



# The Secret to Direct Response Marketing for Real Estate Investors and Cash Flow (2 Pack)

*Jassen Bowman*

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Includes the following 2 audio CDs with members only website access. In "Cash Flow is King: Ways To Drastically Improve Cash Flow Investing in Real Estate" included topics: We are discussing primarily the I part of Real Estate as an IDEAL Investment..., Although, we can generate cash flow with HUGE PAYDAYS from selling, wholesaling or refinancing instead of monthly income, Focus on cash flow on a house by house basis: Buying based on NOI versus Equity, Vacancies can crush a small flow... and some solutions, The top methods to boost cash flow. Approximately 70 minutes. In "Direct Response Marketing for Real Estate Investors" topics include: Retail vs wholesale real estate markets, Marketing to find motivated sellers, Direct response marketing defined, Basics of marketing, Dan Kennedy's 3 Ms of Marketing, 1 step and 2 step marketing, One hit versus multi-hit marketing, The value of testimonials, Concept of failure versus feedback, The importance of testing your marketing, Response mechanisms, What to do after they call, Basic callflow, included "Property Info Form" as PDF file for you to use in your business on members only website. Approximately 64 minutes.

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