

Rule the World In Your Real Estate Investing Business



By Mik Cohen

A simple, no BS, path to building a successful real estate investing business.

If you're just starting out – use this as a GPS to get to where you want to go.

If you're experienced, the principles, in this ebook, can help you too.

New To You RE, LLC

We never know it all and success requires us to constantly learn and grow.

I wish you all the best in your business.

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Hi – my name is Mik Cohen and real estate investing is my primary business.

I formed my first [company](#), back in February 2006, and the lessons I've learned, along the way, are many.

I enjoy a **VERY** healthy business in real estate wholesaling – and I liquidate lots of my properties through various websites – like [this](#) one.

Currently, I have over 20 websites and my business is continuously evolving.

[This](#) youtube channel was instrumental in my early successes – and continues to contribute to my current success.

I've also enjoyed some great success in Short Sales, where I continue to act as a consultant.

Then, I rolled out [coaching](#), but kept it affordable – because I remember how tight funds were, for me, when I was starting out.

Currently, I'm entering into public speaking, preparing to host some small scale conferences to help struggling and aspiring real estate investors to tweak their business.

By using current technologies throughout my business, I've grown exponentially.

My current goals are lofty – and ***I will NOT fail to achieve them.***

This ebook can help you get on the path to achieving YOUR goals, even if you're not sure what they are - YET.

This ebook goes into enough detail to help you, and your business, to get started onto YOUR right path, but not so much detail that would make it a long read.

Feel free to [contact me](#) if I can be of any further assistance

LETS GET STARTED

Writing this ebook is akin to providing an ingredients list to a recipe.

While the ingredients are necessary AND vital – knowing how to mix them together is critical.

And, out of all the “ingredients” I’ll be providing – perhaps the most important ingredient is *perseverance*.

You’ll need perseverance in the days, weeks and months you’ll spend – learning how to put the ingredients together in your marketplace.

Don’t expect success to happen overnight – unless it’s over a night that follows long periods of time that was well spent in building a solid business model, and now your target clients are finally cluing in to your masterpiece.

Masterpiece ? Yes – a solid and successful business **IS** a masterpiece and your client base is a testament to that fact.

Generally, your business will take time – time to plan, time to establish, time to build, time to plan your marketing, time to network, time, time, time !!

How much time will depend on your motivation – so commit to spending as much time as it takes.

Faint hearted ? Easily discouraged ? Lacking passion ?? Good luck – you’ll need it !

Be wary of negative people who tell you that you can’t achieve success, or try to influence you, *out of love or concern*, that this business is wrong for you – for whatever reason.

Your business will only be as successful as your attitude. So, the first order of business is to distance yourself from those people, good or bad, who put that “stinkin thinkin” in your head.

Starting ANY business is already stressful enough – so get your head right.

In fact, most start-up businesses fail within the 1st year and it doesn't get any easier – even if you make it past that 1st year.

Believing in yourself AND your business is critical – next to having a sound business plan, of course.

So, I'm going to lay out everything you'll need to make this real estate business work for you.

All you'll need to do will be to put these ingredients into action – READY ?

Lets start with a “hit list” necessary to get your business jumpstarted.

Here's what you'll need:

- **Detailed business plan** – written out with clear objectives, goals and proposed timelines
- **A business email address**: @gmail, @msn, @yahoo – something basic but dedicated to your business – or purchase a domain and have your email address built-in (You'll need a domain anyway)
- **Business Supplies** – business cards, bandit signs, flyers, door hangers, cell phone, digital camera, flip video camera – or the like, laptop/notebook
- **Quiet/private space** - Which will be your “office” space – you'll need this to build your masterpiece - **hang a large, erasable whiteboard on the wall – you'll need that**
- **A team of professionals** – like title reps, escrow, agents/brokers, REIA membership(s), virtual assistants, a local digital print shop, local publication contacts, mortgage brokers and more
- **Resources** – public records, access to properties/comps – like FSBO and realtor.com, skip trace – like acurint, realty trac and your county assessor/treasurer and some “investor” web sites to learn from

- **Social Media** – facebook, linked-in, digg, my space, twitter and more
- **Marketing** – postlets.com, craigslist, backpage, ebay classifieds, zillow, squeeze pages and more
- **Mistakes**: While you won't, really, set out to implement these – just accept that you're going to make them – it's required that you learn from them

Those are the 9 segments that you'll want to implement, asap.

