

The Lazy Investors Marketing Plan



HOW TO QUICKLY CREATE PROVEN EVERGREEN
SYSTEMS TO BUY HOUSES DIRECT FROM SELLERS

I hate restaurants where I have to order A La Carte. It always ends up costing me more than I anticipated and I often end up with things that I don't really love.

Maybe it's because I'm not a chef?

When I started out in real estate investing it felt very similar...

Where do I get data from?

What mail do I use?

Where should I track my leads?

Should I take my own calls or use a call center?

If I'm hiring a call center, which one?

What lists should I mail?

What parts of town?

Fortunately for you I've spent hundreds of thousands of dollars answering those exact questions.

I fine-tuned direct mail (cause I was tired of the cheap mail not pulling any weight).

I revolutionized lead intake (cause I had lost too many deals because of missed calls).

I even tried building my own CRM (I ended up just going with a CRM that's already on the market and that I still love and use).

All these worked like magic together and I created a system that OTHERS (not just me), use to buy thousands of property a year combined.

(Cumulative these investors have bought \$13,450,900 net worth of real estate combined using my strategies and tools)

My Systems

There's a (stupid) saying:

"There's more money in keeping secrets"

I disagree.

Because after fine-tuning it for myself, I shared my way of doing things to hundreds of others.

First, I opened a direct mail shop called Ballpoint Marketing that prints the EXACT same mailers I use for hundreds of other investors.

Then I set up a real estate exclusive answering service to answer hundreds of investors' and Realtors' lead calls.

Initially I set up a little "answering service" to solve my own problem: losing deals because of missed calls.

But the need for quick answers of the phone from a US based person was huge for Investors, so I set up a national service that can answer investors calls in THEIR name and book appointments on their calendar (they'll even add the lead to their CRM and take detailed notes)

(NOTE: I love international VA's but for seller communication I think that's where things fall apart -- Seller not understanding and getting irritated, rep not understanding the context of the questions, US based or english sarcasm and idioms going right over the reps.

Now hundreds of investors including my own family members are using these systems to buy houses themselves.

And it didn't stop there...

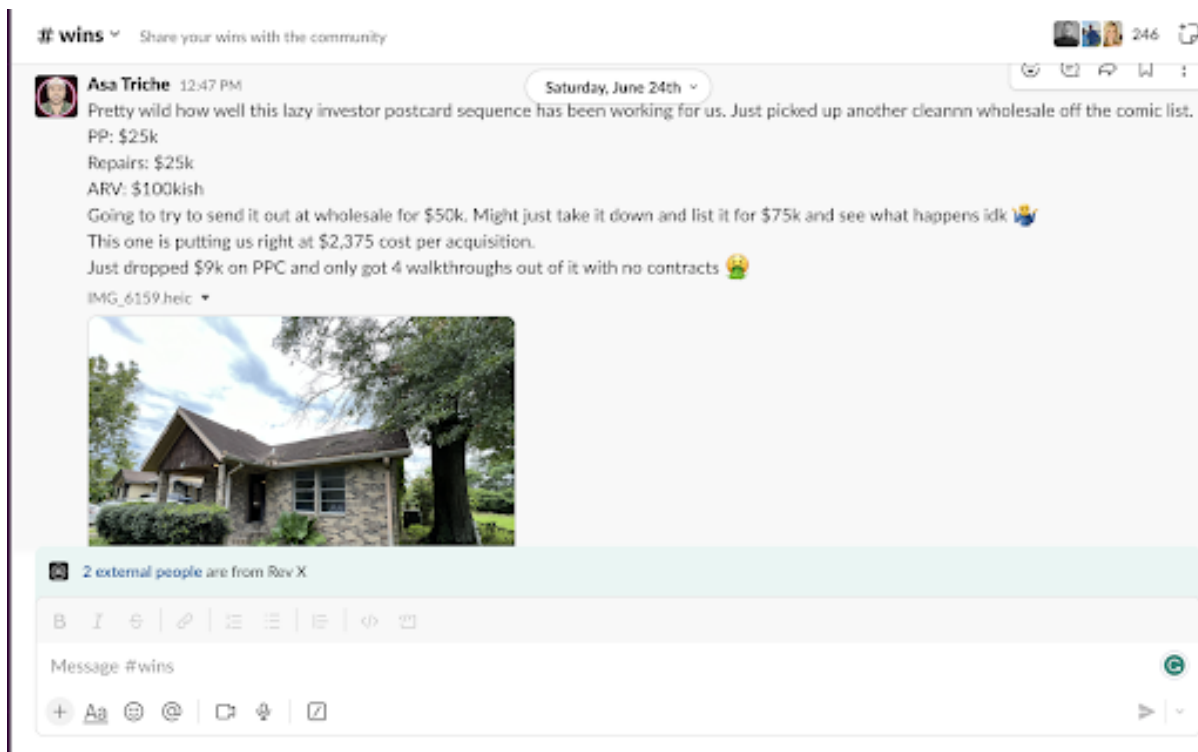
Because then we've compiled reviews from our clients, our own marketing data, and statistics on lead quality to build a Done-for-You marketing service called Lead Engine, exclusively for real estate investors.

