



Kit

Your Network...Our Tools!

Introduction

! READ ME FIRST

Congratulations on purchasing the MREI Client Workshop Kit! You have made an important step toward building your network of real estate investor clients. In this kit, you will find all the tools you need to:

- (1) set up your workshop
- (2) market your workshop
- (3) prepare for your workshop
- (4) deliver your workshop
- (5) receive feedback on your workshop
- (6) follow up on leads generated from your workshop

This kit contains both a sample copy as well as an electronic copy that you can edit, customize and print.

Set up your workshop:

Before you send out invitations to your workshop, determine the details of the event. The **MREI Client Workshop Event Checklist** is your comprehensive step-by-step guide to ensure that you think through every detail to execute a top-notch, professional event!

Market your workshop:

Your details are ready, your location is secure. You've completed your research and you have your database ready. Now it's time to invite your prospects and market your workshop. The **MREI Client Workshop Kit** includes templates and graphics for you to use when creating your local marketing plan.

The materials are available in a variety of formats — JPG (a compressed digital image, for most users); PDF (a print-ready native Adobe Acrobat file); PPT (a Microsoft PowerPoint template for presentations); HTM (a hypertext markup document, suitable for Internet and some email use); DOC (a Microsoft Word document); and EPS (a PostScript graphics file, for advanced users). All PDF and EPS files have been zipped to prevent corruption.

For help with these materials, please contact support@millionairesystems.com.

- a) **Event Flier** – you can mail these fliers to your prospects, leave them at a high traffic location or post them on community billboards.
- b) **Event Postcard** – you can use the event postcards to invite your prospects, hand out during open houses, or remind your prospects of your upcoming workshop.
- c) **Event Email Template** – some clients prefer to communicate via email. Send your prospects an email to invite them (and remind them) to your workshop.
- d) **Event Newspaper Ad** – your city or community newspaper can be a great medium to advertise your workshop. Use the newspaper ad to generate some interest and excitement in your community.
- (e) **MREI Book Cover Logo**



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Prepare for your workshop:

Read *The Millionaire Real Estate Investor* book! Make sure you understand and digest the book's information and can answer any questions that may come up.

Know the Millionaire Real Estate Investor Material

To be an effective presenter, you need to know the material. Besides reading *The Millionaire Real Estate Investor* (and rereading it too!), the **MREI Video** can help. The MREI Video features Gary Keller's MREI Presentation at the 2005 Family Reunion. The **MREI Audio** features the same presentation in MP3 format.

The Client Workshop Script and PowerPoint

The **MREI Client Workshop Script** gives a basic overview of the models and strategies discussed in *The Millionaire Real Estate Investor*. On the menu bar in PowerPoint, choose "View" and then "Notes" and you will find the script for each slide. Your job is to **make the presentation your own!** Review the script (many, many times over until you are comfortable with the contents) and insert your own comments, your own thoughts and your own experiences into your presentation. Remember, there is nothing more boring than a presentation that is read, so practice, practice, practice and personalize your script.

Deliver your workshop:

Your attendees have registered and you are ready to deliver your workshop. Provide your attendees with information they can take away and discuss with you after the workshop.

Attendee Workshop and Materials

There is a lot of material to cover, and your attendees will be so energized after your presentation that they will want to take notes and take the material home with them. Print and bind the **Workshop Workbook** for each of your attendees. It provides attendees with a copy of the PowerPoint slides and the worksheets that are referenced in *The Millionaire Real Estate Investor* book. You may want to include other information, such as information about you and your team. How about information on recent investment sales, or even advertising from local service providers or sponsors to help you offset the costs?

Please note: If you remove or add any PowerPoint slides from the presentation included in this kit, you must also change the Workbook pages.

Once you have changed the PowerPoint presentation to your liking, to create your own workbook pages from the PowerPoint slides, on the menu bar, choose File, Print. Then under the Print What? menu, choose Handouts and under the Handouts menu, choose Slides per page = 3, then press Print.



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Within The Workshop, you will also find worksheets that you can print to include in your workbook (or even email to your clients).

Don't forget to give your attendees a copy of *The Millionaire Real Estate Investor* book! Books for the workshop and more can be ordered at www.millionairesystems.com.

Receive feedback on your workshop:

Feedback can help you improve future workshops. Feedback can also help you qualify attendees so you can better serve their needs as they buy real estate investments. Distribute the **Client Workshop Survey** at the end of the workshop and gather information on both your event and your prospective clients!

Follow up on your workshop:

Keeping in touch is key! Send thank-you notes to everyone who attended, schedule appointments or coffee dates to answer any of their questions or show them some potential investment properties in your area.

Finally

Have Fun!

Not everyone is comfortable with presenting and setting up events, but with a little bit of work, a lot of practice and a ton of enthusiasm, you just can't help but aim high! Good luck!

For more information or questions, please visit www.millionairesystems.com or call us at 512.306.7126.