



## Flip2Freedom Podcast

### How to Scale with Direct Mail for Real Estate Wholesalers

Hosted by: Sean Terry

**Intro:** Welcome to the Flip2Freedom Podcast, I am your host Sean Terry.

**Sean:** Hello again, this is Sean Terry from the Flip2Freedom Podcast. And we are on episode number 134 and boy do I have an awesome episode for you today. I get tons of request and emails and even in our boardroom mastermind groups they go on, "How do you do direct mail? What piece do you mail? What list do you mail? What's the frequency? How do you do it? All this type of stuff, do you do it over and over? How many times do you mail?"

So we're going to talk about that today and I'm going to give you a specific plan on exactly what we do in our business when it comes to direct mail. Now, if you have never been on the Flip2Freedom Podcast, this is your first time, then first I'm going to welcome you and let you know that this podcast is all about flipping houses or what's called wholesaling houses using no cash, no credit of your own.

Now, here's the deal. When I first learned of flipping houses or wholesaling houses, I had a preconceived notion when it came to real estate. I thought you had to be a real estate agent to make money so you can make commissions, or you had to have a bunch of money to buy a house, fix it up, turn around and sell it, or you bought a house and you put a tenant in there and you waited for appreciation, and you got a couple of hundred dollars a month cash flow. The problem with those two scenarios, you need cash and you need credit to be able to participate in that opportunity.

So I was in a situation where I didn't have cash or I didn't have credit, so I thought I was disqualified to take advantage of real estate, but here's the deal. Something happened where it changed everything for me and it almost didn't happen which was crazy. I was going on to an appointment for a job that I had, it was actually a Saturday afternoon and I completely, the job I hated, right?

And so I was driving down the freeway going to this appointment and I was flipping through the radio stations, it was May of 2003, driving down the freeway flipping a few stations. I was looking for some sports station or some music the '80s or whatever. So I flipped to it and I landed on 1510 KFNN, it's called the Financial News Radio Network here in Phoenix, Arizona. And I started to listen, this guy was talking about, pretty charismatic, he's talking about how you could flip houses using no cash and no credit. And then here's what got me. He had a guy on there that was making

# FLIP FREEDOM

\$10,000 in less than 30 days. He had another guy on there, a girl on there who's making \$20,000 in seven to ten days and another person making \$30,000, flipping houses and they were doing it with no cash and no credit.

That means they didn't have to have down payment and they never had the credit run. So here's the deal. I'm originally from New England and I was like a born skeptic. I mean my dad was a big skeptic and so I questioned everything. So this guy was telling this story and had these testimonials of these people on, and I'm like, "Pow! What a scam! There is no way you can do this with no kind of cash or credit," right? "What a scam!" So I actually turned the radio station back and I was looking for some sports station to listen to.

And I was driving down, I remember there was like a either a rabbit or a cat or a piece of tire in the freeway and I remember I swerved around him. My heart's beat out of my chest because I ploughed in the wall, and I remember I was like, "Holy cow. It's a sign from God that like, "Wake up you moron. Turn the channel back." So I actually turned the channel back and continued to listen to what this guy had to say, and he explained the concept of wholesaling. And the concept of wholesaling is this, is that we can market for sellers, distressed sellers.

Now here's the deal, 95% of everybody that you and I know will sell their house through a real estate agent, 95%. There are 5% of the people that don't want to sell through a real estate agent, why? Because the house might be trashed, they might not have time, it could be in foreclosure, they might have a tax default coming up. The house might be a burned-down house or whatever, burned-down house. So they don't have the ability or the time or the money to fix up the property to get it listed on the traditional market.

That is who we look for, that's where we provide a service for those people. I've had people that had a house who are trashed by a tenant and they go talk to a real estate agent. And a real estate agent goes, "Hey man, there's nothing I can do for you. Man, you got to clean up this junk in here. And you got to get all this place painted. You got to put carpet in here. You can make it look nice, and then we can list it on the market." And the guy is like, "I don't have the money to do that," so they call us.