Let me, **briefly**, touch on each one – and we'll go into a **little** more detail - later:

Business plan: yeah, you'll need this before you do ANYTHING else, right ?
Otherwise, you DON'T have a business – make sense ??

Dedicated email address: adds a layer of professionalism AND is a psychological commitment to your business. Having such an email address means that you have NO other reason to check that email, other than for BUSINESS REASONS.

Business Supplies: Tools of the trade !! Bandit signs, pc, printer, phone, efax, BEER, a large, erasable, white board and business cards. Design your business cards to be a marketing tool. Keep them simple with target references on the card – include a website if you have one/want it on the card. I had business cards created for one of my websites, which I included somewhere in this ebook.

I recommend having supplies that are STRICTLY business related – NO PERSONAL USE !!

Quiet Private Space: SOOOOOO critical to your success – DON'T LET ANYONE BUG YOU !! Nuff said.

Team of Professionals: Recognizing your strengths is key. Your weaknesses can be found as strengths in others – align yourself with those “others” who you believe you can work with. DON'T get discouraged when some of these “others” flake out on you – just move on and find another “other” who won't ;)

Resources: You'll need every resource I referenced, and you'll find more – as you continue to develop your business.

Social Media: Create accounts – AND DON'T BE A SLACKER ! If you create an account, keep it maintained, keep it updated and visit , at least, once a week/post an update. This is a huge form of marketing and the more your business is out there – the more opportunities you'll have to expand your client base.

Marketing: I can't emphasize, strongly enough, the importance of marketing. It takes a second seat, ONLY, to your business plan. There's a ton of resources out there – like aweber, youtube, icontact, constant contact, web 2.0 and 3.0 – it's endless and you need to pursue as many as you REASONABLY can maintain – or get on board with virtual assistants and REALLY TEAR IT UP !!

Mistakes: They can really suck – **HUGE** – but just get through them and don't make a mountain out of a mole hill, ok ? Mistakes can be healthy and a benefit to you -

There's a glut of in-between stuff that you may already know – or that you'll have to learn as you go.

MISTAKES LEAD TO SUCCESSES

Let me elaborate on the importance of **mistakes** -

When I was just starting out - I used a number of different approaches.

I worked for other investors, worked with other investors, listened to other investors and partnered with other investors.

EVERY single one of these endeavors were stepping stones to my success. But I also made LOTS of mistakes along the way – the worst one, financially, only cost me \$1,000. – on a short sale property where the “seller” was..... let me put it kindly, ***a friggin scumbag***. That reference IS kind, based on the crap they pulled.

My mistake ? I put up earnest money on a short sale property BEFORE we had written approval (***DON'T EVER PUT UP EARNEST MONEY, ON SHORT SALES, BEFORE YOU HAVE WRITTEN APPROVAL !!***).

Because the seller was an investor, I had a lapse in judgment and didn't include "proper, legal addenda" to protect my earnest money. The seller filed for BK, thereby tying up the negotiation, my inspection period came and went and I lost the money when I rescinded my offer.

Why did I rescind my offer ? Because the seller and listing agent were not cooperating with the short sale and it was turning into a circus.

That 1K meant a lot, to me, and it was hard to lose that money.

Actually, I've lost out on some nice deals, due to my mistakes, so my financial losses were probably greater than 1K, but I think you get the point.

I learn from my mistakes and so will YOU.

During my short sale investing – **I made lots of \$\$.**

I made lots of money by respecting the sellers through my written offers.

With short sales, I always included specific addenda that stated:

"This offer is contingent upon lienholder(s) releasing seller(s) from any right, or rights, to pursue deficiency. Lienholder(s) agree that, by accepting this offer, BOTH the mortgage AND Note will be satisfied"

This turned out to be a great approach because, even though I did not know the seller(s) on any level, their listing agents would ALWAYS comment on how cool it was that I would close, ONLY, if that condition was met – and they would ALWAYS point that out to the seller(s).

APPRECIATION

As a result, I got LOTS and LOTS of business and referrals – both from the agents I worked with, as well as from the sellers that I helped.

One of the fastest AND best ways to success is based on the universal principle:
You Get What You Give

Regardless of your business model – just keep this principle in mind and your business will soar – beyond your current sense of reality. I guarantee it !!

MIND YOUR BUSINESS

So what's your plan ? Wholesale, rehab/flips, short sales (*Check out our [ebook on short sales](#)*), commercial, vacant land, property management ?

