Preston:
Welcome to the Mind of the Millionaire Wholesaler, everybody. This series is titled Access because throughout our time together, you’re going to be hearing from me and very good friends of mine who all happen to be millionaire real estate wholesalers in their own right.

You guys are going to be learning not only the tips, tricks and tactics that everybody wants to learn that made us all very wealthy, but even more importantly you will be experiencing firsthand how we think, how we speak and how we act that brings these techniques to life in the first place.

I’m also going to be taking questions throughout our time together but I warn you, as the great Yogi Berra said (not Yogi Bear), if you ask me anything I don’t know, I’m not going to answer it. You guys will get that later.

For all of you guys logged onto the webcast, there’s a section to ask questions down there. As a matter of fact, I already have nine questions that have been submitted. Most of those are probably going to be before I lay this condition down, so I don’t know how many of those questions I’ll be able to get to. Keep these questions relevant to what we’re talking about today.

What we’re talking about today, the first day in our eight-week session, is attitude. We’re laying the foundation for what it really takes to be successful, for what it really takes to do this thing called real estate. So try to keep your questions relevant, and I will answer this.

Let me be very clear right up front. My goal with our time together throughout this whole thing, my goal right this second is to equip you to go out and start making money right now. If you guys find yourself trapped in the common cycle that everybody else seems to be in that I hear from of education with no compensation, then we’re going to change that during our time together.

With my pretty dang simple system of flipping houses, there’s really no excuse to not take action now. When I say now, I’m talking about we’re about to get busy. You’re going to have no excuse except laziness, and laziness is really nothing more than a subconscious thing that’s rooted in fear.
Speaking of fear, my system, my way of going about doing all this single-handedly extracts the fear out of the equation. A lot of you were on a call that I did with Mike Collins, who’s going to be one of our guest speakers, not in this particular session but at some time throughout these eight weeks, and he talked a lot about that.

I’m going to hit it just a little bit for everybody else who hasn’t heard it, but my good friend Heather Seitz has a quote. It’s one of my favorite quotes. I’m a big collector of inspirational, motivational, thought-provoking, mind-expanding quotes. I have a whole file of them. What’s interesting is I started doing that intuitively a long time ago, but I’ve noticed that every successful person that I’ve ever met who is successful in the truest sense of the word, they collect quotes.

“The biggest thing that holds people back from making a lot of money in real estate is fear.”
– Heather Seitz

It’s fear for good reason. It’s not like I’m saying don’t be scared. You’ve got a good reason to be scared. You’re looking at $100,000, $200,000 or $500,000 house and you’re saying I’ve got to write up a contract for this thing. I think it’s a good deal. What if I get stuck with this house?

Listen to me. I’ve had friends, you guys, where one bad move in real estate, one bad purchase, just on a single-family home, has ruined their lives. It brought them darned near to financial ruin. It ruined their marriages almost. I know several people who got stuck with a bad property, and it almost took them down.

So you’re fearful or a good reason, but you’re also fearful because you just don’t know what’s really going on. If you knew what was really going on, if you knew what it is that me and Andy here actually do, you wouldn’t be scared of a darned thing.

This seminar is going to be very different than most. There are going to be assignments, and there’s going to be an action plan at the end of every session. It’s not like I’m just going to be up here preaching, and then you hang up the phone and you’re like okay, what do I do? I’m going to tell you exactly what to do. I’m going to give you an action plan after every call. I’m going to say do this, this, this and this. I’ll see you next week.
In between sessions, I want you working. This is basically my students for 12 months, they can do $6,000. That’s about double. This is basically an eight-week coaching session. I want you guys working in between sessions, and I want to coach you guys in the process. Working, staying busy, Proverbs 14:23 – and no, I’m not going to be preaching to you throughout all this, but this is just a great quote.

In all labor, there’s profit, but mere talk leads only to poverty.

Here’s what I want to say to you right now. I don’t want you to become like these people that I see every once in a while. It’s weird because they don’t even have to say much to me, and I’ve gotten to the point where I instinctively, intuitively know that I’m talking to this particular type of person that I’m about to tell you.

I don’t know, it’s kind of difficult to describe but I’m going to try to lay it out here. This person is always doing something different. You talk to them one week, and he’s got this business going. You talk to him a couple weeks later and ask how’s that business going? Well, here’s what I’m doing. Now they’ve got this other business going. They’re doing a real estate development, they’re inventing something, and it’s usually something really big that they’ve got going on.

I’ve had friends that have been like this. I instinctively know that these people are living a delusion. They’re not doing anything. All they’re doing is keeping their ego from getting destroyed by facing the fact that they’re not doing anything that they haven’t managed to get anything going in their lives. I don’t want that to be you guys, and it’s probably not.

Listen, anything that I say here during our time together, I’m not sitting on a high horse. I’m not better than you. There are probably people listening to me right now that make more money than me, that have done plenty of great things. I’m merely just speaking the truth, and whoever wants to grab onto it can grab onto it, but please know that I’m not placing myself above anybody, not even a little bit.

If you don’t have time to write everything down that I say, don’t worry about that. This audio is going to be posted online immediately. At the worst case, it will be posted online tomorrow, and you guys will be able to pause, rewind, fast-forward, flip around and do jumping jacks with it or whatever the heck you want.
This is also being turned into a home-study course. If you have purchased this course in that fashion, which would make you from the future at the time of my speaking, you should have a workbook with transcriptions of all this. So you’ve got it right there in front of you. If you guys don’t take what I give you in this series and immediately start profiting, it’s simply going to be because you’re unwilling to pay your dues.

Now I’d like to talk to you for a minute about paying your dues. You see, every worthy endeavor in life comes with a price. I’ve been preaching this since day one. Since the day I got my first student, brought him to my house and started training him, I would spend the first half of every session with my students – this was years ago – talking to them about this very thing right here.

The way I see it, this is what makes or breaks everybody. I want to make sure that you guys are equipped fully to be the minority, the 10 to 20% that actually meets their goals and does what they’re trying to do.

Flipping houses is no exception when it comes to this price that you have to pay to achieve success. My system is very, very simple, but it is not easy. It’s really simple, but is not easy. You desire to finally get over the hump and start really living life. Freedom is on the other side of this hump, but unfortunately freedom is not free. It comes with a price.

I am over here, I’m on the other side of the hump and I’m screaming directions on how to get here. I’m wearing flip-flops all day long, I’m loving life, I’m taking days off in the middle of the week just for the heck of it, I’m giving money to everybody who needs it, I’m traveling, I’m writing and I’m having fun.

Well, guess what? There is a scary, bloody, painful cross to bear in order to pass over to where I’m at and to where all my friends have gotten. I had to go through it. You’re going to have to go through it.

A very enlightening quote here-

The patriot’s blood is a seed of Freedom’s tree.
– Thomas Campbell

That applies to the war for our country’s freedom and that applies to the war for your personal freedom. Are you willing to bear the cross? Think about it. Most people aren’t. They think they are, but they’re not.
I want you to picture in your mind’s eye a straight line. The start of this line is the mere thought of your worthy endeavor, which in this case is financial freedom via real estate wholesaling and the end of this line is financial freedom. In between is the road each and every one of you have to travel. Well, guess what? From the start of this line to about 25% of the way through has a name. It’s the same for everybody. Its name is hell. Seriously though, the name is dues paying time. Sometimes it will actually feel like hell.

*We succeed because we pay our dues to meet our goals, and in doing so, we expand our personal genius.*

That is one of the most amazing quotes that I have on file. It’s by Andy Cox. He’s a very popular trainer of corporate leaders and does a bunch of success type stuff. Chew on that for a while. Like I said, you guys are going to want to have these things written down somewhere. This is another one of my top favorite quotes, and you can go back tomorrow and get this stuff.

This is dues paying time that Andy Cox is talking about, that I’m talking about. This is the period where we earn our way in. This is the period where we prove that we’re worthy of the rewards that we’re after. This is going to sound kind of wrong, but hear me out.

*God doesn’t reward the weak. He rewards the weak who will become strong through trials and tribulations.*

He knows good and well that if you achieve success too quickly, you’re simply going to be destructive, both towards yourself and to the world at large. Did you guys ever notice all the stories about people hitting the lottery and then they become broke all over again, except usually nine times worse than they were before?

They end up destructive. Before they were at least married, now they’re divorced. Before at least they didn’t have legal problems, now they’re on the front page news or this or that. They weren’t required by the system, by life to earn the money. They weren’t big enough people to handle the wealth. They had not been tested.

So what feels to us like something very unkind by God – and by the way, if you don’t like me saying God, first of all I don’t care, second of all replace it with the word ‘life’ in your mind. That’s what all the other successful people call it.
Andy, one of these days they’re going to call it a cure for ADD. This testing period, you guys, will often times feel like you’re walking through wet cement. It’s just going to be downright unpleasant.

I know what I was going to say. This testing period seems to be so unkind. It seems to be so unfair. These are the times when we raise our hand to the sky and say why, why does it have to be so hard? Listen, most things that seem bad are actually good. Most of the things that you deem as these terrible things are an illusion. These things are for your good. It’s to make you better. All these things that seem so bad in this world are actually to build us up and make us stronger.

I’m sure most of you guys already know this, but no matter what, the testing period sucks. It feels terrible. I hate it. Everybody hates it. Doubts about whether you have what it takes to make it will haunt you. Mistakes and setbacks are going to plague you and will seemingly taunt you with temptation to quit, with the lie that it’s just not worth it. Relatives and friends will shake their heads and try to bring you back down to their level, and it’s all because you’re aim for something greater has them feeling bad about themselves.

Like it or not, maybe they’re all you have. Loneliness is going to be your close companion on this road to your dreams. Ask me how I know. I’m like the Lone Ranger. You’re on the upward climb of the roller coaster, and you’re slowing moving up, up, up and it seems like you are just never going to get to the top.

Subconsciously, you even fear the exhilarating ride down because you’re not convinced it would ever last anyway. You’re not convinced you have what it takes to maintain the level of success that you want. That fear of requirement that fear of responsibility keeps people paralyzed.

Every day during this period is nothing but blood, sweat and tears. That being said, let me just offer a word of hope. There’s an often told analogy – I wish I could remember it totally, but again ADD. I always found this to be really encouraging and maybe it will be to you guys. This is a very loose retelling, but it’s something like this.

An airplane trying to get off the ground and ascent uses 75% of all its energy and resources just during that takeoff and ascent. Then once it finally does all that work and all that struggle and the motor and the engine is draining all the jet fuel and gets up to that one moment of breakthrough that we’re all looking for, that is possible for every
single one of you. There’s nothing special about me or anybody that I’m going to be having talk to you on the phone.

All we did was we crushed through this crap, we just refused to take no for an answer and we didn’t give up. All the sudden the plane is cruising and it’s using a fraction of the energy that it took to get off the ground. Have you ever heard the term get the ball rolling? You’re trying to meet this massive boulder. It’s hurts and you’re pushing and pushing. It’s not going anywhere.

First, if you push long enough and watch how strong you are by the end of it. You’ve got muscles ripping out of your flesh, but finally that thing starts rolling. Then it rolls faster and faster and faster. This was my personal experience. That ball got rolling so fast, I couldn’t believe it. I mean I pretty much just stopped and just watched what it was doing. It took off on a life of its own.

That’s available for all you guys, and that’s what I want to help you do. Our flight to success – that’s kind of dorky, but our flight to success is the exact same. I can say unequivocally that this has been my experience. Every new venture, every single one, and not just in business in anything – relationships, exercise programs, budgets or anything new– that’s any worthy endeavor.

Like I said, I’m always met right off the bat with immediate resistance, extreme difficulty. All the testing comes right up front and life/God is asking you how bad do you want it? If you don’t want it bad enough, you’re just not going to get it. During this time, I’m outside of my comfort zone and I feel totally insecure. I’ll be totally candid and honest and vulnerable with you guys right now. I’m going through it right now. I’m going through it right now on this phone call.

This is the first teleseminar I’ve ever done on my own with nobody on the other end of the line. Andy doesn’t count. He doesn’t know anything either. I’m a wholesaler, you guys. I’m not a speaker, an entertainer, a platform presenter yet, but I’m slowly becoming one.

Every day I’m faced with something new on the Internet. Putting this teleseminar together today, you should see my kitchen right now. It looks like flipping NASA space station. I don’t even know what half of this stuff is doing. Hopefully, it’s getting recorded. I constantly have to go through this stuff.
Wholesaling is something that I feel very comfortable doing. I can go right back to strictly doing wholesaling and, man, I wouldn’t have a care in the world. I would just be right back to coasting and blah, blah, blah, but that’s not my life. Life wants to be constantly growing and expanding. As far as wholesaling goes, I paid my dues there. Speaking, presenting, Internet marketing – this is a whole new ball game.

