

Ron LeGrand®  
The Millionaire Maker



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# 30 Day Quick Start Plan

For Quick Start Grads



## 30 Day Quick Start Plan

This plan is designed to be implemented immediately after graduating from Ron LeGrand's Quick Start Real Estate School. The steps are laid out to be easily implemented and a small amount of time on a very part-time basis. Doing so will greatly increase your chances of success and ensure your lead flow begins immediately, which is the most critical thing you must do when leaving this event.

**LEADS... A completed property information sheet with a YES or NO on A, B or C.**

### Day 01

- ✓ If you haven't already done so, call Global Publishing and set up a virtual assistant because it will be critical going forward. If you can, enroll in the Gold Club Elite program at \$297 per month which includes the resources you need to operate your business such as a website and the DREAMS system and much more. If that's not in your budget, enroll in the Gold Club at \$59 per month, which will give you the right to buy our virtual assistant services at \$105 per five hour block or \$200 for 10 hour block. You should buy 10 hours upon set up. You will need at least 10 hours in the first month for your set up and if you follow the instructions below will likely need more time. Discuss how to submit leads and make sure you understand the process.
- ✓ Once your Gold Club site is set up be sure and activate the FSBO lead service and pick two counties as this will become very important to your immediate lead flow. You should receive FSBO leads in your inbox within 24 hours after set up. If not, contact your virtual assistant and find out why.
- ✓ Pick at least two ways to generate FSBO leads. Obviously one of them is the daily Gold Club inbox. Another should be to have your virtual assistant run... I BUY HOUSES.. on numerous sites as soon as you complete day two.
- ✓ Make 20 copies of the property information sheet for your desk.

### Day 02

- ✓ Go to PatLive.com/RonLeGrand and set up an account to receive inbound calls from both buyers and sellers. Use the scripts in your Quick Start manual for both. Sellers script is on page 42, the buyers script is on page 42. I'd use the one that captures down payment and monthly payment. You must tell Pat Live exactly how to answer the phone and which scripts to use. Make a note to call them the following day to verify the scripts are set up correctly. They have agreed to waive the \$149 set up fee if you use my name. Don't forget to be issued five local phone numbers for use in your marketing as you're setting up your plan. There's no extra cost.
- ✓ As soon as you get a phone number from Pat Live contact your VA and have her start running ads on all the sites we use. Tell your VA to keep the ads current. Be sure to use one of the numbers in your online ad and direct the call to Pat Live. Use this number for no other use so you can track the calls from your ads.
- ✓ Call 5 FSBO ads from any site and complete the property information sheet yourself followed by the appropriate script if you get a yes answer to A, B or C on the property information sheet. Record your calls. This is critical for you to correct mistakes. Do not eliminate the step. I want you to see what the VA goes through to get sellers on the phone and get the information you are paying a very small amount of money to get others to do. You need the practice and the recordings to correct your mistakes on the phone. You can't fix it if you don't know it's broke.

### 15 - 30

- ✓ Continue calling all prescreened leads and make an appointment with good prospects and go visit as many houses as you can during this two-week period.
- ✓ Work with your field agents and get them working more or more of them working if you're not getting more leads than you can handle.
- ✓ Monitor DREAMS closely for lead flow and stay in touch with your VA to monitor calls being made and follow up quickly on completed property information sheets.
- ✓ You should average at least 25 leads per week and by this time should have at least one house under contract.
- ✓ Do not spend any more money to add additional lead sources then we have discussed above unless you can honestly say you are following up properly on all the leads you are getting. Getting more leads you aren't handling will not get you more details. Handling the leads you are getting properly will get you more deals.
- ✓ By now your House buying and selling website should be up and running which will get you a handful of seller leads per month without you doing anything but it wouldn't hurt for you to give a little attention to driving traffic to your site. There is an all-day seminar on your Gold Club site about becoming a good affiliate which is all about driving traffic to your affiliate links. It is full of good ideas to drive traffic to your house buying site as well
- ✓ If you don't have a contract by now, analyze why.
- ✓ Am I getting enough leads?
- ✓ Am I following up on the leads I get after the VA s call them?
- ✓ Have I perfected my calling skills yet, or do they still need a lot of work so I don't continually beg and lose good deals?
- ✓ Are all of my leads sourced from online (worst quality leads) or have I followed Ron's instructions and generated a lot of off-line leads?
- ✓ Have I had chances to go visit good prospects and chickened out?
- ✓ Am I so petrified of a contract I freeze?
- ✓ Have I forgotten this is a numbers game and got unmotivated after ten people told me they didn't want terms even though Ron warned me heavily in the Boot Camp and at the beginning of this 30 day plan that I would have to kiss a lot of frogs?
- ✓ All of these issues can be fixed rather easily and must be if you are to succeed as a successful real estate entrepreneur in the TERMS business. If you have one of our mentors their job is to help you overcome these issues and get a check as quickly as possible. If you will let them you'll see the steps can be life-changing as long as you hang in there until they become habit.
- ✓ Don't forget all business is simple math. If you had to call 50 sellers to get only one deal that nets you \$20,000 that's \$400 you make every time you were told no. You should do much better than this and you will in time and persistence. But I think you would agree this is pretty good training pay.
- ✓ If you do not have one of our mentors it is not too late. Contact Global Publishing at 904-262-0491 and talk to someone about getting a mentor.
- ✓ We have several financing plans and a full-pay discount.
- ✓ Don't forget, when you get your first check you are obligated to send me a letter with a copy of the check and a short description of the deal. It's FEDERAL LAW.



