

INFLUENCING & POWER NETWORKING II

Gary Gradley, October 2009 REIN™ Workshop

INFLUENCING:

Developing and using an Effective ‘Elevator Pitch’

To attract investors, sellers, buyers, renters, etc.

Russell Westcott’s Elevator Pitch:

“I am a Professional Real Estate Investor that provides well-managed profitable Real Estate Investments that have predictable cash flows, and mitigate risks for the individual investors that have limited time or expertise to invest on their own...”

Elements of an Effective ‘Elevator Pitch’

Clearly communicates:

- What you do
- Specific value/benefits and ‘pay-off’
- Comfort, credibility and confidence

Gary Gradley’s Elevator Pitch:

“I work/collaborate with people who want to increase their wealth by investing in reliable, low-risk, high return Real Estate Investments, to achieve their financial goals.

Did you know that most wealthy people made it through Real Estate?

How about you? Interested in knowing more?”

My Commitment to share my Elevator Pitch times in the next 30 days

times in the next 60 days

times in the next 90 days

Do's

- Keep it short
- Design it to prompt a question
- Keep It Focused
- Have a benefit for Them
- Make it REAL
- Make it represent you
- Ensure your team uses the same one



Don'ts

- Don't make it sophisticated
- Don't try to impress
- Don't make it about you
- Don't make it long
- Don't cover all aspects of you and your business
- Never use weak words like 'Help' or 'Try'
- Don't play to safe
- Don't have multiple options for different situations

“If you are not clear on who you are they will never be”

- Philip McKernan

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- I WORK WITH PEOPLE TO INCREASE THEIR WEALTH AS WELL AS MINE THROUGH REAL ESTATE
- I INVEST MY TIME AND OTHER PEOPLE'S MONEY INTO REAL ESTATE OPPORTUNITIES
- I USE REAL ESTATE JOINT VENTURES TO ATTRACT PEOPLE WHO ARE SERIOUS ABOUT GROWING THEIR WEALTH
- I WORK WITH INVESTORS USING REAL ESTATE AS THE VEHICLE TO GROW LONG TERM WEALTH

TIME DRIVEN



- I DO JOINT VENTURES IN REAL ESTATE WITH PEOPLE WHO DO NOT HAVE THE TIME TO DO IT THEMSELVES
- I OFFER HANDS-OFF AND HASSLE-FREE REAL ESTATE INVESTMENTS TO PEOPLE
- I WORK WITH PEOPLE IN REAL ESTATE WHO DO NOT HAVE THE TIME, ENERGY OR EXPERTISE BUT WANT TO MAKE THE GREAT RETURNS IT OFFERS
- I INVEST MY TIME AND OTHER PEOPLE'S MONEY INTO REAL ESTATE TO CREATE LONG TERM WEALTH FOR BOTH PARTIES