With something like this, with something like what I’m personally going through right now, it takes every ounce of energy and willpower that I have to personally plow through this. That’s exactly how I see it. You start something new and it’s uncomfortable. You’re out of your comfort zone, and you’ve got to plow through it. Make the mistakes. Get off the ground. Overcome and finally coast.

I grit my teeth and bear it, and bulldoze my way through it. I look the storm in the face, I put my head down and I press on straight through. I reach a certain point where all that resistance gives way to a remarkably light and easy path. The sun comes out, I’ve arrived and I’m flying. I’m coasting. I’ve made it. I’ve made it past “dues paying time.” I’ve made it past that 25% mark on the line. I bore my cross and redemption finally arrives for me.

I’ve gone through this in many different areas of my life, not just business. As I look back, I’m thankful for that difficult period. I look back and I’m proud of myself that I went through all this stuff. My self-esteem goes through the roof.

I remember when I first got out of my old business and got into real estate and just had all this success. I said, man do you just feel like you are 12 feet tall when you get out of bed in the morning? There’s all this new stuff that I accomplished and I was like yeah, man, I do actually.

As I look back, I find that I’ve become twice the man – or woman. I will have not found myself twice the woman – Andy might. If you’re a woman, never mind twice the man that I was when I began this journey and 10 times as rich in every single way, including money.

I found myself very thankful for the storm that produced this new stage in my life, this newfound strength of character, and I find it’s all worth it. It’s very important to note here that you will endure suffering, whether you choose to be a positive person or not. This whole thing tonight is about being positive. You need to be positive. Everybody thinks they’re positive. Nobody’s positive. Not anybody – most people are not. They think they are, but they’re not.
You’re going to suffer. Everybody on Earth is going to suffer. That’s just all there is to it. Suffering is a way of life. The day that I stopped fighting it and started embracing it is the day I became a man. Having a positive attitude simply gives you the right disposition internally to see suffering in its proper perspective, and enabling you to grow and learn during these uncomfortable stages of your journey towards success.

A positive attitude, of course, alone is not what gives you power to gain wealth. A positive attitude simply is going to enable you to make it from point A to point B, from the start at about 25% and ultimately coasting through to your goal – financial freedom, via real estate wholesaling without quitting. That is why a positive attitude is so important.

This in turn is going to produce strength of character, which then yields wealth and success quite naturally without us having to hardly lift a finger. Most people quit. That’s why I’m spending so much time on this, you guys. A lot of you listening right now, you’re my students. Don’t quit. You’re going to be tempted to quit constantly.

You wrote me a check for $5,000. Are you really going to quit? Come on. That would be ridiculous, wouldn’t it?

Once these people’s initial enthusiasm is faced with what it actually takes to make real money in the real world of real estate, they quit and that’s the only reason they fail. They simply didn’t press on. The pain was just too much. They didn’t want it bad enough. They’re unwilling to pay their dues. This is why we need to hit this area with everything we’ve got.

Eight out of 10 people who go down real estate road never make it. I don’t want you guys to have anything to do with this group. I want you guys to be the two out of 10. You may or may not like Arnold Schwarzenegger, but he’s got a cool quote.

*Learned helplessness is the giving-up reaction, the quitting response that follows from the belief that whatever you do doesn’t matter.*

So we see that having a purpose in life also plays into this equation. The question in all this becomes simply do you have what it takes to make it through all this? I believe you do. The question is do you believe it? Do you have it in you? Just like the Gatorade commercial. Is that Gatorade or Nike, Andy?
Andy:
I think it's Gatorade, but I could be wrong.

Preston:
Mind of the Millionaire Wholesaler, part one is titled *Attitude: Developing the Mind of the Millionaire Wholesaler*. There's more to success than just attitude, as we've just discussed. We also need to cultivate the desire, the drive for us to keep going in the face of the opposition that we're going to face.

Your desire for financial freedom has got to be so high and so intense that when these obstacles come – easy for me to say – the inevitable stuff that occurs, you simply press on without a thought of quitting.

When I had my magical moment where I decided enough is enough – and just so you know, a lot of you have already read the sales letter for this thing, you've got to get to that point, that defining moment in your life when you say enough is enough. I'm done. I'm not doing this anymore. I am going to beat this thing.

I'm not going into all the details of my defining moment right now, but suffice to say it was very defining. From that point on, you couldn't have stopped me from financial freedom via real estate wholesaling with a Mack truck. You couldn't have stopped me with a bazooka, a tank. The world would have had to catch on fire to stop me. I was up from dusk to dawn. I don't even know if that's a long time, but I would work a lot. All week long, all day long, studying, planning and talking to people. I was going to make it happen.

My motivation – let me just tell you. Everything I've done and accomplished, I went out flipping – I've got students all over the United States and we're buying and selling houses all over the United States. I didn't do this. This didn't just happen. I busted my ass. Excuse my German. I came from Germany. Most people don't realize that, Google it.

I was like a crazy person. If any of you guys read my ezine today, crazy people rule. Crazy people make a lot of money. You've got to get your desire levels up there. Quitting for you is not an option because you want it bad. So we see that we need to also have a high level of desire. It's not just a positive attitude.

*Desire is the starting point of all achievement.*

– Napoleon Hill
I could not agree more, Napoleon. This desire comes pretty darned naturally once we discover our purpose in life. I’m big on purpose. Anytime you guys ever hear me talk, I don’t care what it’s about, I always hammer that home. You have a purpose in your life. This desire springs naturally from that when we’re striving to achieve this purpose that we realize that we are born to do.

This desire comes naturally when we uncover our reason for being. Why are you here on Earth? How did you get here? Do you think you’re a mistake? Do you think you created you? Where are you going? Do you guys ever stop to think about this stuff?

The great theologian genius, regardless of what you think about his views is an absolute genius:

> Our careful consideration of the meaning of our existence is what separates us from the animals.
> — C.S. Lewis

Unless you want Mr. Lewis basically calling you a monkey, I suggest you start thinking about this stuff. I’m here to tell you – and I have no reservations about telling you this – you were born with a very special and unique purpose, every person listening to me right now. I was. All of you were.

You have certain gifts that this world needs, and it is our job to figure out what this purpose is. It’s your job to figure out your purpose, even if it’s just to be a bad example. Figure it out, whatever your purpose is. Once you’ve done this and you are in harmony with the created order, everything else is going to fall nicely in place.

Brian Cox in that movie The Rookie a long time ago has this quote. I love it.

> It’s fine to do what you want to do, but at some point you’re going to have to do what you were meant to do.

I quote Victor Frankl, a Jewish psychologist that was carted off in the Holocaust at Auschwitz or something. I’m no historian but all I know is he was in the concentration camps and endured terrible suffering and this guy was a light in this place. He was going around and helping everybody out and cheering everybody up.
He had this very amazing revolution while he was there. Since then he’s gone around and talked about it and wrote a lot of books. You guys probably all know who he is. It was something like he realized that these guys could take everything from him, but the one thing they couldn’t take was his attitude. That was the one thing they couldn’t take.

They could take absolutely everything from him, including his life, but they couldn’t take his attitude. They couldn’t make him or force him to hate or to give into bitterness and resentment. So he maintained an attitude of love, even towards the guards that were brutally killing everybody. It’s unbelievable. I quote him right now:

*What man actually needs is not a tensionless state but rather the striving and struggling for some goal worthy of him.*

What he means is not the discharge of tension at any cost, but the call of a potential meaning waiting to be fulfilled by him.

Let me just submit to you guys right here and now, you will not come so much as one million light years away from discovering your unique purpose, which generates desire, which then carries you down the road of success, if you have not at least done the initial leg work of cultivating a truly positive, hopeful, joyful, optimistic, loving attitude/demeanor/outlook in life. It’s just not going to happen.

It all starts with your attitude. It is the gateway into the world of the truly enlightened, the truly wealthy in every sense of that word, and the truly influential. Throughout this eight-week program, we’re going to cover lead generation, how to have your phone ringing off the hook with people throwing the houses at house, and lead analyzation – how to lead at leads and know exactly what the heck to do with it.

I’m going to have you guys submitting your own leads, and we’re going to be just reviewing them right here online. You’re going to look over my shoulder on a webinar determining:

- Value
- How to get comps
- Determining value
- Calculate the offer amount
- How to write contracts
You’re going to be looking over my shoulder on a webinar on:

→ How to fill out contracts right in front of your eye sockets
→ Negotiating
→ How to deal with buyers and sellers properly and effectively so as to keep strap levels to a minimum and profit to a maximum
→ How to sell property
→ How to build buyer’s lists
→ How to work with realtors
→ Building relationships
→ How to market on the Internet
→ Transaction processing
→ How to work with title companies
→ How to get them to do all the work for us
→ How to deal with the closing costs on these deals, which are very complicated to most people

The way we do it, we just don’t even have to really deal with it at all – and there’s plenty more.

For right now, for right this moment – and listen to me, guys. Focus. We have to start here. Like it or not, we’ve got to start with this. It’s the most important thing. Simply put, all that other stuff that I just listed from lead generations down to transaction processing is five percent of the equation. Five percent.

The other 95% is what you’re bringing to the table. What’s in your head? What’s in your spirit? That’s 95%. I’m trying to help all of us here. I would be nowhere without the positive attitude that I’ve cultivated and worked to maintain over the past eight years or so. I’d probably be dead to tell you the truth. It’s one of two or three things that I have in my life that keeps me around.

**Attitude is everything.**

Who said that quote is absolutely everyone. Everybody says that quote. Let me give you a quick disclaimer here before we keep going. Simply switching to a positive disposition is pretty much totally completely impossible. There is no get positive quick. Gradually transforming your current state into a positive one is more like it.
You’ve been programmed for however many years to think a certain way. That stuff is deeply engrained and entrenched in your subconscious. It doesn’t just disappear. It’s going to take a lot of work. We have to overcome all that, and it’s going to take diligent work. I’ll just tell you right now that it’s all worth it.

It’s like this engrained way of thinking is like a rut in the ground. After years of going back and forth on the same road, a rut develops. Our goal needs to be to bust out of that rut and blaze a completely new path, a completely new way of thinking and looking at the world. This just takes time, and it’s going to take some effort.

Don’t let anybody fool you with their stories of magical NLP that can transform you into Zig Ziglar in 19 seconds. That’s absolutely ridiculous. I think nature makes it pretty darn plain to see in my eyes that anything worthwhile and lasting takes time. You don’t see oak trees with solid roots growing overnight.

Here’s the definition of attitude that I found on the Internet:

A complex mental state involving beliefs, and feelings, and values and dispositions to act in certain ways.

I agree with that. If we were to say, what is a positive attitude, that definition was just a neutral attitude? How do we define a positive attitude? Well, that would be a complex mental state involving beliefs, feelings, values and dispositions to act in certain positive ways.

Most of these beliefs and values, which produce feelings and then actions, and then ultimately your destiny, were formed during childhood. The majority of people out there stick with those thought patterns for their entire lives. In reality they’re a victim and they’re not really in control of their lives. It’s your responsibility as an adult to analyze how much of those beliefs and values that your parents passed onto you is valid and how much is not. This is part of growing up. I’m sure a lot of you are already grown up and don’t need to hear this, but maybe some people aren’t.

I’ll give you an example from my personal life. My family has a history of depression, and this was passed down very perfectly through me. I struggled with depression for many years and it was terrible. I had absolutely no joy. Everything just totally sucked, no matter what I did or no matter what I had or did not have – and I had a lot, man.
Since I was 20, I was making six figures and driving nice cars and living on a golf course. I was miserable. It was awful and it was a very long battle, but I finally beat it 100%. I mean literally. I’ve had some pretty tough things happen to me lately, and I think I got depressed for all of 15 minutes. I just don’t get depressed anymore.

If there’s anybody out there who’s going through a depression, which a lot of people are, more people than care to admit, it doesn’t have to be that way. You don’t have to be like that. This is just one area of my life that I was forced to go back, reexamine what I had inherited in life and choose consciously to change.

This has absolutely everything to do with your success in real estate. Every time you look the reality of your weaknesses in the face and have the courage to face and overcome them, you win points. This is actually a fun little point game.

You win courage and confidence points. You grow as a person. You become stronger, more powerful, more convincing and more admirable. Your self esteem grows. You start to see yourself as capable of influencing the world at large as opposed to being controlled by it.

Here’s the important thing, you guys. That courage and confidence that you gain by beating just one area of your life, that carries over to every other area. You become a person of substance. You start transforming into the type of leader that everybody on Earth is looking to follow. Everybody on Earth is looking to follow somebody. You might as well be the leader. Why not? Somebody’s got to do it.

