

ENGAGED INVESTOR & JOEY RAGONA PRESENT:

RE

CONVERSATIONS



• • •
HOW TO TALK TO ANYONE ABOUT REAL ESTATE EVEN IF THEY DON'T
UNDERSTAND IT LIKE YOU DO

MY “ELEVATOR PITCH”



“I’m a professional real estate investor and I work with people who are looking for a high return by investing in real estate, but don’t have the time to do it themselves...”





PROBLEM:

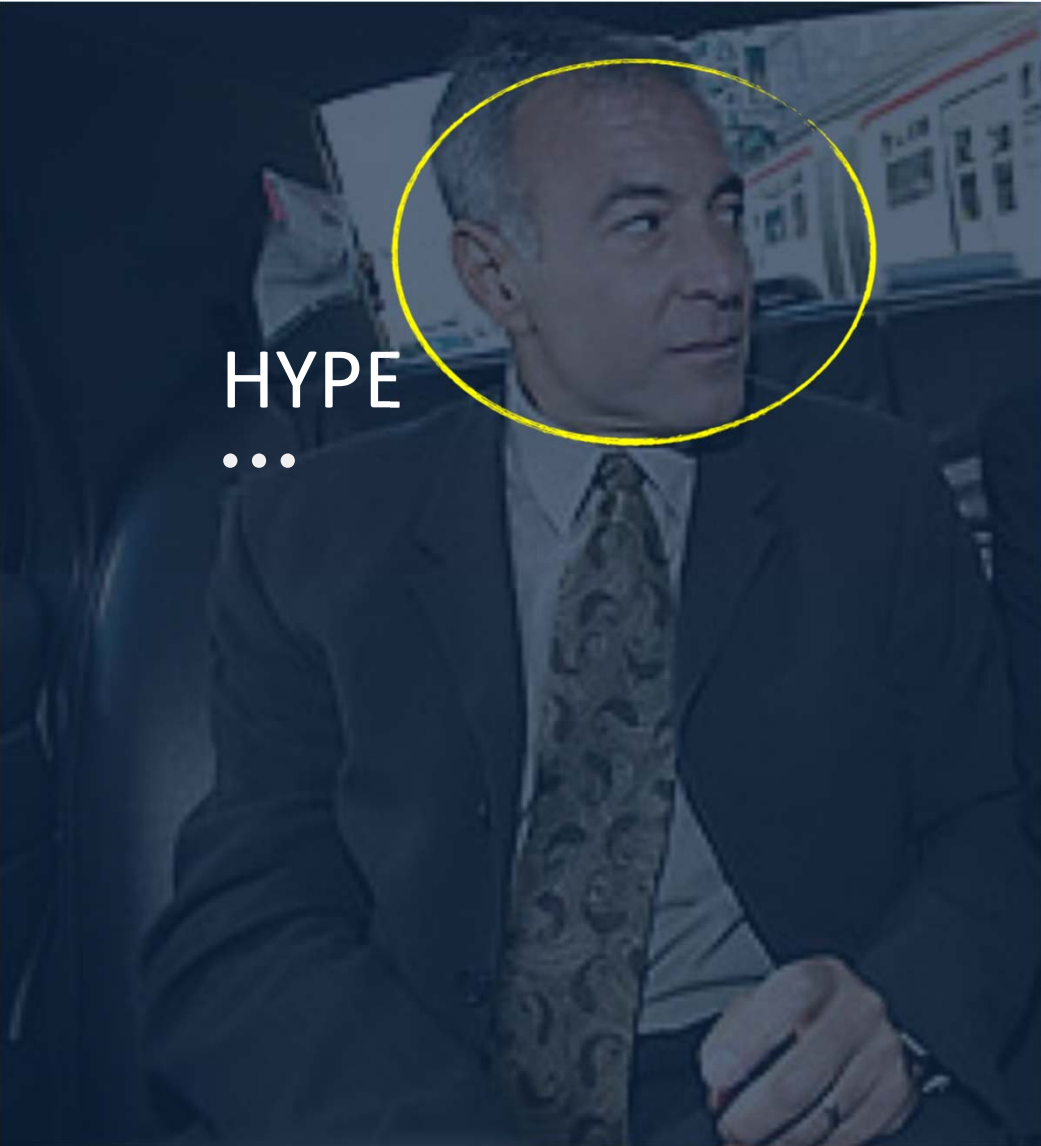
Trying to CONVINCe people



2 WAYS TO INFLUENCE & SELL

...







HELP
...











SOLUTION:

Giving people EXACTLY what they want



PEOPLE DON'T BUY REAL ESTATE TO MAKE MONEY



“People don’t want a quarter inch drill bit

They want a quarter-inch hole.

No one really wants a hole.

They want the shelf that will go on the wall once they drill the hole.

Actually, what they want is how they’ll feel once they put stuff on the shelf and see everything uncluttered.

Also, they want the satisfaction they did it themselves.