While I think sharing the above stats with you is important I want to make this real and actionable for YOU.

So let's take ONE of our clients that's implemented what I'm about to share with you.

His name is Asa Triche and you can find him on Instagram here: [instagram.com/asatriche/](https://www.instagram.com/asatriche/)

Here's a screenshot on him reporting on a his wins using our systems:



Why I hate case studies like this

I HATE reviews or case studies that say: “Our client John D. is so happy with us!!”.

Maybe I’m just a cynic but I’m always like: “Ya... that’s a fake review!”.

So read through this guide and fact check me.

If I say something that you think is unbelievable DM Asa Triche and ask him.

He’s not an affiliate. He’s not getting paid by us. He just gave us permission to use his story and results.

He’s based in Louisiana (you can check out his company website here: <https://www.selltonl.com/>).

He turned \$23,260 into \$198,773 using the exact system I’m going to break down for you.

That’s a 754% return on investment in six months; looking at my stocks I’m only up 8.21% YTD.

The Lazy Investor Sequence

I call this the “lazy investor sequence” because you set it up initially and it just runs for 7 months without you lifting a finger. You simply work your leads, make your offers, and follow up with people.

Here’s the exact details of our “Lazy Investor Sequence”:

The list:

We pull a list from Propstream with the following criteria:

1. Property owners in your preferred investment area (zip code, city, or county)
2. That are also on one or more of the following niche’ lists:
 - a. Bankruptcy
 - Expired MLS listings.
 - Absentee owners (own a house they don’t live in) with 3 or fewer properties.
 - Potentially inherited homes.
 - Vacant properties.
 - Liens over \$1,000.

The mailer:

We utilize Americana themed postcards that rotate through various pain points/calls to action such as:

- Sell your home as-is.
- Don’t pay any realtor fees.
- Don’t fix anything
- Don’t clean it out
- Retire, etc.

Here’s an image of one of them:



And the copy on the back of the card matches the situation of needing to relocate.

Matching copy with situation

What we've found in our extensive testing is that sellers respond to the piece of mail that correlates with their exact situation.

The hoarders are calling on the "don't clean anything" postcard.

The retirees are calling on the "downsizing" postcard.

When to send

We hit our target property owners with a different piece of mail every month for 7 months.

It's extremely important that you're consistent in your marketing.

As I mentioned above people are going to reach out when the card resonates with them...

Only testing one angle is like putting it all on black and hoping for the best.

Where it's sent from

The mail is dropped directly from our 12,000 sq ft facility in St. Louis MO, which is centrally located in the US for quick delivery times anywhere (but Hawaii lol).

Why should you do this?

This is the question that you need to answer for yourself.

What are you looking for?

What are your goals?

When you're clear on what you want we will (for FREE) walk you through a strategy session to map out how to get it. (honestly... we don't have hard-pressure sales or anything. In fact, at the time of this writing, my dad, Dan, is taking the calls at Ballpointmarketing.com/schedule. We keep BPM in the family ;)

So we've talked about the lazy investor approach but it still sounds like piece-mealing right?

You have to find somewhere to get those lists.

You have to pay Ballpoint Marketing to do the mail.

You have to figure out how you're going to keep track of everything

And you have to figure out how to handle all of the calls that come in.

Well, there's a solution for all this...

Lead Engine

At the beginning of this eBook I mentioned a "Lead Engine" marketing service that handles ALL of this for you.

I don't know about you but I got into real estate to buy houses not pull lists, design mail pieces, or get lost in the weeds.

With this new Lead Engine marketing service, we'll pull all of those niche lists for you.

We'll send them Ballpoint Marketing's Americana sequence.

We'll answer all of your calls for you with our Americans (in the US) at Call Porter

We'll provide you with a Resimpli CRM, and enter all of your leads into ReSimpli for you.

On top of all of the above you'll also get a private monthly coaching call where you can ask ANYTHING. We all know iron sharpens iron!

Our Full-money Back Guarantee

The best part?

We actually guarantee that you'll get calls too.