I don’t believe leaders are born. I believe you can become a leader. Success will just start to come naturally at this point, and opposed to everything that you were previously fighting tooth and nail for, it just starts to flow naturally into your life.

Are you starting to see why this is so important? Your success as a real estate wholesaler or anything else for that matter depends more on who you are as a person, as a human being than what you know about real estate. It is imperative that we start here.

Attitude is the starting point for everything else in regards to who you are. Attitude is the doorway into developing yourself. It’s what allows it to happen in the first place.

_Try not to be a man of success, but rather to be a man of value._
– Albert Einstein
Think about that. He’s basically in one sentence just said everything that I’ve just said for the past however long we’ve been on the phone. I don’t know how long I have been on the phone.

Here’s my question for you, ladies and gents, boys and girls:

♦ Do you have a positive attitude?

Do you have a positive attitude, keeping in mind that everybody thinks they have a positive attitude, but nobody has a positive attitude? That sounds so negative. Sorry, that was a totally unpositive thing to say. Erase that. I’m going to delete that out of the audio.

This whole positive attitude thing really has nothing to do with seeing the world through rose-colored glasses. It has to do with realizing the truth about life, that it’s good, that you’re valuable, that life has your best interests at heart, and everything bad that happens to you is ultimately occurring to benefit you and not harm you.

Do you have a positive attitude? Search your hearts for the truth here. Think about this deeply. This is important. Here are some questions to ask yourself that will help. I’ve got these written down and I’m going to read them.

✓ Are you genuinely happy?
✓ Do you like other people and have a genuine interest in their wellbeing? (I didn’t used to. I’ll admit it.)
✓ Do you have energy or are you tired a lot?
✓ Do you tend to grumble and complain excessively?
✓ Do you wake up every day excited to see what new and exciting things are going to happen with a sense of wonder and awe, or rather with a sense of dread and looming danger?
✓ Do you suffer from depression?
✓ What’s your typical response to adversity?

Let’s say you get a flat tire in the middle of a work day.

✓ How do you view that?
✓ What’s your response?
✓ Do you see it as an opportunity for growth or, are you just totally disheartened and PO’d?
Is that flat tire there to save you from some impending doom or from some accident up the road?

Was it there to help you or rather is it some despicable universal force at work to make your life miserable?

There's a reason, you guys, that I'm probing. I'm asking myself these same questions. I'm in the same group. We as humans are total masters of the universe. We are masters of self-deception. We're the best at it. When forced with any sort of truth that we sense is going to cause discomfort when addressed, because we'll be forced to actually do work, more often than not we choose to lie to ourselves. It's easier.

In this way, we are literally delusional much of our lives, completely out of touch with reality. It's all simply because we hate the pain of change and growth. This is why often times I say that my personal number one reason for success, outside of my relationship with God, is my willingness to suffer.

Admittedly, I often fall short here, just as many people do. I really don't like pain either. This is just as an example of how out of touch we tend to be with ourselves. I found this so fascinating. If you guys get a chance, you need to read the book *Blink*, a really great book.

They did an experiment. This book talks about this experiment they did, and I'm going to try to remember this as best as I can. It was a dating experiment. What they did is brought a group of guys and a group of girls together and did like this speed dating thing.

Ahead of time, they had asked them, what do you want in a male? What do you want in a female? They had them fill out all these different things. So everybody picked who they wanted, they all went on dates and six months later – I don't know how many months later – they brought them all back and did another survey. I'm butchering this story. They saw who they picked, and then they put both of their descriptions of each pair together to look at them.

Here's what they noticed. Almost everybody picked somebody who was nothing like what they said they wanted. Think about that. It's just an example of how out of touch people can be with what they truly want.
Most of the time when we say this is what I want, I want this, this, this and this, what you consciously think you want and what you subconscious and truly, and in your heart of hearts truly want are a lot of times two totally different things. A lot of what you think about yourself, what you’re telling yourself about yourself and what’s really going on are often two totally different things.

Nothing is easier than self-deceit, for what each man wishes that he also believes to be true.

– Demosthenes

He was 300 BC statesman, orator. So let me ask you again. Do you have a positive attitude? The truth of the matter is about one or two out of maybe 100 people actually have an optimistic outlook on life, and there’s good reason. Life is a bitch as they say. It wears on you. It’s constantly bringing you down. People are constantly biting at you, chomping at you.

Man, I get emails everyday from mean people. Everybody wants to tear you down. You’re constantly feeling inferior to everybody. Everybody’s telling you that you can’t do this, you can’t do that. The bottom line is we live in a negative world, so it’s pretty understandable that we tend to be negative.

The best way to know that you’re truly a positive person in my opinion is to just ask other people. Ask your friends. I’ll tell you how I know this because I used to be the most negative, pessimistic, critical, angry, mean and just downright nasty before I had the epiphany that I wasn’t positive.

I can remember so many asked me – Preston – and they were trying to get me to see the truth about myself because I was living a delusion. I was blind. I didn’t see myself how I truly was, even though I wanted to. This is just how life works. Life is a constant growing work of self-discovery. They asked me Preston, do you see the glass as half full or half empty? I said half full, of course. They laughed in my face.

If you read my book, you already know this story. They literally laughed at me. It was then that I slowly started thinking about it, and I finally had the epiphany that I was the most negative guy in the world. I also had the epiphany at the same exact time that if I was simply to change my thinking, my thought processes that I would become a much happier person.
This was revolutionary for me. This may seem like no big deal to you, but to me this was totally revolutionary. From that day on things started to immediately change for me, just the realization that I was in control of how I thought and therefore, felt produced a huge improvement in my overall quality of life.

I started being more pleasant to other people. I started being more productive in my work, just happier in general. I mean my life has never been the same since. I went out and bought every book I could find on positive thinking.

Norman Vincent Peale wrote about 20 books on positive thinking. I’m pretty sure I read every single one. Again, that was something that discovered about myself, realized the truth, I fought it, I beat it, I changed. It took a long time for me to finally fight away those negative thoughts and become a truly optimistic and positive person.

That’s not to say that I don’t have non-positive moments. I have them all the time, but as a general characteristic of my life, I tend to be positive.

Stop! You guys, clear everything I’ve just said and focus in on this because this is the number one most important thing that I have to tell you about developing the attitude of a millionaire wholesaler. The collection of your day-to-day, hour-to-hour, minute-to-minute thoughts all combine to determine your attitude and your overall quality of life.

“What we think, we become.”
– Buddha

I’m not a Buddhist, but he says some pretty true things. Here’s the kicker. You are 100% in control of your thoughts. Duh, you may be thinking. Everyone knows that. Give me something new. Hypnotize me or something. Everybody wants to be hypnotized nowadays. It’s ridiculous.

You might be thinking you evolved past this very basic information. Okay, well, are you doing it? Are you controlling your thoughts on a day-to-day, hour-to-hour, minute-to-minute basis? Are you consciously controlling your thoughts every day, refusing to dwell for more than 0.05 seconds on anything negative or evil or depressing without at the very least mixing in thoughts of hope and prayer and joy?
No one does this. One out of 1,000 people goes out of their way to control their thinking routinely, all day long, every day. I for one never used to control any of my thoughts. Not one of them. I mean I didn’t even think it was possible. People used to tell me you need to control your thinking, and it will produce change and this, that and the other.

I remember thinking how is that possible? I used to literally – I was an idiot. I used to think that thoughts could just come into my head and I was totally – how can I control what comes into my head? Thoughts just come into my head. Well, I was wrong.

You may or may not consciously believe the way I used to believe, but most people live that way. I'll tell you that. Most people think subconsciously and live subconsciously, and that dating experiment is a good example of this.

I’m going to quote Ellen Goodman here. She’s a famous American journalist.

*Traditions (which are something you just routinely do) are the guideposts driven deep in our subconscious mind. The most powerful ones are those we can’t even describe, and we aren’t even aware exist.*

The reason that our thoughts combine to make up our overall attitude and quality of life is because our thoughts thoughtfully enough all combine to create our beliefs about life. To the degree that our personal beliefs about life are in tune with reality, it’s pretty much to that same degree that you’re going to ultimately suffer and totally ineffective in every area.

Really all of this is about coming to terms with the truth. An example of some beliefs that were formed by plenty of thoughts – I’m going to cite 10 core inner beliefs and/or actions that I personally adhere to. This is really just for the heck of it. It’s not to say that I don’t ever veer off from these, but for the most part this is me.

1. I believe the very best in everyone, I try to maintain this perspective, even when they hurt me, and I give everyone the benefit of the doubt.

2. I view every obstacle as an opportunity for growth and promotion. These are things that I believe 100%.

3. I expect to succeed at every single thing that I do. I do not just attempt things. I make them happen.
You guys have probably noticed on almost every article, I put at the end of it make it happen. That’s for good reason. It’s because most people don’t think they have that power. Most people see themselves as a victim of what life throws at them.

Most people when they start coaching with me and partnering with me, it’s more of a let’s throw the dice and see how this thing goes with Preston, more than this thing’s going to work or I’m going to die making it work.

This quote – if you guys don’t get this quote in writing, blow it up and turn it into a poster and sleep on it, something’s wrong.

*Most people ‘try’ to get what they want. The problem is every time you try, you’re setting yourself up for failure. In reality, you can’t try anything. You either do it or you don’t. The whole world is trying and most are failing.*

Oh man, if that doesn’t just knock you over. That’s Robert Anthony. He’s a self-help guru extraordinaire. I said that to my dad once, and he sent me back this quote that I love. It went right straight into my favorite famous quote file.

This is Yoda to Luke Skywalker (and I am not going to do the Yoda voice. I’m so tempted to do it, but I won’t.):

*Impetuous you are young Skywalker. Un-trainable I think. Do or don’t do. Try not.*

Stop trying and let’s just start doing it.

1. I expect people to listen to me and value what I have to say.

2. Every single thing in life has meaning to me, even the littlest things. Nothing happens by accident.

This makes my life magical to tell you the truth.

3. God made me. That makes me special and it’s a justification for my self-worth. I am literally royalty. Donald Trump has got nothing on my true spiritual father.

4. I will generally get where I expect to get, whether it’s good or bad. So I only expect good things.
5. I believe I’m going to Heaven when I die, so I don’t fear death or anything else for that matter.

6. I’m not perfect. No one else is either. The quicker I recognize this in any given situation and ask for forgiveness, as well as forgive others, the better.

I make plenty of mistakes, you guys. More than you do. Trust me. I’m like the ultimate mistake maker, especially when it comes to relationships. Ask around about me. Anyone will tell you that I’m always the first person to admit that I’m wrong. This is usually a little while after I’ve acted like a complete idiot, but at least I go back and fix it.

7. Money is a gift from God, and it’s to be valued. It’s simply our way of getting around in this world. I don’t love money, but I do value it. I recognize its place in providing for our needs that are neither evil nor bad. It is completely neutral.

8. The more I give, the more the world gives back to me. This is not the reason I give, but it is true nonetheless.

9. We are all one. This is a new belief I starting believing, but I believe it. We are all one. Separateness is an illusion and the primary cause of all suffering. For me to hurt you is the same as hurting myself. For me to do good to you is to do good to myself.

The last one is a big one.

10. Money is easy to make.

It took me a long time to believe that. I said it to myself over and over with affirmations forever, but not until not too long ago did I start really believing it. Believe me, like a lot of other people, I used to be out there spinning my wheels just wanting to die. I just didn’t think I was ever going to be able to do it, and this one thought would always haunt me.

This was my internal core belief, and this is why I didn’t have it. Money is so hard to make. It’s so hard. That was the thought that I had because that’s what I was experiencing. I can’t get too much more into this. We’ve got a lot more to do, but I’m just going to tell you that the way I beat that wasn’t by affirmations. It wasn’t by reading books. It was by hanging out with a rich dude. That’s what beat it.
I started hanging out with a guy 10 years younger than me that was a multi-millionaire. After hanging out with him long enough, my belief systems changed. That’s why I always encourage you, you’ve got to hang out with the people that you want to be like. It’s really tough to do it any other way.

The work in developing a winning attitude is simply a process of thought replacement, and replacing negative thoughts with positive ones. This includes replacing negative environments with positive ones. Instead of hanging at bars, hang out at church. Instead of hanging out with broke people, hang out with rich people so you can help the broke people. Instead of going where you’re hated, go where you’re celebrated. I’m going to keep rhyming. I’m actually not.

By being in these negative environments, it’s simply impossible to control your thoughts. It all boils down to what comes into your mind and into your head, the images you take in and all that stuff. It just makes it impossible.

Here’s another gem from Proverbs:

He who walks with the wise will be wise, but the companion of fools will be destroyed.

