

# The Money Raising Game

THE OBJECTIVE - To raise over £1,000,000 or more for your property business.

THE RULES - To mention property investment to every single person that you meet or whom you have conversations with on a day to day basis. The more people that know what you do, the more people you can give a better return on their money.

## ACTIONS

- Write a list of everyone you know
- Next to their name rate their mindset on a scale between 1 and 5. 1 = poor - 5 = great.
- Next to that rate how wealthy you think they might be on a scale between 1 and 5. 1 = Low - 5 = High.

Organise the list from LOWEST to HIGHEST.

Yes, you read that right. We want you to start with the people that you think have the worst mindset and the least capital FIRST.

Why? To practise.

If you think they are guaranteed to say no then it stops you focusing on the outcome and helps you focus more on the actual action of asking.

If they ask you a question you don't know the answer to - who cares - they were going to say no anyway - but make sure you note down the question and prepare an answer for next time.

If they say no - it just means "not now". Ask them again in the future - they might change their mind once they see your successes.

If they say yes - holy cow - I never thought they would say yes.

By the time you get halfway down the list you will be much more confident, be able to articulate things more clearly, be able to answer all their questions and care less about the outcome.

Remember its only a game. So have fun with it.

# BASIC MONEY RAISING SCRIPT

## PLANTING SEEDS

Friend/Colleague/Boss/Family - In response to “How are you?” Or “How was your weekend?”

You - “Good thank you, I’ve just got back from....

- Viewing a smelly house
- Meeting with an angel investor
- Meeting with an estate agent”
- A property investment training

Friend/Colleague/Boss/Family - “what do you mean?”

You - “Well I’m actually in the process of buying investment property / building my property investment business / helping my partner build their property investment business and we were meeting with [insert person] to find some houses / raise some capital. Anyway - enough about me, what have you been up to?”

## SOFT PITCH

Friend/Colleague/Boss/Family - do you know anyone?

You - “Hey [friend’s name] - would you be able to help me with something? I don’t know if you remember but I mentioned to you recently that I am building my / my partners property investment business and we’ve struck gold with a couple of really good investments on the table. Do you know anyone that would be interested in getting a 10% return on their money by investing in property, without having to deal with builders or tenants?

Friend - “what do you mean?”

You - “Well basically we are looking to work with a select group of individual investors who are looking to make their money work harder for them than just sitting in the bank rotting at 1% PA. Our business model is to buy, renovate, and sell/rent properties, using our expert knowledge at finding deals, the support of our mentor and our incredible power team of builders, solicitors and agents and use private investor’s capital to fund the projects whilst giving them a 10% return on their investment.

It’s much simpler than it sounds. I tell you what - here’s my investment proposal - have a read through it and if you think of anyone that you think might be interested in making 10% interest on their money - pass it on to them.”

## Medium Pitch

Friend/Colleague/Boss/Family - What rate would you expect?

“Hey [friend’s name] - could I ask your advice on something? I don’t know if you remember but I mentioned to you recently that I am building my / my partners property investment business and we’ve struck gold with a couple of really good investments on the table.

A family member of mine has offered to invest into our business and to help us purchase these first couple of deals. They said they were getting less than 1% in interest from their bank and would much rather it was working harder in bricks and mortar. They have asked how much interest I would be able to pay them.

So here’s my question - put yourself in their shoes for a second - how much interest would you be happy to receive if it was your money? I can pay them up to 10% but I don’t want to offend them by saying something too low? Would you be happy with that or do you think it’s a bit too high/low?

Friend/Colleague/Boss/Family - Feedback on business plan

“Hey [friend’s name] - could I get your feedback on something? I don’t know if you remember but I mentioned to you recently that I am building my / my partners property investment business and we’ve struck gold with a couple of really good investments on the table.

I’m in the process of raising some additional capital from angel investors and would love to get your feedback on my investment proposal. Does it make sense? Are there any spelling errors? Is there any additional information that you would like to see included?

The deals are live at the moment and I’ve got a meeting with some potential angels next week so any feedback on it would be invaluable.

# Direct Pitch

Just ask for what you want - this would be good for business owners, investors, CEOs etc.

“Hey [friend’s name] could I get your feedback on something? I don’t know if you remember but I mentioned to you recently that I am building my / my partners property investment business and we’ve struck gold with a couple of really good investments on the table.

I’m looking to work with a selection group of private investors in order to acquire these investments and build the business moving forward whilst giving them high interest, secure return on their investment. I’ve got a short list of people who I think might be interested and your name was on the list. I’ve prepared an investment proposal with some additional information, but if it’s something you would consider I’d love to take you out for lunch to talk it through in more detail.

## What if they say yes?

If they say “yes” or “send me more information” - great.

- Send them a copy of your investment proposal. This could be using a live deal that you have on the table right now. A past deal that you’ve already done. Or a fictitious deal - be honest as say these are the sorts of deals we buy.
- If they are interested further then get your solicitor to draw up a loan agreement and send it over to them or their solicitor for approval. Make sure you have paperwork in place even if they are family members.
- Different levels of security can be offered depending on the deal. This will need to be discussed with your power team - solicitor - mortgage broker and accountant.
- Make sure you seek advice from your accountant regarding repayment of capital and interest as this will impact their tax position and potentially yours also.
- We would suggest making the Creative Finance Training one of your core strategies as this will go into a lot more detail.

Remember it’s just a game. Have fun with it.

Good luck.