And we can get it and we can turn around and we can do two things. What we can do is we can contract it and we sign a contract. Now when you sign a contract for property, it's incredibly important. Now you have controlling ownership of that property and there are two things on that contract. One is the purchase price and two there is a time frame of when you got to close. Typically, let's say a \$100,000 house and the seller wants to sell it, maybe it's been trashed by tenant, maybe whatever, and you sign a contract for \$50,000 and it's a 30-day close.

# FLIP FREEDOM

Now you have an asset, you have a contract on a property because the seller can't sell a property twice to two different people. So you as the person who's the investor that has a contract on the property have controlling interest. Now you have the ability to market that contract and find a buyer that wants to buy your contract. It's almost like in the stock market; you can buy in an auction on a stock. You can typically buy at that low. You can buy an option on a stock. If the stock price goes up, guess what? You can sell your option and you can make the spread on that, exact same thing.

So now you have a contract on the property, turn around and market that contract to a buyer. A buyer comes along and says, "I'll pay \$60,000 for that contract." Now he brings all the money, he buys the contract for \$10,000. He brings all the money in closing, of which the \$50,000 goes to the seller. He gets the property with a \$40,000 in equity at 60% of market and you get the \$10,000. So here's the beautiful thing, and what this podcast is all about and what we teach and what we do is that we teach you how to not only do this on a part-time basis around your job where you can do one deal a month.

Think about it, one deal a month at \$10,000 x 12. That's a \$120,000 a year. Let me ask you a question. What would you take on your current job to get a \$120,000 raise? You're probably looking, "I don't know man. I'd probably have to quit my current job or whatever." So let me ask you a question: "What if you could do them ten times a month?" So if you're doing \$10,000 ten times a month, how are you doing? Well that's over a \$100,000 a month of revenue x 12, you're talking over a million dollars a year. We do that, we do a lot more than that.

I just spent a week in Kabul with some of the most elite real estate investors. They all do over million dollars in business. We're talking about specific strategies, how to scale it in the next level. I knew guys doing \$3, \$4, \$5 million dollars that before, they were just working regular jobs making \$100,000 a year. The opportunity is amazing. So what we're going to talk about in this specific podcast is how to target using direct mail, that 5% in those people that we want to talk to.

So I'm going to give a ton of content, we're going to go through a bunch of information and we have some cool stuff, actually wrote a book that you can download. If you go to Flip2Freedom.com, Flip the number 2 Freedom.com, it explains the entire concept from start to finish, my story, how I got started, everything. The whole concept of wholesaling, if you go to Flip2Freedom.com, you can go there now and you can download that book for free. And it's a 129-page book; I've had people tell me they spent over a \$1,000 for the same book that I give away for free. So let's get into it.

# FLIP FREEDOM

All right, direct mail. Here's what first we have to understand. When we were first getting started in business, I pictured direct mail like we were fishing. And I loved the fish and fishing is a great sport, but what we do is the pool that we fish in is critically important. So there are two pools in the direct mail world that we can fish in. We can fish in the distressed pool or we can fish in the everybody else pool, non-distressed.

So this distressed pool is where we're casting out a line in the distressed pool and we're able to reel in potential sellers that we can help them with their problem. We can help them in their situation, sell their house quickly where they don't, and they can pick their closing date. They don't have to fix up the property, they can sell cash, they can get a great fair offer price on the property and they can turn around and be done with the property. So here's the thing. This distressed pool is incredibly important.

Now it compiles basically of vacant properties that you can get from fine motivated sellers now, vacant properties; tax default properties that you can get from ReboGateway. Now tax default properties, now vacant properties #1 are people who basically just said, "I'm done with this house," and they just leave it vacant. And there is a certain criteria and data and stuff that they, this company pulls, they pull all the data and they figure out the property is vacant and they take that vacant property, and you can mail that person, that vacant property because it gives him the forwarding mailing address, where they are from and the mail house takes care of that.