My friends, I don’t want you to be destroyed. I don’t want to be destroyed. So let’s hang out with good people. 58:51 replacement in a couple different ways. Each way though is something we proactively seek out and do. This will not just happen. I’m telling you, this takes massive effort.

Three different ways:

1. Affirmations.
2. Reading and listening to teachings.
3. Putting yourself in positive environments.

By the way, Kenny, do I have you on the line?

Kenny:
Yes sir, you do.

Preston:
Nice, Kenny.
Kenny:
You’re doing such a fantastic job. I’m so proud of you. Great information.

Preston:
All right, I’m going to keep it going here and wrap up.

Affirmations

An affirmation is simply a positive life-giving statement made out loud or silently in your thoughts. Out loud is way better, simply looking in the mirror while saying them out loud is the best. It’s kind of goofy, but you know what? Do you want to be cool or do you want to be rich?

I do this every single day. Right now, this morning, tomorrow morning I’m going to do it too. I’ve been working 14 hours today. I'll wake up tomorrow morning and the first thing I’ll do is look myself in the mirror, give myself a little wink and tell myself it’s on.

*It’s the repetition of affirmations that leads to belief. And once that belief becomes a deep conviction, things begin to happen.*

– Claude Bristol

Speaking of affirmations, as I said before, we have Andy Massaro on the phone. A lot of you already know who he is. Hold the applause.

Andy:
Forget about the applause.

Preston:
Let’s hear it for Andy. Kenny, I hope we get something better for you, man. I don’t know. That was weak.

Andy:
Do you remember when I came to you two years ago? Do you remember how I was? I was exactly how you just described how you were. Can you hear me okay?

Preston:
I hear a little bit of an echo, but keep going.
Andy:
Okay, I was that guy that you were before you made all your turnaround or whatever. Basically, I was full of fear. Fear of everything. I was scared of my own shadow. I was scared of failing, but also scared of succeeding.

Preston:
Andy, I just realized – let me give you a proper introduction, if you guys didn’t know who Andy is. Andy was my first student years ago. I’ve known him for 15 years. He’s well on his way to fame and fortune. He currently coaches his own students. He made it through – let me just back up even a little bit.

He was one of my best friends in high school, but we kind of lost touch with each other and then down the road, he found out that I was doing well with real estate. He hit a couple of my buyers list somehow, so we reconnected and he had me meet him for lunch. He said Preston, I was about to send umpteen thousand dollars to Rich Dad, Poor Dad Coaching. Why don’t I just do something with you? How about if I work something out with you?

So I sat down and created a win-win program. It was all based on what I had received from my personal mentor. By the way, all of you need to get mentors. Go ask any successful – I’m about to ask Kenny and I actually don’t even know what his answer is going to be, but I do. Everybody had a mentor. Everybody.

If Kenny didn’t, then that just makes him a superstar guy that I already know he is, and it wouldn’t even surprise me. More than likely, he probably had a mentor. Everybody had a mentor. You’ve got to get one.

So I created this thing and we got Andy going, but he got a real late start. It took him a while to get the hang of this thing. Now granted, he had a full-time job and it was tough for him to really get into it, but all the sudden he started making some money and he said, my fortune started turning whenever I started doing such and such.

So when I thought of that – because such and such involved affirmations that he started doing – when I was coming up with this program for this particular session, I said let me get Andy on this call so he can tell these people exactly what he did. This was not too long ago.
I’m telling you, he’s on the up and up and he’s processing the leads for all my students nationwide, we’re partnering on different things, and he’s coaching his own students now. He graduated underneath me and is now coaching his own students; unbelievable, man, people helping people. It’s a beautiful thing.

Andy, kick it.

Andy: Thank you, man. Bottom line, which you touched on earlier, you have to go from hoping to succeed to expecting to succeed, and I was hoping for a long time. As I said earlier, I was definitely scared of my own shadow. I was scared of failing and I was also scared of succeeding. Hence, I wasn’t very successful. I was mediocre in must everything.

Once I realized it was all about attitude – I had all the knowledge. I always did. I’m a pretty smart guy. I had all the knowledge, but the dollars didn’t follow with it, and I came to realize it was all about attitude. I didn’t really realize there was a difference between just kind of hoping to make money and to be successful and actually feeling what it feels like to expect that to come in.

That’s where I’m at now. It’s a confidence process that I go through, and I do it by two ways.

1. Confident, positive affirmations.

I set a reminder in my Outlook email program to pop up every hour to remind me to say my positive statements to myself, and I never miss.

Preston:

That was the one big thing that originally was helping you, right?

Andy: Yes, but I had another thing too. That’s coming. If I’m in the middle of a lead, I don’t care. If my reminder pops up, boom, I say my affirmations to me. Mine don’t have to be the same as yours. Mine – I basically tell myself how much money I want to make and how much I expect to make and all that stuff.
Yours could be something different, but the bottom line is I repeat those affirmations, those positive statements out loud with enthusiasm every day to myself, every hour of every day that I’m behind my computer. I say them to myself without fail.

It’s so easy to kind of get caught up in what you’re doing and just say oh, I don’t need to say those right now, or I’ve said those statements earlier this morning so I don’t need to say them again. That’s how people fail because you get complacent. You cannot let that happen.

The second thing I do that’s equally important is:

2. I take 10 to 15 minutes every single morning to just sit by myself in a quiet place and meditate and visualize myself where I want to be.

I visualize myself walking to my mailbox, opening it up and seeing letters with checks in them - $15,000 checks, $20,000 checks, $30,000 checks, one after another coming in. I see myself driving the car of my dreams. I see myself living in the home of my dreams. I see myself vacationing, and I don’t worry about visualizing myself during the process of getting there. Forget about that. Visualize yourself at the end, being who you want to be.

I visualize looking at my inbox and having lead after lead after lead that are just waiting for me to review them. I visualize looking at my bank account online and having thousands and thousands of dollars in there at my disposal, having the TV I want, having the girl of my dreams.

I take 10 to 15 minutes every day just to visualize that and to feel it. You can’t just visualize. You have to feel that exhilaration. When you start to see yourself where you want to be and feel how good it feels to be there, plus constantly reaffirming positive statements in your head all day long, you will go from hoping to succeed to expecting to succeed, and I’ll tell you I’m a perfect example of this. It will happen.

As soon as I started believing that it was only a matter of time, I launched my own coaching program. I probably didn’t even qualify, but I did it anyway. I signed up three people that week. My first student, with my coaching, with my help got his first house under contract and closed it within one month. We made a quick $10,000. I mean it was just amazing.
Old deals that I thought were dead just resurfaced. All the sudden people wanted to meet my price and one thing happened after another. I mean I used to send emails to Preston, and it just blew my own mind. It’s not a lie. When people tell you it’s all about the power of belief, it is. I’m a perfect example of that. I went from a person who was scared of his own shadow to a guy now who believes in myself and expects to succeed.

Six months ago or a year ago, I never would have even had the courage to be on this call. There’s no way, no how. It’s just part of the process. Preston says – one of Preston’s biggest statements that he believes in and one of his mottos – and he’s got a ton of them – but the one that always sticks with me is he always says bring the pain.

That’s something I’ve kind of adopted too. Nothing worthwhile is ever going to come easy. You’re going to have to go through some struggle, and you’re going to have to go through some pain, but we say bring the pain. It’s all about the end result. There’s no doubt in my mind that I’m going to be there.

Preston:
You’re starting to see a lot of these things that you visualize, and you can start to see these things happening now. For some more on that topic, you guys should watch The Secret DVD. I would suggest the DVD rather than the book called The Secret. Most of you already have. I don’t totally agree with a lot of the stuff in it, but I like the premise of we get what we expect to get. Thanks a lot man. That was freaking incredible. Stay on the call if you can.

Andy:
My pleasure.

Preston:
Whatever you need to do, I’m going to blaze through this because I want to get to Kenny. We’ve got Kenny Rushing on the line, ladies and gentleman. I’m not presenting him to the world. He’s already out there.

Let me keep going here.

Listening to Audio Teachings and Reading Books

All I have to say about this is make sure that you listen to and read something inspiring and motivational, and take in as much as you can as often as you can as long as you can. Every book you guys read expands your mind, which in turn expands your life.
Mind of the Millionaire Wholesaler
Lost Mastermind Session 1

Access

You literally change as you read. You probably don’t even realize that, but it’s true. If you take a book in, you’re different. You’ve changed. My mom just sent me the most amazing quote today, and I was going to include it, but I don’t know what I did with it.

It was something about this real famous guy said:

*If I have a little bit of money, I buy books.*
*Then if I have money left over, I buy food.*

The importance of education

*Formal education will make you a living. Self-education will make you a fortune.*
– Jim Rohn

I couldn’t agree more. If you guys saw my bookshelves, you’d fall straight over, and I’ve read them all twice. Then the third is:

Environments

We’ve already talked about that.

Get ready for the 10-step action plan to put everything into place that I’ve told you today. Again, this will be available tomorrow online as an audio, where you can go in and write all this stuff down, but if you want to jot some notes, go ahead.

I’m just going to blaze through this. All of this is exactly what I did to transform my life. This is exactly what I did to go from being a negative, critical, just nasty pathetic boy – I was just a whiny little brat – to a man, to a positive, strong man. This is what I did.

1. **I wrote down every Bible version on faith and belief that I could find, and I memorized every single one.**

Listen, to this day, just this morning I repeat them out loud every single morning. Even if you’re not a Christian, the Bible is still pretty cool to read. You’ll like it, I swear.

2. **Read every book that Norman Vincent Peale has available.**
There are a lot. You want to start with the very famous book *The Power of Positive Thinking*. It was written in like 1920 or something like that – 1920 or 1950 or somewhere in between, between 1920 and 2001, or something like that.

**3. Start exercising and dieting.**

You might think this is way off point. However, scientists are more and more finding out the link between the mind and the body. Your mind affects your body and vice versa.

Cardio exercise especially makes you feel better, think clearer and look sexier. We all know that’s important. Sexiness is definitely important. That’s a different course though that I’m going to be doing.

I say this all the time to people. If you can successful diet and exercise, you can do absolutely anything. That’s how challenging it is. When I see somebody that’s dropped 100 pounds and now they’re this health nut, I’m like dude, you can do anything. You can conquer the world. You can be President of the United States. If you can do that, you can do anything.

That’s another example where getting the victory in one area of your life carries over to every other area those wonderful confidence points. A simple plan without me going into the details:

→ Start walking.
→ Graduate to jogging.
→ Hire a personal trainer once you can afford it.
→ Diet.
→ Drink a lot of water.
→ Eat all organics. Anything processed is poison. Take my word for it.
→ Get rid of all the bad carbs.
→ Eat five or six meals a day throughout the day.
→ Get the supplement called Green Vibrance.

If you do this, you will never die.

**4. When you wake up in the morning, do not just lay there.**

That is depressing. You’ll give yourself 99 reasons about why today is going to suck. Jump right up and do 100 jumping jacks. I’m not kidding. Do it tomorrow morning.
is the action plan. Do it tomorrow morning or I’ll refund your money. Get off the plan. You’re either in or you’re out.

This not only burns more fat than any other time of day because your stomach is totally empty, but it also gets the endorphins flowing and it sets the tone for your day. I do much more than 100 jumping jacks right when I wake up. I’ll just give you that little hint right there. I do a military workout the second I get out of bed.

Momentum is everything, you guys. Did you ever notice how if a day starts out bad, it’s just kind of like the momentum carries through and it just becomes a bad day? Well, we can use that. We can flip it. We can flip that and turn it around and use those principles to start at the moment and going positively. When I first wake up in the morning that’s the most important time of my day and the most enjoyable— I love mornings— tons of energy. You’ve got to take your first moments awake very seriously.

5. When you get in the shower, practice your affirmations the entire time.

The following is exactly what I say every single day. I do this out loud and, as Andy said, with enthusiasm. He could not be more correct when he said you’ve got to do these things with enthusiasm because it’s the thought which produces feeling that really tells your subconscious mind that’s something’s happening and it listens.

The enthusiasm is what triggers your subconscious to expect those affirmations in the first place. This is not hocus pocus, you guys. This is real life. I do this every single day. I wouldn’t be telling you this if it didn’t work. The following is exactly what I say:

*Today is going to be a great day.* (From the second I jump into the shower, this is what’s going on, out loud.) *I feel fantastic. I’m healthy, I’m wealthy, I’m happy and I’m content.*

Keep in mind, I’m these things without saying these things, but I still say them every single day. Why? Because in this world if I don’t keep doing this, the world’s going to pull me down. It’s too negative. There’s too much bad stuff going on. Its like – what’s a good analogy? I don’t even have one so I don’t even know why I said that.

