

# **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?”

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**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*

# \$\$\$\$ DRIVEN



- **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