I don't know exactly how they do it but the bottom line is they get to that person that owns that vacant property and they are already disconnected and they potentially want to sell that property and you could pick up that property for a great price. I know a guy in Southern California, started his first year literally of online marketing in vacant properties, has made over a million dollars out of the gate first year Southern California, right? Huge, huge market. ReboGateway - ReboGateway is where you can get tax default properties, tax default.

Tax defaulters are someone that did not pay their property tax, their property tax. And because they haven't paid their property tax, the county is sold off potentially their debt or whatever they owe on their taxes and now there's a redemption period where that's basically collecting interest and they could potentially lose their house depending, every city, every county is different, but the bottom line is that is a sign of distress, tax default.

Another one is pre-foreclosure, that's the one where someone hasn't paid the bank and they're about to lose their house to foreclosure. We all know about that back in 2008. Foreclosure's all over the place. It was crazy. Foreclosure, huge distress. Tax default, vacant properties, another one is inheritance. Inheritance property is where and you can get that at USLeadsList.com. The

# FLIP FREEDOM

pre-foreclosure you can get at ListSource.com. Now I know there are all these different places to get it, actually find motivated sellers now.

That software, in the next six to eight months, they're going to be incorporating all those different distressed properties all in one platform, so someone doesn't have to go to five different sources to be able to mail that. So this distress pool has vacant properties, it has tax default properties, it has pre-foreclosure, has inheritance. Inherited property is where someone has a trust and they have real estate and someone passed away and now they want to sell the property within the trust to basically close the estate. You get very, very motivated sellers in that situation where they just want to close the estate out, they want to sell the property and they want to recoup their cash, right? That's inheritance.

The next one is probate properties. Probate is where someone doesn't have a trust and they actually have real estate, but then they have to go through the legal process with the courts if you pay probate court to go through the probate process to be able to settle the estate. One is with the trust and other one is without a trust. So those are the five distressed, the pool that we can send our mail to, send our direct mail which may be a post card, which could be a yellow letter. It could be a branded letter, we'll talk about that. But send your mail to, and what happens is, sellers will call you.

Now the cool thing is when sellers call you, guess what? You know that there's some sort of distress there. So here's what I suggest. We use a company called CallRail. And CallRail is essentially, basically a phone management system where you can have voicemails, but we get a phone number for the distressed list. We get a phone number. You could do each individual one if you want. You can get a phone number for each one or you can get a phone number for just the distressed pool, and when someone calls in you can be able to look at the spreadsheet and figure out where they came from based upon the property address and their name.

So either way, what we do is we have one phone number for all the distressed and then we'll be able to locate that seller and then peg them to a vacant property, inherited property, pre-foreclosure property or tax default property or whatever the case may be. So what we'll do is you could do each individual number at CallRail. And you go CallRail, you can get a number for like \$5 bucks and it gives you all the tracking, all the analytics, all the data when they call. They can leave voice mails, they could forward numbers, they can do all sorts of stuff, pretty killer.

But this will let you know that which basically distressed sector is pulling the most or where you can see. If you're getting all your deals from inherited properties, then you can kind of, and you only get a couple of deals from the other ones, well guess what baby? You're going to mail the

# FLIP FREEDOM

inherited properties a little bit more. But let me give you the basic concept first. We got distressed over here.

Now typically in Phoenix, the total distressed list, all the vacant properties, all the tax default, all the pre-foreclosure, all the inheritance, all the probate, that total universe every month is roughly what do we say here? In about 20,000, 15,000, 14,000. So it numbers about 14,000 names every single month, that's the list, 14,000 names. So that list isn't that big. Now getting started, when you're brand new and you're getting started, you only want to focus on distressed, that's it.

You only want to focus on distressed; you don't want to focus on the other bucket over here which is owner occupants and non-owner occupants or absentee owners. You don't want to focus on this bucket, this pool. You only want to focus on this pool which is distressed. So brand-new people, if you're listening right now, only focus on distressed list, that's it. Now what if you have a budget that you only can send out a thousand a month? It could be out of one of these, it could be vacant properties, it could be anyone, it doesn't matter. You can mail anyone.