*I’m happy, I’m content, I’m joyful, I’m peaceful. Nothing but good things are coming my way today. I’m energized. I feel fantastic. Life is good. It’s only getting better every day.*
In every way I'm getting better and better, stronger and stronger, wiser and wiser, healthier and healthier, wealthier and wealthier.

I'm just spitting this stuff out, you guys.

The path of life winds upward for the wise, keeping away from hell below.

That's a Bible verse.

I expect the best and with God’s help, I will obtain the best. I am a champion. I’m a warrior. I’m a fighter. I’m a success. I’m a winner. Nothing can stop me. Nothing can get me down. I will never quit. I’ll never stop.

I'll always achieve my goals. I always finish what I start. I’m the best at what I do. I’m the best real estate wholesaler. I’m the best real estate coach. I’m the best Internet marketer. I’m the best speaker. I’m the best negotiator. I’m the best businessman.

I affirm my positive attitude. I affirm my enthusiasm. I am a tough-minded optimist. I always see the best in absolutely everything. My loving heavenly Father has gracefully, sovereignly created me to be an extremely successful real estate investor so that is exactly what I intend to do and be. Doors are opening for me. God’s favor is upon me.

I can see prosperity and abundance reigning down on my life. Money is coming in like a flood. My business is taking off and headed for the top. I can’t wait to see what great things are coming my way today ASAP.

I spit that in life’s face every single day. Life doesn’t stand a chance against that stuff. Then I repeat my definite major purpose, which is another thing that you guys are going to be doing between now and the next time we talk next Thursday.

You’re going to be putting together your definite major purpose. We’ll talk about that in a second.

6. I want you to begin consciously monitoring your thoughts.

For instance, you’ll never catch me saying I can’t do, it or I can’t afford or anything like that.
Whether you think you can or think you can’t, you’re right.
– Henry Ford

Pick one especially empowering phrase or affirmation and run it through your head all day long, even something as simple as I can do it, or I believe. As a matter of fact, I used to use those. When I first was getting going on this, I was like I can do it, I can do it, I can do it, I know I can do it, I know I can do it, I know I can do it.

Do you want to know the thing that plagues every man, what’s at the center of his soul from the time he’s created until the time he dies?

Do I have what it takes to make it? It haunts every man. It’s the question that he’s asking of himself and of the universe at all times.

I didn’t make that up. I wish I did. John Eldridge, for all you men out there, Wild at Heart – grab that book.

I can do it is a great affirmation. It’s time to stop being skeptical, you guys, and it’s time to start believing. I hate when I mention something to somebody and the first thing they say is oh, he’s probably doing it because of this; or I wonder what he’s really up to, blah, blah, blah.

What a terrible way to live, man. I don’t ever think that stuff. I don’t care if I get screwed. I could care less, man. I’m not going to live like that. I’m not going to live just thinking bad about everybody. Until somebody does me wrong, they’re a good guy, man. That’s all there is to it.

You know what? Because I treat them good like that, that’s usually how they end up presenting themselves as to me. Whereas one person experiences someone as a twisted freak, I experience them as just a great dude. It’s just an example of how you can kind of control your reality.

7. Limit your time with negative or poverty-minded people, at least until you’re strong enough to maintain your positive outlook around those people.

Start seeking out, you guys, just some higher-minded friends who are going places. Church, real estate investment clubs, toastmasters, BNIs and stuff like that. Just refuse
to be around anyone who belittles you or your dreams. I just don’t put up with that stuff. When it comes to that sort of stuff, my grace goes out of the window.

If I hear one negative thing about me, my dreams, my family or anything like that, you’re done. You’re gone. See ya. I just don’t put up with that sort of stuff in my life. You need to seek these people out.

*Seek and ye shall find.*
– Jesus

1. Always be in the middle of a book or CD that is motivational, as well as some sort of real estate education book or product.

One new idea from one of these things is worth its weight in Kenny Rushing’s diamond.

2. When you go to sleep at night, repeat a positive affirmation constantly, over and over until you fall asleep. I still do this.

3. When something bad happens to you, I want you to stop and ask yourself how can this be turned around and used for good?

Start realizing that there’s more going on in this very mysterious universe than we can ever possibly know. Nothing happens by accident. It’s all being used for our good.

Here’s your homework, and then it’s time to have fun.

→ I want you to read *Keys to Success* by next week.

Get the audio if you need to. It’s by Napoleon Hill – *Keys to Success*. In the middle of that book, you’re going to find a chapter that says Definite Major Purpose.

→ I want you to do that exercise, and then I want you to set some goals as well – one year, five year, 10 year and lifetime.

Just set them. Who cares?

→ I want you to read the Definite Major Purpose exercise and your goals out loud every single morning for the next year.
→ I want you to do your affirmations. Create your affirmations tomorrow and start doing them every morning.

→ To prepare for what we're going to be doing, I want you to buy 100, 18 x 24 white corrugated plastic signs and stakes from SignWarehouse.com.

We're going to work, ladies and gentlemen. I'm going to show you just how deep the rabbit hole goes. Don't put them out yet, though. Wait for my instructions. Most of my students, any of you guys listening, you probably already have this stuff.

Then some resources for you guys, stuff that has shaped my thinking with all this stuff – and listen, all that homework I gave you to do, this is what champions do. This is what it takes. If you're not willing to do that, then really I don't know.

Do what you want? If you want to pick and choose what you do, that’s fine, but I’m just telling you that you need to do this stuff. This is the sort of stuff that people who really do something with their lives, that make a name for themselves, that truly make a difference in the world, this is the stuff we do. This is how we roll. Kenny is about to tell you the same thing. I guarantee it.

**Resources**

   
   An excellent book about being good and not nice.


I’ve read that three times. I would encourage you guys to read that and go to his three-day Millionaire Mind Intensive Seminar. It’s free if you buy the book on Amazon. As a matter of fact, I’m going to be going to it. Meet me out there.

5. *You Are What You Think* by David Stoop.

6. *Keys to Success* by Napoleon Hill.
7. *The Master Key to Riches* by Napoleon Hill.

Kenny, do I have you on the line?

**Kenny:**
Yes sir, you do.

**Preston:**
All right, listen, you take as much time as you want because I’ve got this line open – how long do I have this line open for? It’s open until 11:00. So you can take as much time as you want. I know I originally told you 30 minutes, but if you want to just do 30 minutes, that’s totally fine.

Let me just give you a worthy introduction here. You guys, on this eight-week group coaching session that we’ve got going on here, we’ve got:

- **Than Merrill** speaking – a national speaker and coach in wholesaling. He used to play for the Bucks just recently and the Chicago Bears.

- **Mike Collins.** No need to tell you who he is.

We’ve got a bunch of other people. I am excited to have all those guys on, but I don’t know if I’m as excited as I am to have Kenny Rushing on this call right now. Kenny Rushing could very well be one of the top 10 wholesalers in the United States. He might be in the top three. I don’t know. I mean I don’t see too many people doing the amount of volume that Kenny does.

I ended up talking to Kenny – I’ll just tell you how amazing this guy is. He is my mentor’s mentor. He taught my mentor, who was a multi-millionaire, how to play this game. If you come to Tampa – Kenny do you still have the billboards up?

**Kenny:**
Yes.

**Preston:**
You can’t go one block without seeing Kenny’s billboard. Rehappers Superstore is the name of his business. Bus stop benches, billboards, commercials – and this is all stuff
that he produces, promotes and does himself. He doesn’t use one of these marketing companies. He literally, you guys, has an empire. I don’t know what his numbers look like for this year.

I know he’s still doing well, but at any point in time last year, Kenny was doing over 20 houses a month. Most people flip 20 houses a year. He flips 20 houses a month. Not only that, but he actually closes on every single one. It’s a different way of going about doing wholesaling. I’ll leave it to him whether he wants to tell you how much money he makes, but it’s in the millions.

He’s a superstar. He’s got a book that’s hitting, not the Internet like my book. It is hitting bookstore shelves.

Preston:
They’re talking about doing a board game based on it. Whenever you get a chance, go to HouseHustling.com, and just check out what he’s got. I’ll leave it to him to tell his story.

Kenny, I’ve got a few questions to ask you here, and then I’m going to turn you lose to say whatever the heck you want. Is that cool with you?

Kenny:
That would be great.

Preston:
Awesome! I’ll also just tell you this. Every couple of weeks, I’m in Kenny’s office and we’re talking about different ways to make money. He’s here in Tampa with me. If he speaks somewhere, they pay him $10,000, whether it’s an hour or it doesn’t even matter.

He does life coaching to the tune of $25,000 for a day or two. He’s sought after. He hangs out with more famous people than I’m ever going to hang out with.

Kenny:
I don’t know about that now.

Preston:
I have been meeting some pretty cool people lately though. I’ll tell you that. The other funny thing about Kenny is if you come to Tampa and you don’t see an H2 or a Hummer
driving around with Rehabbers Superstore painted all over it, then you must not be in Tampa. The guy’s got like an army of these things going through Tampa. He’s the King of Tampa.

Kenny, glad to have you here, it’s my privilege and honor to have you on this call, dude.

Give us just a brief overview of your personal background coming into real estate and then your transition into real estate.

Kenny:
Thank you. First I would like to thank you, Preston, for giving me this opportunity to speak this evening. I want to say Preston has been speaking very highly of me, but Preston is a very amazing gentleman, a young man who’s doing phenomenal things throughout the country with his eBook.

You couldn’t ask for a better mentor and a better person to learn this business from than Preston Ely. I’ve got to tip my hat to him because he’s a great guy. He’s a God-fearing guy, very ethical, has integrity about himself and he is definitely somebody that you can go to for advice, including myself. I really appreciate this opportunity, Preston, and continue to do great work.

My story is a little bit different than everyone else’s. My story proves that the American dream can be accomplished regardless of who you are or what ethnicity you are, whatever you’ve been through in life. I grew up in a small city called Des Moines, Iowa. In 1989, crack cocaine infested our community, and a lot of young guys who grew up in my community started selling drugs.

I ended being one of those guys, a young guy out there trying to make quick money. Just like a lot of other young people who, unfortunately, are gravitating towards things that they should not be doing. So I got caught up selling drugs when I was 15 years of age. I became a drug kingpin by the age of 19 and became an inmate by the age of 20 in Federal Prison.

I spent seven years in prison and while I was there, I had an opportunity to learn real estate. I read as many books as I possibly could because I realized that so many people get caught up in a revolving door because they don’t know any more than they knew before they went to prison.
Therefore, I read books on business, economic and international finance and anything that I could pick up any book that I could pick up. It goes back to what you were just mentioning a few minutes ago as far as why it’s important to read. You have to educate yourself.

So I read all the books I possibly could. I left prison after spending seven years in prison. Now I say that straightforwardly because if Kenny can do it, so can you. This is a proven testament. I don’t care regardless of what situation you may be in, I don’t care if you’re in the rat race, whether you’re unemployed, whether you’re collecting welfare, whether you’re a high school dropout – because I was a high school dropout myself – or a college dropout.

This story will prove to you that you too can accomplish anything in life that you want to do. I bought my first house in 2000, for $2,500 in St. Petersburg, Florida. It was a distressed, dilapidated home that needed a lot of work done to it. I bought it for $2,500. I put $30,000 into it and forced the value up and sold it for $67,000.

I never looked back. I started off in the business as a rehabber buying distressed homes, fixing them up and putting them back on the market. I bought and sold about a couple hundred houses, and then I was fortunate to understand the business of wholesaling, just like Preston Ely.

Wholesaling is a great opportunity to being able to get started, minimizing your investment and being able to maximize your return. A lot of people can get started investing in real estate with $10, and I’m sure Preston Ely speaks about that all the time, how you can assign a contract with only $10 deposit. Sometimes you don’t even have to put $10 down. You can put $1 down and still be able to sign a contract for $10,000, $20,000 or $30,000 returns.

So I was very successful at learning the business by rehabbing properties, and then I was able to get started assigning contracts, and then after I was able to assign contracts and save enough money, I was able to buy properties cash.

Preston: That’s excellent.
What are your most notable accomplishments in the world of real estate wholesaling would you say?

For example, sales volume, number of houses you’ve done.

Kenny:
My greatest accomplishment actually – I’ve bought and sold over 1,000 houses, and that’s a lot of houses in the last seven years. That’s more houses than most people can actually say that they bought and sold over a lifetime.

What’s important is just like you, Preston Ely, is being able to encourage people, being able to inspire them and to give them inspiration. I think in this country some people are just lacking inspiration. You have to be able to inspire other people to be great, to be able to tap into their full potential.

