

Postcard Marketing

Scaling Your Wholesale Real Estate Business Part 4

In this video, I'm going to show you how to scale up your marketing so that you can build your business to seven figures.

Alright. So in my opinion, one of the fastest ways to grow your wholesaling business is to commit to a hard core mailing program. And one of the ways I like to do that is just send postcards in the mail every single month. We got a saying in our office – I know we got a lot of sayings – but it's "mail, mail hard, and when it hurts, mail some more". The more postcards that you send out, right; I would say it's like an ATM machine, you put your credit card in to order postcards and money literally comes out. Now of course, it takes hard work, right. You got to talk to the motivated sellers and negotiate and go out there but I tell you what, the most postcards that you send out, the more phone calls that you're going to get. So immediately, I want you to make this decision. No matter how you're generating leads, right now you must commit, okay, at least 20-30% of your income to scaling up your wholesaling business and sending out more mail because if you do that, okay, your business is going to explode. Your acquisition manager, your sales team is not going to know what hit them. All those phone calls are going to be coming in and they're going to be talking to motivated sellers, screening them, shooting out all kinds of offers and before you know it, you're going to have like a dozen deals locked up.

So if you're uncomfortable and you haven't send out postcards, start out by sending out 5,000 postcards. And by the way, I actually think it's less of a risk to send out more postcards than less. Now once you've done a deal, you got 5,000 postcards, you do a deal, maybe you've made \$10,000, take \$3,000, boom, put it back in your marketing plan. This time, send out 8,000 to 10,000 postcards, right. You're going to lock up some deals, money is going to come back, guess what, spend 6,000 on postcards. That's 18 what, 18,000 postcards, right. Scale up, scale up, scale up, scale up and before you know it, your business will be at that seven-figure level. Now it's not going to happen overnight, right. It doesn't happen without some hard work. But guess what, once you got your sales team in place, all your main job is guess what, to generate leads for your sales team and the

best way that you can do that is by sending out some postcards. So what I'll do here guys is I'll actually put a link to one of my favorite postcards below here. Make sure to check out our site and I will see you guys on the next video.

Don't forget to subscribe to our YouTube channel. Leave a comment below and most importantly, head on over to our website, NoLimitsRealEstateInvesting.com, where you can get a copy of the No Limits MAP, the Massive Action Plan and you get a head start on growing your seven-figure wholesaling business. Talk to you soon.