## Day 12

- ✓ Check your lead flow on your DREAMS system and call all remaining leads from property information sheets your VA has completed.
- ✓ Respond to all field agents who answered your ad and give them a phone number to call if they have questions. Make a list of all who responded with their contact information. You may want to call them later to inspire them to send you leads.
- ✓ Call any remaining leads that have been called by your VA and get them to a conclusion.
- ✓ Forward any remaining leads to your VA or mount on DREAMS.
- ✓ Take a day off from DREAMS training.

## Day 13

- ✓ Check your email or your DREAMS site for field agent leads and make sure they get paid. Send them to your VA immediately. I'd ask your VA to put these at the top of the list because they are better quality leads than online generated leads are.
- ✓ Send all remaining Gold Club and other leads to your VA to call.
- ✓ Call all remaining prospects and get to a conclusion.
- ✓ Call at least 10 no's and do the same.
- ✓ Time to call Pat Live again for a test call.
- ✓ Spent 30 minutes on DREAMS training.

## Day 14

- ✓ You are two weeks into the program now and if you have followed instructions should have at least 50 leads in the works or concluded. If not find out why and fix it immediately.
- ✓ You should have visited at least two houses at this point who have said yes to agreeable terms. If not review your leads thoroughly and ask yourself if the problem is you and it needs more work.
- ✓ You should have at least one house under contract by now if you have processed 50 leads.
- ✓ Send all new leads to the VA to call.
- ✓ Call all remaining leads.
- ✓ Check your field agent results for lead flow and for number of field agents who have responded. If not very many have responded, run the ad again. If over 20 have responded, see how many are actually sending leads. It may be a good time to send an email to all of them letting them know you're waiting on their leads and anxious to pay them \$10 each.
- ✓ Spend 30 minutes on DREAMS training.



## Day 03

- ✓ Drive around in nice areas near where you live and look for FSBO signs. Take a photo with your cell phone of the sign in the house. Your goal is to find five of them today. Spend at least one hour searching. Immediately send the photos of the signs to your VA to call, making sure the phone number is legible, or load them into DREAMS yourself to have your VA call. The process to submit leads to your VA should be discussed on your phone call as you're setting up your system with Global Publishing. If you're not clear on this inquire immediately until you fully understand what to do.
- ✓ Spend one hour today to watch training videos on your DREAMS system, if applicable.
- ✓ If leads haven't started coming from your Gold Club site or your ads, find five more FSBOs online and call them yourself to complete the property information sheets followed by the closing scripts. Record your calls.
- ✓ Getting leads cannot wait on setting up your system. Start calling immediately until your lead flow starts and then you can forward the task to your VA daily.

## Day 04

- ✓ Call all remaining PI sheets that haven't been called and get them to a conclusion. Remember, you must determine if the seller will discuss terms and if so use my scripts to determine price, down payment, monthly payment and term and record on the property information sheet. If you like the answers and see a deal make the appointment to go to the house. If you have a mentor this is the time to discuss the transaction for guidance. Record your calls.
- ✓ Submit any remaining prospects to your VA or load on DREAMS that haven't been sent.
- ✓ Drive around and find five more FSBOs today. Spend at least one hour. Submit to your VA immediately as you find them.
- ✓ Spend one hour watching DREAMS training videos.
- ✓ By now you should have your DREAMS website set up, and an active Pat Live account. If you don't, find out why and fix it. You should also have 15 to 20 leads in the system and working. If not, it's time to get moving.

## Day 05

- ✓ Call all remaining yes leads and get them to a conclusion. Record your calls.
- ✓ Use the script in your Quick Start manual titled ..NO SCRIPT.. and call 10 FSBOs who have not indicated interest in terms. Record all your calls.
- ✓ Send Gold Club and all remaining leads to your VA or load onto DREAMS yourself.
- ✓ Check DREAMS to see if all your leads show up and the progress of each. Report any mistakes or missing items you see to your VA.
- ✓ Drive around and find five more FSBO leads and send to your VA
- ✓ Spend one hour on DREAMS training videos.

