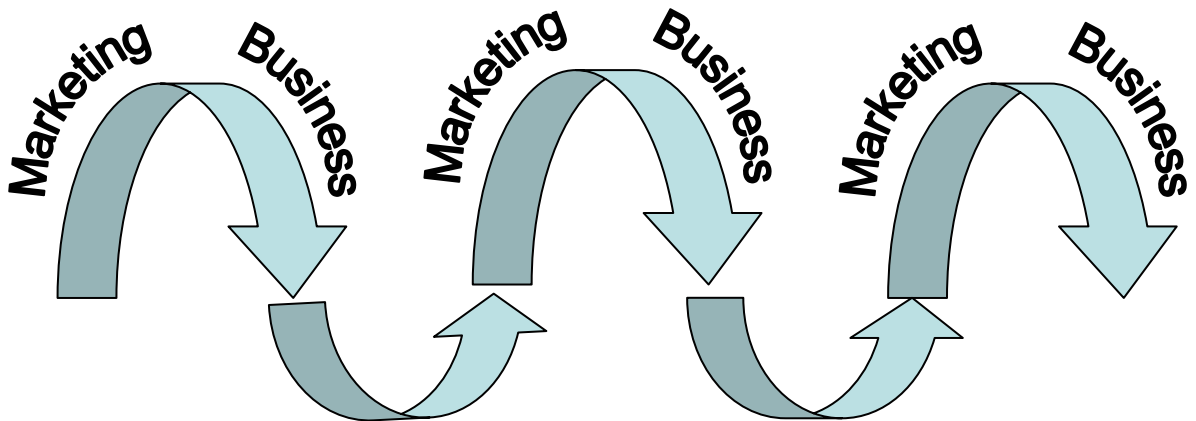
Post it notes?

Etc.

Door-to-door is just a _____ of communication

What would "The Donald" do?

The Inefficient Business Syndrome



Case study:

Who: Ronnie Baras, the "Real Estate Hypnotist", www.ronniebaras.com

Where: Silver Spring, MD

What:

6 months

Picked up 4 deeds

Did 4 deals

Netted \$90,000

Perfect example of _____

Recently he hired 3 researchers

Quick Pre-foreclosure Training

Answer:

Take a seminar, home study, read books, apprentice, or better yet hire a _____
_____.

Totally revolutionizes this business.

These services require you to _____ and _____ much less.

This means you will make far more _____ with much less _____ >

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3 Simple Divisions

◆ Sell Seller to get the..... _____

◆ Sell Lender to get the..... _____

◆ Sell Buyer Cash to get the..... _____

Why do this business?

Answer:

Quickest path to _____.

Mistake: focus on “_____” (i.e. equity) when you need cash now.

Pre-foreclosure solves this and it's cheap, effective, and quick to _____.

I don't want to look like a Greedy Vulture

Answer:

Context vs. Content

Know that you _____ everyone involved.

Seller
Lender
New buyer
Neighborhood
Community

This requires a _____ shift.

The list

Answer:

List services (check the internet)
Title companies
The Newspaper

Contact your local RIA

Where and how to find researchers

Answer:

Hire all those that are _____.
You never know.

Dan's secret test:

2 minutes.
Think of a joke and tell it to me.
Those that can tell a good joke are good _____.

How do you pay them?

Answer:

No money...pay with a _____
_____ of adjusted gross profit.

Expectations

Answer:

It's very _____.

Some general numbers:

1 of _____ will be home
Talk to _____, get one deed.
Get one deed, make _____ sales.

Hard to get short sales

Answer:

Focus on houses that are: ugly, weird, _____ have a big _____, or lots of _____.

How long to train?

Answer:

Give them the _____ plus a few _____..

Case Study

Who: Leah Pearson

Where: Everett, WA

What: first door a deal

In her own words:

"The door-to-door training is great. I was scared at first, but by the end of the training I felt confident. The very first door I went to, we got the deed! We're currently working on a short sale and the equity should be over \$40,000. Thanks Dan, you gave me the confidence to try."

Richard Oddesey, Atlanta GA, Inv. Wealth

"...You teach them everything: what to say, how to say it, where to stand, how to plan their route, how to mentally prepare...it's incredible. This is the most thorough, complete training in the real estate industry. We just hired 3 researchers and they're already getting great results. "

How much time does it take?

