

Marketing and Lead Gen

What if I have no money to do marketing?

First we need to really see if this is truly a matter of being broke, or just an excuse because you don't want to spend any more money without getting some results first. If it is legit, we can look at several options. One, start off on no cost/low cost methods (driving for dollars, bandit signs, cowholesaling, craigslist type sites) while at same time you literally create a household budget to see what kind of discretionary income you have after the bills and where you may be able to save some money on bills(cable, cell phone plan, etc). If we can identify an amount you can save per month (ex: \$200 and the mailing is \$500, you can get to mailing in 2-3 months). We can also explore credit cards, and you can sell some belongings to get the money. How bad do you truly want this? If it's funds for acquisition or rehab, we can help you find hard money, private money or JV with another investor.

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