I recommend starting out in ONE segment, only, and directing 100% of your efforts into creating some success/income there – **before** involving yourself into other investment avenues.

Why ?

Because multi-tasking really doesn't work, effectively, does it ?

Get in your car, or on your bike – and get out onto the road, then open a book and start reading, word for word, being sure to retain everything you're reading AND keeping your vehicle on the road.

How's that working out ?

Add another task – like texting, while driving and reading –

Now pop open a beer - (I LOVE BEER !! Good beer, NOT that watered down crap)

You get the point –

-> Can I get in trouble for “suggesting” this ? You're NOT an idiot – figure it out !!

GET STARTED – IMMEDIATELY

Don't wait – jump right in.

While your space AND funds might be tight – it's imperative that you establish a private “office” where you can concentrate on learning and generating ideas.

Whatever your circumstances – having this private space is key – and you have to take it seriously.

On a psychological level, you'll become more focused and you'll become more driven, when you have your own “office”.

Ensure that everyone who lives with you will give you the respect of privacy when you're in your “office”.

Don't use this “office” for anything other than business – it will have a profound effect on your speed to success.

I can't stress the importance of this, enough, and I hope you'll make it happen.

MOSQUITO BITES SUCK – SO DO MOSQUITOS !

During your last camping trip, was it the moose who kept biting you, or was it the mosquitos that kept after you and totally effected your camping experience ?

Remember this: It's not the big things, in life, that will ruin your dreams – it's the little day to day “insignificant” things that will.

I tell ALL my coaching students to be mindful of the little things – don't sweat the big stuff.

Get into a habit, early on, of keeping ALL the little day to day things in order and the BIG stuff will always work itself out.

FOUNDATION

Get out into some local businesses that will supply you with what you'll need.

Find a local digital print shop, painter, sign shop, contractor – etc.

By working with local merchants, you establish local relationships and that equals local referrals, which equals \$\$

While you may save some money by purchasing online – you'll lose the referrals that can make you MUCH more than what you saved online.

Cool ?

Check out one of my business cards that my local digital print shop made for me:



YOU'LL NEED TO GET ORGANIZED

Once you establish your office – your excitement will inspire your motivation level to rise.

Write out your daily/weekly/monthly tasks

You have to break your business down into attainable steps – which equate to specific tasks that will need to be done.

So, look at your goals (**You wrote them out – RIGHT ?**) and start asking yourself some questions like:

How much capital do I have ?

What do I need – NOW ?

What do I have to do and when do I have to do it ?

How often ?

Do I have my marketing plan in place ?

Wow – good question, worth repeating – Do I have my marketing plan in place ?

When will I write my first offer ?

How's my schedule ?

Do you have a full time job and you're building this business on part time hours ?

During this planning phase – your strengths and weaknesses will come to light.

Get real with your time and your business will get real with you.

YOU'LL NEED YOUR SUCCESS TEAM

In any business, you need key players – people whose businesses compliment – or are necessary components of - YOUR business.

In real estate – that means title, escrow, an attorney – or 2, competent real estate agents, mortgage professionals, other investors, local “neighborhood” periodicals and other businesses that can give you some counter space for your business cards.

If you have a wholesale deal that needs to grow wings ASAP – you want to know you have the right people who can give you some priority.

Like I recommended above – and *I can't emphasize this enough* – [get to know your local business owners](#) – you'll be amazed by the amount of business that they'll bring you.

However – remember to bring them business too – because- like I previously stated – **YOU GET WHAT YOU GIVE.**

LETS WRAP THIS UP – OR I'LL HAVE TO START CHARGING YOU FOR MY TIME !!

Remember the ALL IMPORTANT INGREDIENT - [perseverance](#) - and keep your head in a positive space. This is a tough business and ONLY the strong survive.

Remember – aside from your business plan, [marketing](#) is the most critical element to your business and your success depends on it –

[Be consistent and persistent in your marketing and you'll rule the world !!](#)

Finally, learn to identify and take advantage of the many available resources that are online, or as close as your library.

While I don't like using links, because things change, I'll provide a few here:

ONLINE RESOURCES

[creonline](#) is the most complete real estate investor's website that I have ever found – it's my number one resource.

I like [godaddy](#) to purchase my domains

Once you purchase that domain – how about some [free hosting](#) ?

Here's an [awesome resource](#) where investors can liquidate their properties (**soon**)

We all know about [youtube](#)

Building web forms ? [This](#) rocks !