Answer:

If you do as I suggest (hire a manager), it should take none of your time.

Manager:

Put out _____

Respond to _____

Send out _____

Hire with _____

Send the _____

Call twice per week to _____ and check on

What's the Script?

Answer:

Context vs. content

How to create a script:

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The 7 Interrogatives

- ◆ *Who*
- ◆ *Where*
- ◆ *What*
- ◆ *How*
- ◆ *Why*
- ◆ *When*
- ◆ *Which*

The KEY:

“Whether you want to _____ or _____, we can help you and all of our services are _____. I’ll explain all of that in a moment, but first, (name), what is _____?”

Objectives at the door?

Answer:

Levels of Success- The Goal

Phone Number Only (Magic Method)
Phone Number and a Specific Time for _____
Seller Calls You Later
Call From House and _____
Authorization Alone By Researcher
Authorization After _____

You Get the Deed
You Sell the House

How to create credibility at the door quickly?

Answer:

#1 My experience personally and with clients across the country is that very few have their doors knocked.

#2 I train your researchers to be polite, kind and to listen.

#3 To gain credibility, give them _____, help them, show that you _____.

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Mental Attitude

Answer:

I train your researchers to _____, _____, _____..

I teach them a technique called systematic desensitization.
This let's them practice _____.

Let them stay in the home with a lease back?

Answer:

NO!

This can cause you all sorts of problems.

I did an entire call on this and there is an advanced way to do this, but it's beyond the scope of this call.

It comes as a bonus to my course.

Just know this, avoid this practice.

Security

Answer:

I've never had a problem and I've heard of very few.

Some solutions if you are concerned:

Go in _____

Give your _____ to someone and call in _____

If the house looks scary, _____.

Find the cash

Private _____

_____ money lenders
Other people's _____
Your credit

Best days and hours?

Answer:

The best times:

_____ 11 am to dusk
_____ 9 am till dusk
Monday – _____ 4:30 to 8:30 p.m. daylight savings time
_____ 9 to 11:30 am
_____ 3pm to dusk

Dan's Deal Criteria?

Answer:

My criteria:

_____ % LTV total payoff

Big Area

Answer: Hire researchers _____.

How do you beat the Competition?

Answer:

Do what they are _____ and/or _____

Does it work in Hot markets?

Answer:

If they are not _____ they will _____ it themselves.

_____ homeowners are the _____ and the _____ of the pre-foreclosure business.

Case Study

Who: Jim and Pam Sullivan

Where: Orlando FL

Details: he coaches for Mike Ferry, as a realtor he did over 200 deals per year for many years

Owns hundreds of houses

What: 3 deals in 6 weeks, \$110,000

His Words:

Best Information I've Bought In Years

In just 2 months with only 2 P/T researchers I've done 3 deals and made \$110,000. It's the best real estate investing information I've bought in years.

Does it work in super hot markets?

Answer:

Yes. If you can find the _____ _____.

Case Study

Who: Rogie Robinson

Where: San Diego, Cal

What: Hot Market Success

In his own words:

"Hard to Find, Easy to Sell"

"Dan, our first researcher deal took a while, but we sold it in 2 days for \$24k more than we were asking."

Biggest Objections?

Answer:

ATCO: _____

Call 'em by name

Agree

Ask questions

What do you leave behind?

Answer:

Offer of _____.

Stay or sell

Get _____

Fix _____

Buy a new home on special terms

I left a piece 13 times once to get the guy to eventually call me and give me the house on the phone.

How to find Pre-pre-foreclosures?

Use _____ marketing

Recruit _____ agents.

What are the top marketing methods?

Answer

Marketing Mix: The 9 Magic Methods

Door-to-Door

Mail

Phone

Signs

Classified Ads

Networking

Internet

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**Yellow Pages
TV/Radio**

Case study

Who: Randy Rantz

Where: Chicago, IL

What: Does 3-5 deals every month with loads of successful marketing.

Why add door-to-door?