Or, peace of mind knowing the bedroom isn’t a mess, and it feels safe and clean.”

Seth Godin



**“People don’t want to buy a quarter-inch drill bit.
They want to feel safe and respected.”**

PEOPLE DON'T BUY REAL ESTATE TO MAKE MONEY



SOLVE PROBLEMS
BETTER HAPPIER
EXPERIENCES... LIFE

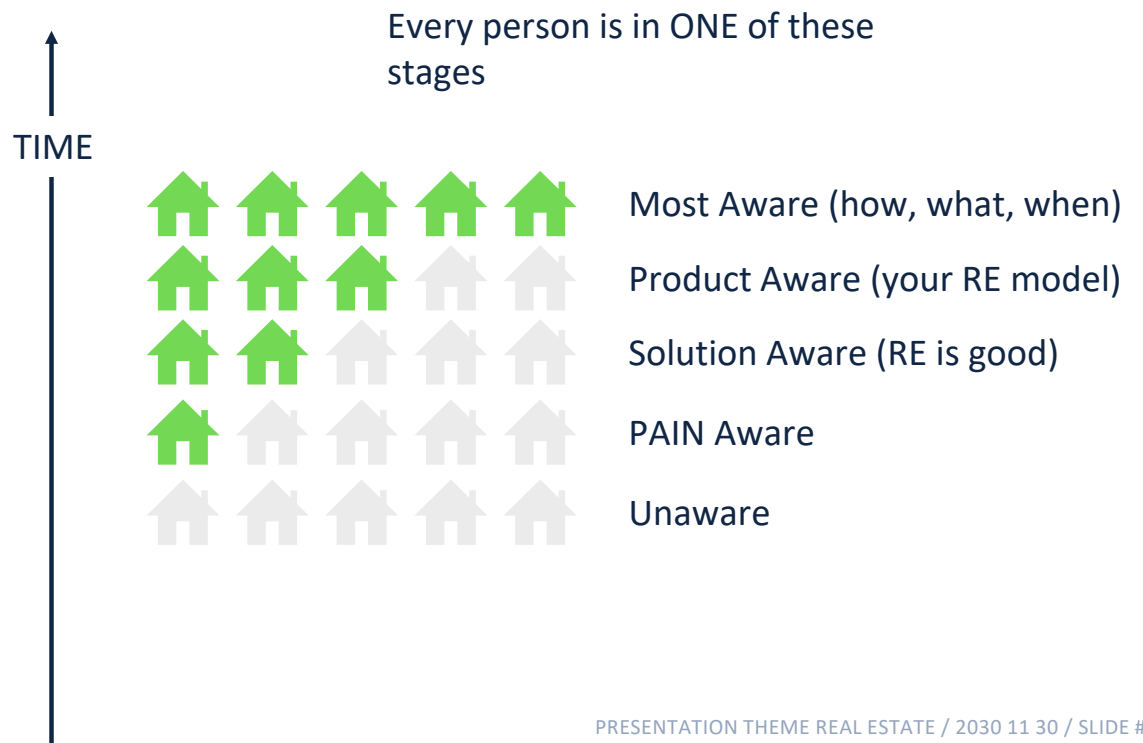


YOU MUST
UNDERSTAND **ONE**
THING...



...if you want to have easy
conversations about real estate

LEVELS OF AWARENESS



WHAT MOST INVESTORS DO WRONG...



MOST AWARE (HOW, WHAT, WHEN)

Product Aware (your RE model)

Solution Aware (RE is good)

PAIN Aware

UNAWARE



THE ONLY
REASON WE
"BUY" ANYTHING
....



To get something we want



To eliminate something we DON'T want

WHAT **REAL-WORLD**
PROBLEM ARE YOU
SOLVING FOR
SOMEONE?



WHAT ARE YOU
SAYING
DIFFERENTLY FROM
EVERYONE ELSE?



WHAT IS THE TRUE
END RESULT THEY
WANT?



REMEMBER MY “ELEVATOR PITCH”?



*“I’m a professional real estate investor
and I work with people who are
looking for a high return by investing
in real estate, but don’t have the time
to do it themselves...”*



WHAT IF I SAY THIS INSTEAD?

“you know those people who hate opening financial statements because they KNOW they’re losing money in mutual funds and stocks?”

“...well, I just make sure they STOP losing it!”

START BY
KNOWING
EXACTLY WHAT
PEOPLE WANT
...



2 RULES OF INFLUENCE



People need to know, like and trust us



People do business with people who
are LIKE Them

YOU DON'T SELL



a “better return on their money”



“Cash flow”



a “deal”

YOU DO SELL



a relief to someone's problem



the **BENEFITS** your investment brings to solve that problem



a **TRANSITION** from one situation to another

PERSUASION QUESTIONS



“Are you interested in...”

Stopping the financial industry from stealing your money?

Paying for your new car without getting a second job



“How”

how would things be different if you had never invested in mutual funds?

how did your parents prepare you for situations like this?

THANK
YOU



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Websites

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