But eventually, what you want to do is every single month you want to mail the distressed list every month. So here's what we do. We pull a brand-new list every month and we mail this distressed list every single month, okay? And I'll get into mail pieces here in a second. So I want to talk about the list first, because the list is the most important part. So we pull a brand-new list every single month of all the new vacant properties, of all the tax defaults, of all the pre-foreclosures, of all the probates, of all the inheritance. We pull all the list of those every single month and we'll mail those every single month.

And we'll mail them over a four-week period. We'll pull a brand-new list and mail them over a four-week period, pull the brand-new list, mail them over a four-week period. This is the foundational base to start your business, the foundational base. If your total count in your area is 5,000 and you can afford to mail 5,000 a month, mail 5,000 pieces a month. If like in Phoenix, it's 14-15,000 the numbers and you can only afford to do 5,000, then guess what? Only mail what you can but what's going to happen is you're going to get deals in, you're going to get calls from sellers, you're going to go on appointments, you're going to get contracts, you're going to sell those contracts, you're going to make a profit and you're going to take 15% and you're going to plough it back into your business into marketing, 15%.

Make a \$10,000 check, \$1,500 goes into marketing, now you can mail more. You make a \$20,000 check; now you got \$3,000 that can go back in the marketing, boom! Now you can mail more and that's how you scale it to the next level and you start scaling where you're hitting all these distressed properties. Does that make sense? Okay, so now we got a distressed pool. So here's what happens. To scale to the next level, let's say you're doing two and three deals a month.

# FLIP FREEDOM

There are some people that are doing a lot more that are watching this right now or listening to this podcast, and they do a lot more. But what if you're dealing two or three deals a month, you're doing two or three deals a month and you're mailing all the distressed and that's all you can do. So for example, I was out in Cabo San Lucas with a group called Billionaire Boardroom and these guys are doing a ton of business. Those guys, and it's basically half a million dollars to a million plus.

There's a guy in the group that has only mailing distressed and he's doing half a million dollars a year plus, right? Only mailing distressed in his particular market. The cool thing is that he hasn't even tapped in this other source of millions of other properties, depending on what city you live in, what county you live in. So what happens is, for you to scale to the next level, for you to go to two to three deals a month, to five to seven, to ten to fifteen to twenty plus to thirty plus deals to fifty deals a month, you have to go into the second pool.

Now the second pool is what's called owner occupants. There's no distressed and absentee owners. So here we're fishing and we know there's distress, here we're fishing and were hoping to find distress. So the response rates are going to be lower, more sellers are going to want retail, the leads, the contract are going to be lower, higher I mean. So this is a different pool. Now, I have brand-new people that get started and they don't know this, what we're talking about.

And they'll go pooling absentee owner list and they're going to fish in hoping to find distress, and they get incredibly dissatisfied or frustrated because you go, "I only talked to once in retail." Well yeah, that's expected. The pool you're fishing in, you're hoping to find distress. Of course everybody wants retail. In this, it's different. In the distressed pool, it's completely different. In that particular pool, we know there's distress there, so if someone, guess what, they are going to lose their house in a month, they're going to be a little more flexible on price and terms and everything going on where someone's like, "Hey, I got this house, the tenant moved out. I could sell it if I want if you give me a good price." A whole different motivational level.

Now in this bucket, guess what? You will find people that are distressed, that's what you're searching for. You're finding that one out of twenty people that will go, "Oh my gosh, I had this house forever and I just want to get rid of it," or, "It's trash. I just want to get rid of it." Or, "It's sitting there vacant, or it didn't show up in the vacant radar and I just want to get rid of it." So in this pool right here we're hoping for distress.

So here's the deal, you know when to move from this pool to this pool when you max out this marketing on your 15% budget. Let's say you make \$50,000 for the month. Well, what's \$50,000, so you go  $\$50,000 \times 15\%$ , boom! Now you get \$7,500 you can spend... I should be able to do Math quickly but I can't do it that fast. We got \$7,500 we can spend on marketing. But what if this whole



# FLIP FREEDOM

pool of marketing for the month cost you \$4 grand? Then what are you going to do with the other money? Well you got to move into a different pool, you got to move into...

