

Mobile Home Maverick 30-Day Action Plan

Your entire business hinges on marketing, especially in the early stages as you try to get your first deal done.

So that's what we're going to focus on in this first 30 days of the Mobile Home Maverick program.

If you follow the plan we lay out below, your phone WILL be ringing off the hook with sellers in a matter of days.

But you MUST be consistent. And you MUST follow through on the action steps for all 30 days.

You need to bring in a lot of leads in order to find those one or two killer deals.

Your time commitment is 45-60 minutes a day, six days a week.

For some of the tasks, you can break that up- 30 minutes before work, 30 minutes after work.

For other tasks, you'll need to free up an entire hour in a row to get it done.

If you're having trouble finding the time, please go to Module 7- the Time Management Module- for ideas and strategies to free up some time in your day.

If you need to stack some days with 2 or 3 tasks, that's fine, so long as you DO NOT shortcut the process.

If you shortcut the process, you won't see results, and you'll end up wasting your time.

So RIGHT NOW, make the commitment that you will follow this whole plan and that you WILL SEE IT THROUGH for the entire 30 days.

Between my own experience and the experience of coaching new mobile home investors around the country, I know what works.

I know this works.

And I want to see you get results!

So let's begin.

Week 1- Preparation

Day 1 (Today!):

Go through all 3 sections of Quick Cash Module. Watch the videos and take good notes.

Day 2:

a) Go through Module 1. Take good notes.

b) Order 25-50 blank bandit signs using this link:

<http://www.dirtcheapsigns.com/Custom-blank-yellow-signs-vertical-flutes-18x24.php>

(Copy and paste into browser)

Day 3:

Go through Modules 2 and 3. Take good notes.

Day 4:

a) Go through the Time Management Module

Day 5:

Finish Time Management Module (if necessary).

Write out 150 "Tear offs", as described in Module 1 under 'Marketing for Sellers'

Day 6:

Same as yesterday. Write out 150 more “Tear offs”.

Day 7:

Rest.

Week 2- Execution

Day 8:

Follow the Module 1 instructions for Market Research and identify 2 parks you’ll target that have a total of 300 homes.

**If you can’t get accurate numbers for number of homes, just use Google Maps Satellite option to get an overhead view of the park and get a rough estimate by counting.

Day 9:

Go to the first park you’re targeting and put a “Tear Off” on the door of every home in the park.

Day 10:

Go to the second park you’re targeting and put a “Tear Off” on the door of every home in the park.

Day 11:

Put any remaining “Tear offs” on doors in your selected parks.

If you're already finished, begin returning calls from the sellers who got called in after receiving your note.

Day 12:

Return calls that you received from sellers calling about the "Tear Offs".

Use the Seller Script from Module 1 as a guide for the conversation.

****You will get a lot of calls from these Tear Offs. Not everyone will want to sell. Not everyone will be happy to hear from you. Don't worry about it!**

We're looking for the diamonds in the rough, and that won't be everyone that comes through.

Day 13:

Visit your best 1-2 properties and make offers.

Day 14:

Rest.

Week 3: Follow-Up and Marketing

Days 15-17:

Follow up with any leads from Tear Offs. Visit properties, make offers.

Day 18:

****You should have received your bandit signs in the mail by now****

Make 15 signs that say:

We Buy Mobiles
Any Condition or Situation
Fast Cash
(Insert your phone number)

Write with a big black marker! Legibly, and large enough that people can read it from the road.

Day 19:

Make 10-15 more signs exactly like you did the day before.

Pick two areas with a high-concentration of mobile home parks that you will target with these signs.

Day 20:

Put out 15 signs in your first target area.

- At the entrance and exits of the mobile home parks
- At main intersections in the areas with a lot of mobile homes

Day 21:

Rest.

Week 4- Keep the Momentum

Day 22:

Put the rest of your signs up in your other target area.

Or if you're already finished, begin returning calls from your marketing.

Days 23-25:

Return calls, visit properties, make offers.

Day 26:

Make another 150 "Tear Offs" and choose a new park to target (or two if necessary).

Day 27:

Put Tear Offs on doors in your target mobile home parks.

Day 28:

Rest.

Week 5- Finish Strong

Day 29:

Return calls and make appointments to visit properties.

Day 30:

Visit properties, make offers.