Just like Preston said earlier today, you are what you think. The people who are successful think big. The people who are not successful think small. You have to manifest your greatness. Everybody has that full potential inside of them, but you have to be willing to tap into it.

There’s nothing that is not accomplishable. It depends on you. A lot of times people have the tendency of pointing their finger at somebody when three people got their finger pointed back at you. It’s you, and if you’re not successful, it’s because of you.

We live in a great, great economy, a great free enterprise system, a great democracy and it’s up to you in order to tap into it. If you want to work 9-5, if you want to live paycheck to paycheck, then that is a decision that you choose to do. Now if you wanted to be a successful entrepreneur where you could create your own income, you can vacation whenever you want to, you can live in a beautiful home, you can have college tuition for your children, it’s up to you to be able to reach out and try to attain it.

Everybody can do it. It just depends on you. You have to get an education. You have to be willing to work hard. You have to set up relationships. You’ve got to have integrity. You’ve got to be honorable. You’ve got to be loyal and trustworthy.

A lot of things people forget about are the simple things that allow people to become successful. My greatest achievement is being able to not buy and sell over 1,000 houses, not being able to create millions and millions of dollars for myself and my family, but my greatest achievement in life is being able to inspire people and being
able to give back because God gives you the knowledge, the wisdom and understanding for you to be able to pass it on.

I think that too many times people are too selfish, and they’re just self-centered and it’s all about them. It’s not just about you. God blessed you with the knowledge, so you should be able to pass it on to be able to provide opportunities for other people as well.

Preston:
That’s awesome.

Tell them a little bit about the work that you’re doing and with the inner city kids. Tell them about some of the stuff you’re doing with the community.

Kenny:
For me, I teach people how to invest in real estate. I’ve been doing this for about five years. I speak. I just spoke at Harvard University. I spoke at Essence Empowerment seminars. I speak all across the country. It’s just so important just to give back.

The list goes on and on about some of the things that I’ve been able to accomplish and do, but it’s just important just to realize that God favors many people. When God allows you to become a successful multi-millionaire at such a youthful age, just like yourself Preston at the age 31 you’re a multi-millionaire that gives you a responsibility to being able to be willing to give back and to try to create opportunity for other people.

We do a get on a bus tour where we teach people how to invest in real estate. We charter buses. They get on the bus and we take them around the community and teach them how to invest in and locate distressed properties that can provide them with good assignment deals. I do seminars, like I said, for free. I do all sorts of these types of things.

Preston:

♦ What would you say are the top three reasons for your success in order of importance?

Kenny:

1. Education
2. Having integrity
3. Being willing to work hard

I think those three things are what’s most important in order to be successful. You have to educate yourself. I mean that’s just what it boils down to. You have to have the specialized knowledge. The specialized knowledge is what’s going to differentiate yourself between just getting by and being very successful. You have to educate yourself.

I think that when we were growing up, being young, your mother and your father always told you how important it was to get an education, and you have to listen to that because getting that education and having some specialized knowledge, whether it’s that you decide to go to college, whether you decide to get a real estate education – and that’s what I chose to do.

I decided to get a real estate agent education, which worked wonders for me. It allowed me to do a lot of things that people who actually got Ph.D.s and MBAs haven’t been able to accomplish.

Real estate is just a great way of being able to generate wealth. I think it’s one of the best vehicles for being able to accumulate wealth relatively quickly. Getting an education was important to me, getting that specialized knowledge and being able to have integrity because people don’t want to deal with people who are shady investors and people who don’t have integrity about themselves.

When you establish relationships, you want to establish long-term relationships. You want to make sure that you have relationships with people and they know they can trust you. Regardless of how many assignment contracts you do and how great you are as a wholesaler, people are not going to call you if they don’t believe that you’re a good businessperson.

You can attest to that because you’re a great businessperson yourself, Preston Ely and that’s why you command a lot of respect. People know that they can trust you and that when you sell them a property and the numbers are going to work. You’re not going to tell them that the estimated repair costs are $5,000, when it’s really $20,000. They know that the numbers are going to work and that it’s going to be a great favorable deal for them.

People have got to trust you. That goes back to having integrity about yourself. It’s just having the work ethics. Some people think that success is just going to drop in your lap,
but it’s not. You have to go out there and you have to work for it. Nothing that I’ve been able to accomplish in my lifetime has been given to me. It’s because I educated myself, I had integrity, I built relationships and I was willing to go out there, run the extra mile and be able to outwork the next competitor.

You have to have those three ingredients in order to be successful in real estate or in business period.

Preston:
That was awesome, man.

♦ Do you come from money?

Kenny:
No, I do not. I don’t come from money, but I was raised by two great parents who instilled great values in me. Unfortunately, some of us get caught. When I was a kid, I got caught selling drugs but it was the best thing that could have ever happened to me in my lifetime.

Preston:
Tell them how old you are. You’re only 23, right?

Kenny:
I’m 33.

Preston:
You sound like you’re 50 and this happened 30 years ago.

Kenny:
Exactly. I’m only 33 years of age. My story is a story of inspiration. You just talked about my book. My book will be out in 2008. We’re working on a television show. We have a magazine called House Hustling, the whole House Hustling brand.

What we’re trying to do is educate young people to give them options and opportunities because a lot of our young people unfortunately believe that you have to be a hustler or a legitimate hustler in order to be successful, but you don’t have to.
So we try to give them something that they’re already engaged in, but trying to give them another spin to it, something’s that going to be productive. Too many of us are destroying our communities when it’s so important for us to build our communities. I think that as a real estate investor/developer, that’s the best way of being able to build your community is by buying these properties in their distressed condition, rehabbing them, putting them back on the market and selling them, and being able to build a community and beautify it make it look nice.

I think that’s one thing a lot of our young people in this society is lacking. That goes across all color lines because we’re losing too many young people, both male and female, both white and black and others who just have no hope. These are the young generation of people who are going to run our country.

We want to make sure that we give them the hope and desire to be able to be an effective leader and not just a follower, and being able to build a community, being able to build people’s live by giving them inspiration, and being able to be good stewards of this country, stewards of our money.

That's important for me and that's my greatest contribution to humanity, not just to the real estate community, but just to humanity is being able to get my story out there and to let people know that you’ve always got to continue to hope and dream big.

Preston:
Kenny was largely responsible for the revitalization of a whole area of town here in Tampa. I mean he set up shop on – how many square foot is that big thing?

Kenny:  
I think it was 3,500 square feet. I tell people all the time I don’t buy houses anymore; I buy neighborhoods. We want to just be able to inspire people. I’m a very humble person, and I’m sure Preston can attest to that. God’s been good. God blessed me with the knowledge of being able to do what I do.

I inspire people. I try to promote real estate investing and promote business development and try to give people the tools that they need in order to take life to another level. I did mentor Preston’s mentor many years ago and taught him how to invest in real estate. I taught him how to assign contracts and how to get set up as a wholesaler, and he went on to do very well.
Most of the people who I’ve had relationships with are multi-millionaires right now or are on their way to becoming multi-millionaires.

**Preston:**
That’s the sign of true winner/successful champion right there. The people that you affect, the people that you teach, they rise up to that level. That’s when you know you’re doing something.

**Kenny:**
Exactly. I would agree 100%. Sometimes people ask me Kenny, don’t you create competition for yourself? I tell people all the time don’t ever think that you’re going to create competition for anybody because you can’t buy all the houses. I don’t care if you had all the money you’re just not going to be able to buy all the houses.

The best thing you can do as a wholesaler is to network with other wholesalers. I networked with Preston, I networked with several other wholesalers around the city of Tampa and don’t get hung up on these egos. As a matter of fact, a guy emailed me the other day. He’s another wholesaler in the city and he told me that he wanted to meet with me, but he knows we both have egos.

I emailed the guy back and told him no, you have me mistaken. I don’t have a big ego. God gives and God takes. He gives you blessing and hopefully you do the right thing with them and you continue to inspire other people. So don’t have a huge ego. Stay humble. I think that people will appreciate that. I think people will want to be a part of your life because people know that you’re humble. I think that’s the best word to use. Just stay humble.

You can make a billion dollars, but that doesn’t mean you’re going to be happy. When you’re humble, people respect you for that, that humility that you share, that God-fearlessness that you share. People just respect that a whole lot more. I think that’s why I have a lot of friends because regardless of all the material blessings that God’s bestowed upon my life, I’m still humble because I realize that just because He gave it to me doesn’t mean He can’t take it.

I think if I lose sight of that, then that’s when everybody will be gone and I’ll be in bankruptcy. I just stay focused on doing the right thing, and that’s important.
Preston:
I can attest that Kenny is a very humble guy, unusually so for somebody that’s done as much as he’s done. You guys don't even know the half of it. I could go on forever.

Kenny, what I’m trying to do with this whole series that’s called the Mind of the Millionaire Wholesaler is I’m trying to get people to see, get a look inside of how we think, what makes us tick and the core beliefs and values that we have and that we bring to the table that makes the difference in the first place.

♦ What separates an average real estate wholesaler who does, say, a couple deals a month from a top level producer such as yourself?

Kenny:
I think that just like Andy mentioned earlier today, it’s important that you believe in yourself, that you stay determined and you don’t allow yourself to have a limitation. I think that what the mind conceives and believes, it will achieve. That’s one of Napoleon Hill’s famous quotes. The only limitations are those that are set up in our minds.

I think that in life, as human beings we just place limitations on ourselves. You cannot limit yourself. When I got started investing in real estate, I was an ex-felon. I got out of prison. That in itself should show you a lot about me, and my character and my determination.

I didn’t allow all those things to hinder me. I didn’t allow all those things to hinder my growth and development because I knew I had the tools. I had the specialized knowledge. At least at that point I had everything in theory. I just needed to go out there and get the experience.

For me, I didn’t want to limit myself. I wanted to try to take things to the next level. I wanted to be the best real estate investor/developer that I possibly could be, and I just went out into the marketplace and I learned the business. I networked with different people, I built relationships, I conducted everything with integrity and I was able to go to the next level.

Some people who are only buying and selling maybe a property a month, or maybe two properties a month or maybe five or six properties a year, I think that they’re just limiting themselves. I think that if they continued to think big instead of thinking small – because
if you think small, then you will manifest smallness. If you think big, you will manifest bigness.

It’s all about what you think, and everything you think is a manifestation of that. So I always have been the type to think big. I didn’t want to just wholesale one property a month. Not to say that when I first got started, I wasn’t wholesaling – I would wholesale maybe one or two properties a month, but taking into consideration that I would make $5,000 to $7,500 per deal so that was more money than some people were making in two or three months, or four months or six months.

I was making like $12,000 or $15,000 a month. Now I probably make between $100,000 and $120,000 a month, but that’s because I was willing to work the extra hours and make some sacrifices, even at home, in order to take my company to that level. It just takes time.

Nothing is going to happen overnight. Success is not just going to drop in your lap. You’ve just got to go out there and work for it, and you have to do all the things that are important to become a success entrepreneur. So start off small, but continue to think big.

I was very successful at advertising. I mean I tell people all the time I think I’m a good real estate investor, but I think I’m a great marketer. I’m a great marketer, so I was able to create my own niche. My niche has been I’m an effective advertiser. I know how to advertise on radio, television, bus stop benches, billboards, newspapers, my website and my flyers. I know how to market.

You have to brand yourself. That’s important. Some people just want to be a real estate investor and they want to send out all their flyers and stuff like that and put up their bandit signs, but you’ve got to take it to another level. I mean that’s a good introductory way of being able to get started in the business, but you’ve got to be able to take it to another level where you are not just a business, but you’re a company.

I don’t consider Rehabbers Superstore a business. I consider it a company that tomorrow if I wanted to sell it – I may be able to get a check for $5 million if I want to because it’s branded. Whenever you brand your company, then your company just goes to a whole different level, and the value of your company is a lot better and a lot more than just a regular two cent business that you’re working out of home.
There's nothing wrong with that to get started. If you're working at home and kind of steady, maybe get an office and go to the next level, but you have to brand. The best way of branding is creating synergy. You have to create synergy amongst everything that you're doing, as far as all your advertising mediums you have to create synergy so that everything is the same.

With my company, if you go down the street and you say I love houses and houses love me, people are going to think about Kenny Rushing. Don't let those other guys steal your house they're going to think about Kenny Rushing. If you see me in the cartoonist lady who I hug on my bus stop benches, that's my brand.

So when you see that, you automatically think about Kenny Rushing and you think about calling him if you have a house for sale. You have to brand your company. The best way of doing it is being able to create synergy amongst all the advertising mediums that you're using.

Preston:
I have a couple more questions, but I'm going to jump right to the last one since we're already talking about the subject.