I mean, there are months we spend \$50, \$60, \$70,000 a month on marketing, well guess what? If you got \$70,000 marketing budget, I'm capped out over here, I have to go to the second bucket. Now what we want to do is in this second bucket, the problem is there are so many names in that second bucket, we have to basically narrow down the list to specific names that we know that we could basically get deals out of. So we want to pair that list down, we want to start chopping it down to the most probable deals or probable...

And here's how we basically do it, there's two ways to do it. It's what's called the Property Avatar. A Property Avatar is a property... so what we've done is took all of our transactions for the last twelve months and we looked at all of our transactions that we made at least \$20,000 or more on, and then what we did is we took all the zip codes that we made \$20,000 or more on and then we looked at all the properties, and we figured out what age, and we figured out how many bed and bath, and we figured out the square footage, and we figured out the length of ownership with the owners.

Now, that was we took it from our own internal data to figure out where we made \$20,000 or more. And then we went into ListSource.com and we built the list and the list is about a 100,000 names in our preferred zip codes. So, how do you do the same? Well there's two different ways. You can either go to your previous deals, and this is more advanced because you're moving into the next phase, going from four deals to ten deals, four deals to twenty deals, whatever the case may be, and you're moving into the next pool to start fishing in.

But what's going to happen is this, is that you can look at your previous deals and do, basically create a pivot table in Excel and figure out where you've done the most amount of transactions and where you pulled out the most amount of revenue. It might be three or four zip codes. There might be houses that are 1990 and below, that are three bed, two bath, that are 1,500 square feet, who knows? Your data's going to be different. That's one way to do it. So but then you're looking at, "Well, what if I don't have that data and I can't create a Property Avatar?"

First off, you want to start tracking that data, so you can, so when I ask you a year from now or ask you two years from now or maybe you get started, you want to be part of Boardroom or Boardroom Elite, or Billionaire Boardroom and I say, "Hey, what's your Property Avatar?" You can go, "Bam! My Property Avatar is 1985 below, 1,600 square feet, three bed, two bath, my ownership is eight years under." You know what's inside now. If you don't know that, then guess what? Use this as a learning experience.



# FLIP FREEDOM

Say, "Hey listen, I've got to figure that out, so I can pair down my data to the most probable deals I can pull 20,000 or more out of it." So here's the deal. If you don't know it, then the alternate is to go into ListSource, pull all the cash transactions that happened with at least 50% equity in the last twelve months and go back and create a pivot table of all those, so every cash transaction that happened in the last twelve months and take all that data and then compile it down to the top zip codes where most of the transactions happened and then look at the Property Avatar, what age were the properties, how many square foot, how many bed and bath, and you can't really look at the ownership, so you pretty much want to put a filter, at least five year plus ownership on this, is what I do for an overlay.

So those are the two ways. So what we do is we take our internal data and create the list. And what you can do is you don't have that internal data, you can go into ListSource and you can pull that data and have an idea of where all the best cash transactions and the perfect Property Avatar that you can focus on. So in Phoenix, there are roughly two-and-a-half million names. "Oh, I can't mail all those two-and-a-half-million names, so I took our Property Avatar and basically boiled it down to a 100,000 of the best of the best names that I know we can pull some serious revenue out based upon our previous data of what we've done prior.

Now that's the lists. Let's talk about the mail piece in frequency. Now this right here is your distressed list. We hit that with a postcard, we hit that with a, and if you go to Flip2Freedom.com. Or no, my fault, GoBigPrinting.com/Flip2Freedom, you can create a free account there. I'm going to keep it open for a certain period of time and then I'll close it. So if you're listening make sure you go there and check it out. Create a free account and it has all my mail pieces in there, it has my postcards in there, has our corporate letter in there and has our basically our yellow letters.