“They are all good, but, they are inconsistent and I know they could all stop working tomorrow. Every super successful investor in pre-foreclosure I ever met or ever heard of had big door-to-door forces. I want one too. “

What to wear?

Answer:

Casual, neat and clean.

NO:

Polo shirts without _____
_____ on body or car

Dark _____

What if company is there?

Answer:

Get them to _____.

Is being there first important?

Answer:

_____ is best.

My 3 favorite times:

_____ week

_____ week
_____ they answer the door.

Chase listed properties?

Answer:

_____!

Stay away from _____.
They can cause you lots of _____.

Want to Learn EVERYTHING there is to know about Door-to-Door Marketing?

Continue your learning on this topic with:

Dan's Complete Door-to-Door Marketing Program
"How to Get Ton's of Deeds Using Door-to-Door Marketing"
With a 100% 365 Day No-Questions Asked Guarantee

If you take advantage of this special offer to save \$300 on Dan Doran's door-to-door home study course by **April 21st**, you'll get a free pass to a special call where Dan recently coached 20 new door-to-door marketers how to get their door-to-door marketing campaign off to a super fast start.

So take action now and order the home study program so that you can get your door knockers up and working for you!

www.DoorKnockingTips.com

For a special discount go to: <http://www.DoorKnockingTips.com>

Guarantee

My long-time marketing guru, Dan Kennedy is fond of saying that **all good marketing advice is free**. This means that if you act on it, the actions themselves should return a multiple of what the advice costs. **One deal in our business is worth an average of about \$30,000**. If you do this thing even half way you should make hundreds of thousands from just this one application. So here is my guarantee

Take a full 6 months. If this isn't the best money you've ever spent on any information ever in your whole entire life, send it back for a full and prompt refund.

Now that's a guarantee! Why can I be so confident? Well, it's like gravity. It works every time. It's a natural law. "seek and ye shall find. **Knock and the door will be opened**".

About the Program

Everything you need to get this door-to-door marketing program implemented is included.

As the Owner You Will Learn:

- What list to use and when
- How to find an abundant source of researchers
- Killer copy for attracting them
- Word-for-word voice mail script for hiring (so you don't have to talk to them until they "Qualify")
- The actual contract I use to hire them as independent contractors
- Super marketing piece "leave behind" that gets me 40% of my deeds with no human interaction
- How to pay
- How much to pay
- When to hire a manager
- How to hire a manager
- Super secret to hiring (that huge sales companies would love to know)
- How to put your entire marketing program on autopilot so you can play golf
- How to create more leads than you can handle.

As the Researcher They Will Learn:

- Where to stand at the door
- Magic words to literally create interest at the door
- How to overcome the most common objections they will get
- Secret method of getting telephone numbers that NEVER FAILS
- How to effortlessly map and track their areas
- Almost magical psychological method to overcome fear of knocking
- How to call you from the front door and pass the phone to the seller
- Module one "Training the Business Owner"

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- Module Two "Training the Manager"
- Module Three "Training the Researcher"
- Outsource Special Pack
- 4 extra sets of Module Three, "Training the Researcher", so you can out source this thing ASAP and maximize your leverage.
- Verbatim transcript of the entire course
- Workbooks for each module (owner, manger, researcher)
- Email and phone access to me directly
- Much, much more

Get \$394 Worth of Free Coaching

A few months ago I created a follow up coaching program to ensure quick results. It deals with key issues for the real estate entrepreneur:

- **Independent contractor vs. employee** what you don't know can kill you financially
- **Letting the Seller Stay:** how to present this idea so you can have five times more leads and stay out of jail in the process
- **Why a real estate license is valuable** in the negotiation process

I also created three calls just for your researchers:

- How to **overcome** any and all of the most common **objections**
- Why it's vital to **stay on script**
- How to make **tracking fun and profitable**

These are some crucial topics to get your door-to-door marketing off to a quick start. The **six calls retailed for \$591 but you can get them free** as a bonus for signing up now.

Plus, a seventh quick-start call, I just recorded last month, I'll also give you access to.

That's an additional 13+ hours with me focused on **helping you build your business**.

Sign up today and you'll be glad you did!

www.DoorKnockingTips.com

**Thank You For Your Participation
Best of Luck in Your Investing Efforts!**

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