♦ What was your primary means of lead generation when you first got started, what is it now and can you give us a brief overview, like a little mini get-started-now action plan for somebody who would want to duplicate what you've done?

Kenny:
I think that when I first got started, I was prospecting for profit, and I think that is one of the things that you also teach your students where it's so important. The system works. You have to go out, you have to get in your car with a notepad, with a pencil or pen and you have to drive around prospecting. You have to drive up and down the neighborhood looking for properties that are in distressed condition.

Preston:
♦ Is that the primary way that you were getting leads at first by driving through the neighborhood?

Kenny:
When I was rehabbing houses, I actually was using REO brokers to buy and fix up the homes, and then when I started to wholesale, I started prospecting and writing down property addresses of houses that were in distressed condition.

So I was doing it in St. Petersburg, Florida and I was doing it in Tampa, Florida. I would write down these addresses, and I would log onto the public records and find out who owned the property. My best tool was being able to get them on the telephone. I would actually dial directory assistance and get them on the phone.

I'd say my name is Kenny Rushing and I noticed that you have a property at 123 Jackson Street. I was just wondering if that property happened to be for sale. If so, I would like to be able to buy it cash and either they’re going for yes or on.

If it’s in distressed condition and it’s been sitting there vacant for the last three years, they may tell you give me an offer. Well, you’d say I’d like to do my due diligence. I’m going to go back over there and look at the property tomorrow, and then I’ll call you back and I’ll give you an offer, and then maybe you can let me see the inside.

I would go that route. Then if I couldn’t get them on the telephone, what I would do is I would just send them a letter in the mail saying I buy houses cash, can close quick and I can be reached at this particular phone number. Hopefully they would call me, but I like the instant gratification of being able to get people on the telephone and talking to them the same day and asking if the property is for sale.

That’s the first route that I took is prospecting for profit, and it worked out very well for me. I mean before I spent a dime on advertising, I probably made $150,000 or $175,000 a year. I was only 28 years of age. I had only been out of prison for maybe 18 to 24 months. All the knowledge that I was actually using was from books I read while I was in prison.

Preston:
That's all?

Kenny:
Yes. Like I said, my story is a testament. I don’t care who you are, unless you have some kind of mental or physical handicap, anybody can be successful in investing in real estate, and I’m a prime example because look at my past. Look at where I came from to get to where I’m at today. That was the first method that I used.
Then I used to own an independent record label and I would always invest my money into other people. In 2003, I had a fall out with one of the rappers and it was the best thing that could have ever happened to me because he didn’t want to go to the studio that night to record some music, and I was very upset. I decided to sell my ownership to one of my partners, and to go ahead and invest in myself.

Now listen to the keywords. Invest in myself. That is so important. I went back home and I said you know what, instead of me spending all these thousands of dollars for the studio time, for advertising for this guy, I’m going to invest that money in me.

So I came up with a concept to start branding my company, Rehabbers Superstore. I love houses; houses love me. Don’t let those other guys steal your house. I went and talked to a graphic artist, and I drew everything out on a piece of paper. I’m not the best artist, but I drew a picture of me hugging a house. I came back the next day, and he had put it into Photo Shop and he let me look at it. It was me hugging this cartoonist house.

At that time everybody thought it was a joke and thought it was funny. Then I said you know what, I want to do something that’s revolutionary. I want to come up with a different concept that is better than any other concept that I’d seen out at that particular time. This was back in 2002.

So I thought you know what, I bought a house about a couple weeks earlier, and they didn’t have a payoff on this house. Actually it was free and clear. The only thing I had to do was get a clear title. So I got a clear title, and my title company called me back I think a day later and told me there was a clear title, you can close on it.

I just happened to have the money in my account to go in and close with a Cashier’s check and buy this property. So I bought it. I started thinking about it. Man, it only took me like a day and a half to close that deal. I thought it normally takes about a day or a day and a half to get the payoff if there is a payoff, and it takes maybe a day in order to get a clear title. So this three days cash for your home concept just kind of popped up as well.

Then I started putting Rehabbers Superstore, cash in three days for your house, and it just blew up. Now everybody else in town is using it. I was using it back in 2002 before you saw any cash in three days for your house because I realized it only took a couple of days.
Preston:
The only difference is you’re probably one of the few guys around here that will actually give them cash in three days. Nobody else is doing that.

Kenny:
At that time, I think when I first met a few other investors in town, it was taking them like 14 to 21 days, and most of them were using hard money in order to be able to close on these properties. I had some financial resources from rehabbing properties and all the rehabs that I went through, so I had some money in the bank in order to be able to buy them cash. Not a whole lot. I couldn’t buy 10 or 20 properties or anything, but I could buy one or two.

Then I could assign contracts to other cash buyers that I had relationships with where they could come to the closing table and buy cash. So I came up with Rehabbers Superstore. I started branding my company. I came up with cash in three days for your house, and I just stated to invest in myself and that’s what you have to do.

You can prospect for profit for only so long. Not that you couldn’t do it for 20 years because I’m sure you could if you’re a good prospector, but eventually you want to set up your business where it becomes a company and not just a business, not just working. I’m just making a little bit of money and I’m a slave to my business.

You want to have a company where you can delegate responsibility to other key management so that they can manage your business for you, and then you can be in places like where I’m at in Atlanta looking to buy apartment complexes, knowing that I’m still making money in Tampa.

You want to set it up as a company. It does take time, and nothing’s going to happen overnight. As Preston will attest to, anything that you can conceive you can achieve. It’s up to you. It all depends on the individual. You can accomplish anything in life that you want to. I’m a prime example. Look at my past and look at where I’m at today.

I’m a multi-millionaire, I live I a 13,000 square foot home, I have every exotic car you can think of and I don’t say that to brag. I say that just to show you and to tell you that you too can be as successful as you want to become, but it’s up to you nobody else. Nobody’s going to give you anything. You have to go out there and take it.
Preston:
Excellent! To sum up what you just said, you started out by driving neighborhoods and you were making $180,000 or something like that a year just doing that. Then you eventually ended up basically doing what I preached to everybody. I coined it big-baller marketing, where you’re basically branding yourself with commercials and billboards and so on and so forth.

Did I get that right?

Kenny:
That’s correct.

Preston:
What I preach to everybody is start with the end in mind. I tell everybody look, if you’re going to do something, you may as well do it big. This is where it can end up. The commercials, the billboards and the, this and that, make that your goal. Don’t you agree that everybody should make that their goal?

Kenny:
Yes, I agree 100%. You have to think big. Then you have to create your own little niche. One thing that I love about Preston is Preston is very charismatic. Whenever you read his emails about a house that he’s pitching for sale, you can laugh. He can give you philosophy, some good words of the day and things that will make you feel good.

You have to have your own little niche and they have to know that you’re real, not just somebody who just came out of a fairytale book. They have to know that you’re real and they have to relate to you. They have to realize that you’re just an ordinary person. You may be successful, you may have a lot of money, but you’re just an ordinary person that is just running your business every day and trying to make the best of it.

That’s one thing that I really appreciate about Preston is his individuality, and he’s way ahead of his time. He is a very intelligent, smart young man and he is just one of the most creative, charismatic people that I know that exist. So continue to do what you are, Preston.

Preston:
You’re too kind. You’re too kind.

Kenny:
It’s the truth. You know it’s the truth.

Preston:

♦ What are the top three books you’d recommend to anyone wanting to achieve success in real estate wholesaling?

It can be real estate success, spirituality or whatever – books that have impacted you the most.

Kenny:
I think some of the books I was really inspired by reading were a lot of biographies, books of other successful entrepreneurs who were able to become great and successful.


Preston:
So biographies.

Kenny:
Autobiographies and biographies any book that you can read – Conrad Hilton’s book– any book that was an inspiration from learning what they had to go through to get to where they became successful great leaders and entrepreneurs. Some of the earlier real estate books that I read – I mean I read hundreds of them.

I think one of the best pieces of material out there is actually Preston Ely’s book that I read this myself.

As far as being able to get started in the business today with real methods of being able to prospect, putting up your bandit signs, networking with different investors and being able to put some money in your account in the next seven to 10 days, Preston Ely’s book teaches you exactly how to do that.

I’m not being paid for this to be totally honest with you, ladies and gentlemen. I’m saying this because I read the book, and I was very inspired by the book myself. There are a
lot of great techniques that Preston is using that I don’t even know, and I think I know a little bit of everything about wholesaling.

It’s a great book that you can actually get started today, and not trying to mess around with these outdated methods that don’t even work anymore.

**Preston:**
It really is the best book out there, isn’t it?

**Kenny:**
Yes, it is. It’s a great book. It’s a great book. As I said, in all honesty, it’s just a very good practical book on how to get started the right way to lead you down that road of success. It’s not a fairytale book where you read it and you’re changed by all these great success stories and testimonials of how he was able to do some deals, but it’s not very practical because you don’t have the best credit or you don’t have any cash.

Your book teaches people how to go out there and assign contracts, minimize their investment and maximize their returns. I think that most people don’t realize that you can get started investing in real estate with just a minimum amount of money. They think that you have to have a lot of cash or the best credit, where your book teaches them otherwise.

It’s a great book on wholesaling, and I think that anyone who has not purchased the book needs to purchase the book because if you’re serious about investing in real estate, it’s going to work for you. I’m a critic and I read through it very well, and it will work. It’s a great book.

**Preston:**
Kenny’s helping me to promote it to other people. It’s great, man. I appreciate the plug.

**Kenny:**
If it was a bad book, Preston, I would say that but it’s a great book, and I had to be totally honest about that.

**Preston:**
I appreciate that, Kenny. One quick very important question and then we are done, bro. It’s a known fact that fear is the number one obstacle to overcome as it pertains to getting started in real estate.

♦ How did you personally overcome this?

Kenny:
I think that for me or anybody else, if you’re already broke that’s enough fear in itself.

Preston:
Nothing to lose?

Kenny:
Exactly. You don’t have anything to lose. Some people just become so content, they’re on a 9-5 job, they’ve been doing it for the last 10 or 15 years, well what I would suggest is to start on the side until you’re able to generate enough revenue so that you can quit your 9-5 job.

If you don’t have a job and you’re just sitting on the couch somewhere trying to figure out where you’re trying to land at in life, then you need to get off your butt and read this book, and educate yourself by reading other books and networking with other investors, and you need to get in the game because you don’t have anything to lose.

When I got out of prison, I worked at a furniture store selling baby cribs. If I can sell baby cribs, I know I can sell houses. I didn’t have anything to lose. I was making maybe $300 a week, working probably 10 hours a day. I worked at a store called Kids Convertibles over on Hillsborough. It’s no longer in business anymore, but I didn’t have anything to lose so I saved up my $2,500 and I came across an opportunity.

A gentleman who was the manager of the store told me about a deal because he was investing in real estate, and I bought it. I rehabbed it and I did well. Now that’s all I knew at that particular time. I didn’t even know the concept of assigning contracts. If I would have known how to assign contracts, I probably would have been working at the store six months. I probably would have been working there 30 days because I would have had probably about 10 or 15 properties under contract.

It took me two years in the game in order to understand the concept of assigning contracts and wholesaling. Then my company just really went to a whole other level. I
could never say that I bought and sold over 1,000 houses as a rehabber because it’s just not feasible.

You may be able to rehab maybe 10 or 15 houses a year, maybe a little bit more if you have a good contractor or if you’re acting as your own general contractor and you have a good sub, but there’s no way in the world that I could have bought and sold over 1,000 houses if I were just buying them, cleaning them up and selling them off to other investor rehabbers who were then rehabbing them and putting them back on the market.

When I understood the concept, I was able to buy and sell 10, 20, 30 houses a month. Now I average about 20 houses a month. If you’re making maybe even $5,000 – I make small profits, but I sell houses in volume. So if I make $2,000 or $5,000 or $30,000, at the end of the month you’ve got $120,000 or $150,000 cash besides whatever kind of overhead you have.

That’s kind of worked for me, and I think that any of your other students out there, if they just apply the skills that you teach in the book and they continue to participate every Thursday with you and listen to what you have to say – because you’re mentoring them and you know what it takes to be successful because you’re a success story yourself, Preston.

People have to learn from people like yourself who have already been down that path. Now it’s their time, but they have to be willing to listen. Sometimes in order to be willing to listen, you have to lower your ego because sometimes people think that they know everything and people are not willing to listen to others who have great advice.

**Preston:**
Well, Kenny, we need to let these people know before we let you off the call here, you guys need to understand something. For Kenny to buy and sell 1,000 houses, first of all most people would use that as their main promo. Oh Kenny, the guy that bought and sold 1,000 houses. This is the first time I’ve ever even heard that.