So those are the three things we do. We send a post card, we send a yellow letter which is considered unbranded, and then we send a branded postcard which would be different. Now here's why. A postcard kind of sprays the list. It's a very cost effective way to hit a lot of people at once. Your phone rings, you get appointments, you'll talk to sellers, you'll get contracts and you'll get deals, that's postcards. Yellow letters, you get a better response rate because it's like an invitation-style envelope, it's hand written, and it's coming from a personal investor.

And we have more of an investor-style yellow letter that we used in that website I just gave you, the address too. And here's the thing, if you guys are driving the car, you're at the gym, you're listening, you're doing whatever, all these links will be in the show notes, episode 134 at Flip2Freedom.com, Flip2Freedom.com/Podcast. And you can go there, you can check up the podcast, all the links and all the information will be in there for you to be able to check up, okay?

# FLIP FREEDOM

So here's the deal. It's that you want to send a postcard first, then you want to send the yellow letter which is considered unbranded and then you want to send a branded letter. That's the rotation that we do. The distressed list are pulled every single month and mailed every single month. The bulk list or the non-distressed pool, this pool over here where it's the owner occupants and non-owner occupied, that list is pulled every six months and mailed every single month.

In every six months, they're mailed every single month. So you're going to mail every single month but you're going to mail from either: a) or whatever, if it's a 100,000 and you only can mail 5,000 a month or you can mail 10,000 a month, what's going to take you ten months to go through the entire list, but basically you want to cycle through that list at least six times, okay? Now, for us, we cycle through it quickly so then we can pull a new list. So if you, if let's say a 100,000 names is going to take you a year to go through, you want to cycle through it for six years.

Your goal is to hit that list six times from a postcard to a yellow letter, to a branded letter. Now, why do we do branded letter and then unbranded letter? We do two because different personality types respond differently to different mail pieces. There are some people in that list, 100,000, 50,000, whatever the number is, that will respond to a corporate branded letter. "I want to work with a big company. I want to know if they have better business rating. I want to know if they're legit. I want to have a professional company come over," that's one.

The second, same list, let's say it's a 100,000, same list, same people, and you mail a yellow letter which is coming from a personal investor, a mom-and-pop type of thing, just a one-man show type of, and letter that it's appearing to be, you can mail the same list and a whole different person will contact you from that. They will want to deal with the mom-and-pop individual investor type person. That's why we mail both and that's why we can mail one and another one right back to back, then we got the corporate letter, then we got the yellow letter, then we got the postcard and we just keep rotating all these different letters but we wanted to at least hit the list six times for the non-distressed pool.

So distressed pool, what are we doing? We're pulling the list every single month and we're mailing it, but we're rotating mail pieces. Yeah, postcard, branded letter and then unbranded. And then for the bigger list, we're going to hit that six times but then we're going to rotate the mail pieces out through those six times and you'll be amazed that your best response rate would be become between the fifth and sixth time. The fifth and sixth time, that will be your best response rate when you're coming there.

So the bottom line is you want to be able to mail this list, so basically your distressed list is here, you want to mail that every single month and you want to mail it with a different mail piece every single month. Again, with a postcard, again with the yellow letter, again here with the branded

# FLIP FREEDOM

letter. And you're going to pull that list every month, distressed. The non-distressed list over here, owner-occupied and non-owner-occupied, you're going to pull that list.

Let's say depending on how many people and you're going to mail that and you're going to rotate. You're going to rotate with a postcard, you're going to rotate with a branded letter, you're going to rotate with the yellow letter and you're going to rotate that mail piece and you're going to hit it at least six times. Your best response would be between your fourth and sixth time. Some people what they do is they mail a list, they try a postcard, it doesn't get a good response, you don't get a deal and they trash the list. "I need a new list, what do I do? I got to find..."

And they're always trying to find a new list every single month. "I need a new list, I need a new list, I don't know what to do. What's your best list, what's your best list?" You're doing it wrong. You mail distressed every single month, all of them if you can, and over here you pull the biggest list you can and you mail it six times and then you refresh the list. Mail it six times and then you refresh the list, mail it six times and you refresh the list. Your best response is between the fourth and sixth time.