## Day 06

- ✓ Call all remaining PI sheets, yes or no's. Record your calls. Make appointments with pre-screened sellers. Check with your mentor before you go. All contracts should be approved by your mentor if you have one.
- ✓ Verify your VA has placed your ads.
- ✓ Call Pat Live and act as a seller to see how your calls are handled. Ask for manager if you see any issue.
- ✓ Send Gold Club and any remaining leads to your VA to be called or load them on DREAMS.
- ✓ Spend one hour on DREAMS training videos.
- ✓ Check some local sites and find at least five FSBOs to forward to your VA that aren't on your daily Gold Club leads inbox.

## Day 07

- ✓ By this time you should have your website set up for buying and selling houses and start driving traffic to it by placing ads. You will need a Domain Name, but will be assigned one if you don't have one before the website is set up. You can change it at any time.
- ✓ Call all remaining PI sheets and get them to a conclusion. Record your calls.
- ✓ Spend 30 minutes on DREAMS training.
- ✓ Get all Gold Club and remaining leads to your VA to call.
- ✓ If you haven't generated at least 25 leads by now find out why and fix it. Nothing will happen without leads.



## Day 08

- ✓ Go to your DREAMS site and see how many leads you have, how many have been called and discuss the results with your VA.
- ✓ Send all Gold Club and other leads to your VA to call or mount on DREAMS.
- ✓ Call all remaining leads, yes's first, then no's. Record your calls.
- ✓ Spend 30 minutes on DREAMS training today.
- ✓ Drive around and find 3 FSBO signs today and send it to your VA.

## Day 09

- ✓ Send Gold Club and any remaining leads to your VA to call.
- ✓ Spend 30 minutes on DREAMS training. Watch the video that teaches you how to have FSBO field agents load leads on your DREAMS site.
- ✓ Call all remaining leads and get them to a conclusion. Record your calls.
- ✓ Check with your mentor on positive results. You should be getting some by now.



## Day 10

- ✓ Send Gold Club and other leads to your VA to call.
- ✓ Call any remaining leads and get to a conclusion. Record your calls. By this time, you should be getting a lot better on the telephone. If you don't think you are play back the first call you made.
- ✓ If you are calling FSBOs and not getting any positive results, have a discussion with your mentor to determine why. He/she may want to listen to a couple of your calls if they haven't already. It's very important we get this fixed now before you go much further. At this point you should have made at least 30 calls to sellers and recorded them. You have the information in front of you to find out what's broke, if anything. You were trained this business is a numbers game and most people you talk to will not be prospects. If you are mishandling the phone calls not much will change until its fixed. Fix it now and the results will change. If you have one or two hot prospects pending now it's likely you don't need much fixing. Don't forget the math. It takes a lot of suspects to get to a few prospects to get to a deal. Don't have unreasonable expectations nor listen to people who say the market is too hot. Remember, while you were in the Boot Camp we did deals in front of you, all in hot markets.
- ✓ Spent 30 minutes on DREAMS training.
- ✓ If you are getting more leads than you can handle at this stage you are likely not ready to implement the field agent program. However, a case can be made that getting sellers with for sale signs in front of their houses is a good move because these tend to be quality leads. You should have found a few yourself by now but you can easily multiply your efforts by getting a handful of people to do the same thing, find FSBO signs. If you are ready here are the steps.
- ✓ Set up a PayPal account.
- ✓ Prepare your response to all who respond to your ad. Include a guide on how to load a lead on your DREAMS site. You'll find a sample in your Quick Start manual that you can adapt to your use but DREAMS instructions are not on it. If you're not willing to pay \$10 per lead this program will not work for you. It's not a requirement but if you want to ramp up your business quickly this should do the trick.

## Day 11

- ✓ Run an ad similar to the one in your manual looking for people to take pictures of houses. Put it on Craigslist under gigs. If you wish your VA will handle this for you. Keep the ad until you get at least 25 responses knowing no more than three or four will actually send you deals. Don't worry about getting flooded with deals simply because you have a lot of people that say they will do it. They won't. Remember you can cut it off anytime you want.
- ✓ If you're not clear on how to instruct your field agents to load the houses on your dream site you must get clear quickly by contacting your VA. These instructions should be included in your outgoing email instructions after you get a response.
- ✓ If you're not using DREAMS they will be emailed directly to you. Make sure your field agents get paid the day after you get the lead and only for those you don't have already. If you are slow in paying or don't keep your promises you can expect your good field agents to disappear quickly.
- ✓ Call any remaining leads you haven't called yet to get to a conclusion. By this time you may not need to record the calls anymore and you should be getting pretty good on the phone.
- ✓ Send any remaining leads to your VA to call.
- ✓ Spend 30 minutes on DREAMS training.