There's nothing worse than doing a marketing campaign and losing money on it.

If for some WILD reason you set up Lead Engine and don't get a single phone call we will refund you in full.

Bonus icing

You get to control your costs. If you get a ton of calls you don't get billed overages or anything. It's one flat bill for everything instead of 4 separate ones.

I'm so confident that you'll get results that I'll eat the cost of your campaign if it flops.

PS: We're very good so in the history of running Lead Engine I've only had to payout once!

Business in a box?

I'm a big believer in under promising and over delivering so let me be clear:

This is NOT a "done for you business" or a "business in a box".

You still have to work your leads, run appointments, analyze deals, make offers, and follow up on your offers in order to see results.

We aren't going to negotiate with sellers or send you signed contracts.

Is there a commitment?

Lead Engine requires a 3 month commitment but we really recommend that you plan on being consistent in your marketing.

A lot of real estate investors make the mistake of playing with their marketing too much and they never build up a pipeline of deals for themselves.

In our experience it takes 60-90 days from cash out to seeing deals start to come back in.

Everytime you "pause" marketing you restart that clock.

My first business coach used to ask me every week what I did that was revenue generating?

What did I do to make sure I'm getting paid next month?

Marketing + Working your leads are the TWO most important parts of achieving financial freedom through real estate.

What's the cost?

Above I hinted at the fact that we need to know your “why”.

But you also need to know your financial freedom number.

What's the “number” you want?

\$100,000 a year? Or \$1 mil?

This is HIGHLY dependent on what you input in not only time but marketing budget.

For example, if you want to do 1 deal a year your marketing budget is going to be significantly less than if you want to do one deal a week.

Cost of doing a deal

In our experience the typical cost to find a deal (a property bought at 75% of its value - the cost of repairs) is right at \$3,000-\$5,000 per deal.

I highly recommend a marketing budget of around \$3,000+ a month prior to reaching out to us.

If you're below that and just getting started checkout our door hangers here!

Those have a CRAZY response rate and are DIRT cheap.

Deals guaranteed?

I'm a blunt guy and I think that this is a SUPER fair question so let me just address it head on.

I CAN control making sure that your marketing, live answering, data, and CRM is topnotch.

I can't control how you run comps, what you think repairs cost, or if you even work your leads.

In fact I once audited CRM's for real estate clients of ours and was MORTIFIED at their lack of attention to detail on their own opportunities!

Check out this video below on that audit:

I Looked At How Ten Real Estate Investors Are Working Their Leads... 💔

What makes a deal

There are waaay too many factors that affect whether or not you grab a deal.

Factors that have nothing to do with marketing.

For example:

If you overestimate repair costs your offers are going to be low.

If you underestimate the ARV your offers are going to be low.

If you underestimate repairs and overestimate values you're going to lose money or not be able to sell your wholesale deals.

If you're too slow in giving our offers, the sellers will go with someone else.

If you're not following up enough and marking leads as "dead" just because they didn't "feel" motivated, you're going to lose a lot of deals.

Why should I use you guys?

We've sold over 10 million dollars of direct mail and have only 5-star reviews on Google.

In fact, if you just search Ballpoint Marketing reviews on Google you find articles like this one:

<https://www.frommilitarytomillionaire.com/ballpoint-marketing/>

I have TONS and tons of free resources that are better than what most guys charge thousands for.

If you're a total newbie and just want to learn how to "make money" in real estate go through this free course: <https://ryandossey.com/stress-free-whole-selling/>

If you're wanting to build your own systems/process around direct to seller marketing you can rip from my playbook here:

<https://www.ballpointmarketing.com/blog/finding-deals-with-direct-mail-without-wasting-money/>

If you're an existing investor needing help with raising private capital swipe my private money raising methods here:

<https://docs.google.com/document/d/17ypHlq8T58ihMDM3vMZP0wp2sV1Noz52tIwuSDPnGZM/edit>

Why I don't keep my “secrets”, secret

I hinted at a saying: “There's more money keeping secrets than sharing them”.

That is utter B.S.

I've made a lot more money helping other investors succeed.

Because as more investors succeed using my free information I teach online, more deals are thrown my way, more investors like and trust my other companies (BPM, CP), more want to join our investor mastermind, etc.

It's a scarcity mindset to believe that there's not enough room for other investors.

That's why I share my exact systems with the Lead Engine marketing service.

If you're an investor with at least \$3,000 a month for marketing, AND you're willing to work your leads, and want mailing and lead intake done for you...

Then join me and hundreds of other investors.

Just call us or book a call from here, and ask about our exclusive Lead Engine Service!