So okay, we talked about frequency, we talked about the list selection, we talked about where to get the list and we talked about the mail pieces, we talked about pretty much everything. This should sum up your entire thing. Now what you do when it comes to mail is you want a batch. You want to batch the mail. So you take this over here and you're going to refresh it. So you refresh the list and you say, "I'm going to mail it," but I want you to drop 3,000 mailers every single week and then bill me every week.

And then boom, you just set it and forget it. Our big list, we did a whole big list and we did basically a 5-week run and we said, "Hey, I just want to run it for five weeks. At the end of the five weeks, we're going to do another batch." But when we're two weeks out from our last five weeks, we'll turn around and we'll do a new mail piece and then we'll turn around and we will send out whether it be a post card, because we send out, we're on a branded letter right now, so we'll send out a yellow letter next and that will go out next.

But at two weeks out before our deadline date, we'll basically go in and get the mail piece, get everything set up, put another order and when that drops, boom! We'll go right in for another five weeks of mailing the yellow letter. So that's essentially how we do it, you have it all batched out. This is going to get a different phone number which is the bucket of non-distressed versus the distressed. You're going to get two different phone numbers so you know specifically what is converting and what is not.

# FLIP FREEDOM

If you're getting all your deals from the distressed and not from here, then guess what? Maybe you want to pair that back and just focus on distressed. But it'll give you a really good idea of where your deals are coming from and how much revenue and how much ROI you're making. All right, so that's a ton of stuff, covered a lot of stuff, but I hope this guys helps you out. If it does help you out, please share this podcast with everybody you know. We really appreciate it. It helps us do more. If you like the content, please share it. It definitely helps us, it gives me an indication if I'm on the right track of writing the right information for you to be able to help create the best content that will help you in your business, explode your business.

So that's the science of direct mail coming from the wholesalers' perspective, and what we do and how we do it, and I appreciate it. Go to Flip2Freedom.com, you can go there and right there on the front page, you'll see... Actually, it's like a movie of like a beach and this couple walking by. It's pretty cool. So go to Flip2Freedom.com, right there you can download the book for free and you can go there, or you can go to the show notes and get all the links that we have in there for the show notes. And I know all those lists and mail pieces and all that stuff is going to be a huge value to you.

So again, thank you for your time and I will see you in the future. All I can tell you is this: "Don't stop mailing!" So since December, we switched mailing companies. And so, we switched to a local company, but before a local company we tested out a different, I'm not going to give you the name. But we tested this company and what happened was we were invoicing and using mails to hit within a week of invoice. If you get invoice, your mail should hit within a week. So we invoiced no mail, invoice again, no mail, and we're talking of big numbers. Invoiced again, no calls coming in.

So we're three invoices in, no calls coming in. It's killing the momentum, absolutely destroying our momentum. You don't want that to happen. I mean even in my business where we're cranking, those couple of changes in a block for you're not, leads aren't coming in every single week on deals, that can just, it goes boom! It just crashes your business and the momentum in your business. So finally switched to a local guy and literally invoiced us on a Friday. Wednesday, we're having mail drop. Invoiced us, boom, now we got a mail! Invoiced us, boom, now we got a mail. Invoiced us, boom we have a mail drop.

So the bottom line is keeping a consistent mailing is absolutely critical in this business. If you don't do it, then you get these up and down months. You'll have great months, you go, "Oh my gosh, I had a cricket out of a smoking month," why? Because you mailed previously. Then you go, "Oh man, I had a terrible month. It was terrible because you stopped mailing. The key to this business when it comes to consistency is keeping mail batched out every single week. You got leads coming in every single week, you got appointments going on, you got sellers going on, you're talking to

# FLIP FREEDOM

sellers doing the whole thing and that is the key to this business. So look at your business right now. If you've been doing it for a while and wondering why it's all over the course, you're like in a rollercoaster, is because you haven't consistently mailed. So make a decision, consistently mail, get started. Go to [Flip2Freedom.com](http://Flip2Freedom.com). Please share this, download the book for free and I'll see you on the next episodes. So take care and God bless.