

# The Rule of 56

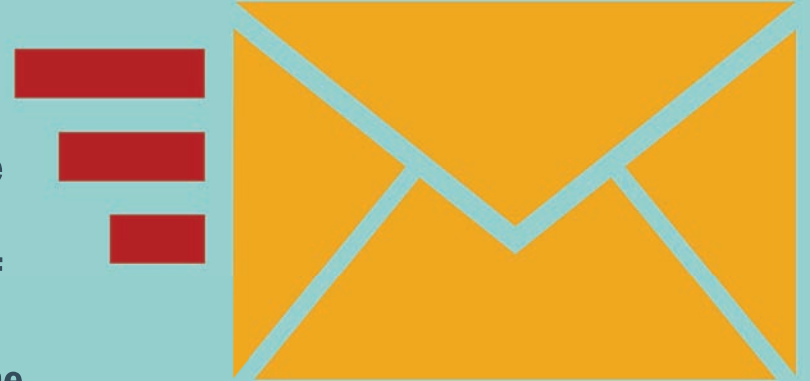
## WHAT IS THE RULE OF 56?

The Rule of 56 is not a diet, you can't cheat the system. Either you do it and reap the extreme profit potentials or you don't and you continue living pay check to paycheck. When put into motion, the Rule of 56 works as a qualified lead generator and offer writing machine. If you continue to fine-tune and keep the system up and running, you'll have more leads, more calls, and more offers than you could ever imagine possible.

# 1

### MAIL 25 LETTERS

No one knows that you exist unless you let them know you exist! This once a week exercise generates more interest and more leads than you could ever imagine. In fact, some clients are inundated and overwhelmed with calls (which is a good problem to have). Make sure you're pulling Non-Owner Occupied, Lis Pendens, Pre-NOD, Pre-Foreclosure, Notice of Default, and Out of State Owner lists and regularly mailing to them. Your energy and time will be rewarded.



### MAKE 25 CALLS

Letters are not enough. It takes multiple touches from multiple mediums to properly close a deal. Make sure you're following up on your mail with a well-timed phone call and always make sure you ask, "Do you have any other properties that you're interested in selling?" This one question can get you some of the best and most profitable deals available. Make sure you also schedule a personal meeting when possible. Nothing closes better than face-to-face contact.

# 2

# 3

### ATTEND 2 NETWORKING EVENTS

2 networking events in one week...WHAT? When we say networking, we're not just talking about networking seminars or meetings. These can be phone meetings or face-to-face meetings with Title Companies, Foreclosure Attorneys, Contractors, other Real Estate Investors, Real Estate Agents, etc. These people will be part of your Power Team and are absolutely necessary in keeping your deal flow stacked. Make sure you're out there pounding the pavement and making inroads with the other movers and shakers in your local market.



### MAKE 4 OFFERS

Everything you've done leads up to making the offer. Four offers a week makes sure that you are at least flipping or wholesaling one deal per month or every other month. In order to do this, follow the ABC rule, which is "Always Be Closing." Make sure in every meeting with the homeowner you are moving the deal along, getting it under contract, and pushing it toward the closing table.

# 4

# 5

### PROFIT, PROFIT, PROFIT!

Just getting started is the most stressful part of the process. However, creating these weekly marketing habits and keeping them up will ensure a successful real estate investment business.

When done correctly, you can enjoy big paydays that eventually will supercede your current income and pad your bank account. On top of that, you'll have a lot of new, fresh clients in your database!



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