This guy actually does this. You heard what he just said. He does 20 houses a month currently. Teaching is not his main thing. If I understand correctly what you’re doing, a lot of your teaching is more inspirational stuff than anything.

**Kenny:**
That’s right.
Mind of the Millionaire Wholesaler
Lost Mastermind Session 1

Access

Preston:
This guy is actually doing it. If you ask any big name wholesaler who’s got all the programs and the home-study courses – and you don’t even have a home-study course, do you Kenny?

Kenny:
No, we don’t have a home-study course.

Preston:
These guys haven’t done anything close to that, you guys. So Kenny, it’s my honor to have you here. You’re a friend, you’re a cool guy I met and I just appreciate you doing it. I’m just thankful that you gave us your time. Let me know where I can send that check for all the plugs you gave me for the book. I appreciate you, brother.

We’ll probably be hearing from Kenny again soon. We’re going to be joint venturing on a lot of stuff in the future and look to be hearing from him soon.

♦ Kenny, do you have anything going on that these people need to know about, any programs?
♦ I know you have a monthly membership thing, what’s that all about?

Kenny:
You can logon to my website, HouseHustling.com. I have a book that’s going to be out in 2008, called the House Hustling Manifesto. We’re actually pitching a television show to TBS called The House Hustling Challenge. We have a clothing line. We have a game board. We also have a magazine that will be out in 2008 as well.

Be on the lookout for HouseHustling.com and the House Hustling brand. It goes back to again I’m branding another company, just like the Rehabbers Superstore that we discussed and taking it to another level. That’s how you make money is being able to brand so if you ever want to sell it, you can retire because you have millions of dollars because somebody will pay you for it. So it’s really been a pleasure. Keep doing what you’re doing and God bless.

Preston:
Awesome. See you, man.

Kenny:
Bye-bye.

**Preston:**
The rest of you guys, I’ve got some questions here and I’m going to try to blaze through all of them, and even if they’re not relevant I’ll still try to answer them, as long as I get this done in time.

Jo Ellen, Columbia, South Carolina, your question is: I have a couple houses under contract that I’ve advertised and got responses on. The people who are asking about the houses seem to have so many questions.

♦ How can I cut down on these and just get them sold?

The houses are in another city. I’ve seen them, but the potential buyers seem to want me to have done all their due diligence for them. Thanks.

The way to go about doing this is to simply not cater to these people. You guys all need to understand something. We are God, and they are our loyal followers. We are the kings, and they are our loyal subjects. We are the teachers, and they are the students. We run the show.

It’s not our job to do due diligence for these people. I just don’t even answer those questions. Joe, I don’t know which house we’re talking about here. You’ve got a couple, but I know we’ve tried to pick up one for like $5,000. If you’ve got a $20,000 house that’s worth a $100,000 fixed up, how many questions do you really need to answer about that, for me, none.

If they want to know does it need a new roof I just say who really cares? What if it did need a new roof? Then you're into for $26,000 and it’s worth $100,000. We are not realtors. We are not retailers. We’re wholesalers. If these people want to know some serious details, they just need to go figure it out on their own.

For the most part, I just don’t give them that information. It’s totally up to you. It’s just not a good use of your time.

Let’s move onto the next one. Alan Vandeburg in Urbandale, wherever that is:
You mentioned on your last call with Mike Collins that you now use a one-page purchase and sales contract when buying houses, rather than the standard state-approved form that you previously recommended.

♦ Can we get a copy of your new one-page form ASAP?

Sure.

He further writes:

Thank you so much for the teleseminar. I’m confident this will be the program that finally gets me going in real estate after spending nearly $6,000 on other courses and seminars. Thanks for emphasizing the belief and the mindset needed. This is just one of the keys that sets you apart from all the others. Thank you, blessing to you and yours. Appreciate it, brother.

Andy:
You wrote that to yourself.

Preston:
Are you still on the line? What are you still doing here? I thought we got rid of you.

Mark Skoky writes:

♦ Is it possible to automate your wholesaling business?

Absolutely. Is it possible to automate to the point where you can just leave for a year and have it keep going perfectly fine? I don’t think so. Wholesaling is one of those things where somebody’s got to have this thing – I mean you can with employees. Sure. You can automate anything with employees if you find a good general manager that you can trust, but wholesaling is one of those things where I think you’re going to have to have your hands in it a little bit.

In my opinion, wholesaling is just a great means to generate a lot of cash to boost you onto even greater things in life. So can it be automated? Kind of.

Tracy in Dallas writes:
Preston, my partner and I have been investing in real estate full-time. We both quit our jobs and plunged head first into this since January this year. We bought rehabs and sold a few and we have a few properties that are rentals. The rental thing has not gone very well. We had to evict two tenants in the last two months.

- At this point we’re cash poor. We desperately trying to figure out things. What are we doing wrong or what are we missing?

It sounds like you’re not wholesaling, so that’s what you’re doing wrong.

- How do we go from the where we are now to the point of having 10, 20, 30 leads coming across our desk every day that we can wholesale?

You’ve got to be marketing. You’ve got to do massive amounts of marketing. I’ve got somebody in Dallas that gets 20 phone calls a day just from bandit signs. So my questions would be:

- How many bandit signs are you putting out?
- What are you doing to generate leads?

It’s not just going to happen. You’ve got to get out there and make it happen. We’re going to talk about that later in the series – lead generation.

He further writes:

I should say we are education junkies. We’ve spent upwards of $35,000 to $40,000 on education, including too many books to count. That’s too much money. Stop it! Good for you though. You’ll probably going to end up making a billion dollars.

Larry Goins, etc:

I’m embarrassed to say my partner even bought Carlton Sheets.

Don’t be embarrassed. Andy did too. No, I did.

One night in a moment of weakness, I made him send it back. We just recently signed up to be a local partner for 2:11:30.
That was a good move. You'll get a ton of leads from that.

The point is that we are drinking the Kool-Aid but nothing seems to work.

Set down the Kool-Aid and pick up the protein drink, my friend. We will help you throughout our time together.

Ed Alachua writes:

♦ **When will I be sent Preston's eBook that's included in the course?**

We'll send that to everybody yesterday. I'll send it to you yesterday. I'm going to send it to you tomorrow. Andy, why are you not laughing at that? That was funny.

**Andy:**
I'm not paying attention.

**Preston:**
Go back to sleep. I'll email everybody that book tomorrow. If anybody didn't get it, it was because of some weird thing, and I'll fix it.

Denise in Northern California, I don't see a question.

Patrick Chino writes.

♦ **Who is the child in the background?**

Man, I didn't hear a child. So either you are schiz – I'm not saying you're schiz, but I'm saying it's possible, or there is a ghost. I have no idea, dude. I hope there wasn't some funky sound that's going to mess me up.

David Wallace in West Lake, Ohio writes:

I'm from Bowling Green, Ohio so we are from the same state. I just signed in on the Internet connection. I can hear, but I cannot chime in. I'm listening.

Doug writes:

♦ **Are we going to cover anything about taxes?**
Not really. By the way, with wholesaling houses, there’s really nothing you can do to defer taxes. It’s not an investment. We’re flipping contracts. It’s just earned income, so all your tax advantages will come from whatever funky things your accountant can make happen as business expenses.

Dan Kempa, Pacific Palisades, California writes:

♦ Do you think you could have a positive mental attitude along with fear at the same time, or are they mutually exclusive?

I think that you can have them at the same time. Fear is natural. Fear is a good thing to a certain degree, but fear to the point where it paralyzes you is where it becomes a negative thing.

Fear keeps us from driving too fast – some people. Not me, but most people. Fear keeps you from walking into the lion’s den. Fear saves your life. So yes, you can be positive and have fear. You just can’t be positive and be a fearful person.

Sam writes:

Good stuff. Nice work.

Thank you, Sam.

Syd writes:

Bro, you are saying some good shit. I like your approach.

Thank you, Syd.

Do we have any questions, here?

♦ Where can I get this list?

I’m not sure what list we’re talking about. Let me un-mute and see if he’s still on the line. Hold on. How do I un-mute.

Unk:
Preston, are you there?

**Preston:**
Yes. What list were you talking about?

**Unk:**
Who’s was it? It was like those 12 or 13 different – was it Robert Anthony? Is that the name?

**Preston:**
The quote?

**Unk:**
Yes, the quotes about most people – well you had a whole list of things and you were going through them so quickly.

**Preston:**
Oh yeah. That’s going to be available tomorrow online.

**Unk:**
Okay, great. Let me just tell you just quickly. This is a great first session. I’ve been like a lot of people. I spent about $16,000 or $17,000 on things. This is a great program.

**Preston:**
Excellent. I aim to please. My goal is to make us some real money. Hey, while we’re unmuted, if anybody has a question for me, just shoot it out real quick.

**Unk:**
♦ Preston, on the motivated sellers information that you were going to put on the call, will that be on the next call or later in the series?

Do you mean lead generations, getting motivated sellers? That is next week and our guest speaker is going to be none other than Than Merrill.

**Unk:**
Excellent. Thank you. Thank you, Preston.

**Preston:**
Does anybody else got anything? I’m about to mute you.

All right, Patrick had a question.

Since deciding to make a fortune in real estate, I am focused on this quote:

*But seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you.*

Cool. Patrick also asks:

♦ **What was the name of the sign company?**

It was [SignWarehouse.com](http://SignWarehouse.com). That is the cheapest way that I know of to get signs and stakes.

Another one from Patrick:

♦ **Where can you get the funding to work with REO brokers who need a verification of funds letter to present your offer?** I’m in Southern California, and the banks are asking $400,000 to $600,000.

Kenny who was on the line has a lot of experience with that, but for the type of wholesaling that I teach – which is assigning contracts – we steer clear of REOs. REOs are not flip friendly. They want you to have nonrefundable deposits. There’s usually no inspection period. They’re not assignable contracts.

For the system that I’m teaching, we just don’t even do REOs. Where can you get the funding? You just need to get a good friend who’s a mortgage broker and have him write up pre-approval letters for you.

Hopefully you can actually get the money, but hard money and convention are the only things I know, unless you strike up a deal with a personal investor.

Brandy in Dallas writes:

♦ **Is he on your buyers list?**

I probably should have caught that question while it was being asked.
All right, Isaiah in Lakeland... excellent call. The input is critical to stay in the game with inspiring conviction for super blessings and benefits, by being beneficial in all you aspire to do. Thanks for the teaching tonight I look forward to the rest of the series. Stay blessed. The sound is awesome on this end.

Cool. Thank you.

Brandy in Dallas also writes:

♦ What would you do if your spouse wasn’t on board and was not supporting?

I’m a big believer in husband’s kind of lead the household. That’s a tough question, man. Your relationship with your spouse – I’m not Dr. Phil here or anything, but she needs to come first. If you going out and doing real estate is going to mess your marriage up, I just wouldn’t do it and maybe it will come around. Maybe you can slowly talk to them and convince them.

Get them on the phone with me. That’s what I’d do to answer your question. What would I do? I’d put them on the phone with Preston.

02:19:18 writes:

♦ Would you consider doing this as a webinar so we can see visuals, like lists as we blister through this at the speed of light? This is very enjoyable.

A couple of these things will be webinars, yes.

♦ Will you show us how to purchase houses in other markets if our markets are not great at this time?

That is not something that we’re going to focus on, but we might be able to address it. I don’t care what market you’re in, we can make money. That is a bona fide fact.

We’re almost done here, ladies and gentlemen, with the first session.

♦ What’s the best way of getting sellers to call you?
Mental telepathy…we'll hit next week.

You mentioned several things that will be on the website tomorrow.

It will be on the same site.

This is from Amy from Bakersfield:

♦ What was your biggest learning experience while wholesaling houses?

What was my biggest learning experience while wholesaling houses? I think my biggest learning experience was a lot of what I talked about tonight about pushing through that uncomfortable dues paying time and seeing the rewards. I think the biggest thing that I learned. As far as specifics, the biggest lesson I learned wholesaling houses, I’d have to think about that. I’ll get back to you on that question.

One big thing I learned was that you just need to go out there and make it happen, just start getting busy and doing stuff. Even if you don’t know what you’re doing, do it anyway. Things have a way of just working out. I don’t get too involved with details on anything. I just kind of fumble my way through everything, and it tends to happen. The only mistake you can make is just not doing anything. Get busy and it will happen.

The double close is from Isaiah again…

♦ Does a double close process or simultaneous close work with reassigning the REOs in a quick manner?

Again, we’re not doing REOs and we’re not doing double closing.

That’s it for tonight. I love you guys. You’re awesome. Make sure to hit this recording tomorrow and get that action plan. Put that thing to work and get that stuff done by next week. I’m going to keep you accountable, and we’re going to make some money. See you.