

Building An Empire as a Real Estate Investor

10 Point Checklist

Susan Lassiter-Lyons

Want to gain as much knowledge as possible out of The Optimized Geek?
Read on below for a **10 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

The **OPTIMIZED GEEK** 

HOSTED BY **STEPHAN SPENCER**



"I know that the real estate investors who come to work with us and are trying to be a debt-free investor or not have any funding or financing or loans or liens against their properties. I think that's a huge missed opportunity in terms of financial leverage."

SUSAN LASSITER LYONS

10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?
Here are 10 steps that can move you closer to your goals – today.**

- Check out crowdfunding options if you want to start investing in real estate, without having to be an active investor.
- Get personal with your clients, pick up the phone and call them to get their insight on your programs and what they want to see more of.
- Use Susan's training program, Getting the Deals, to learn where and how you can access real estate leads.
- When searching for long-term investments, make sure that you keep the price-to-rent ratio in mind.
- If your business holds events, consider adding or switching to events that are smaller, more personalized, and focused on completing the work together.
- Use a program like Infusionsoft to help guide your clients through the sales process, and different programs that interest them.
- Use surveys to find your client's interests so you are sending them personalized offers that they want.
- Don't do something that isn't fun or doesn't fulfill you, as an entrepreneur you can pick and choose what works for you.
- Try all of the options when it comes to real estate investing, but if you find something that you love and doesn't feel risky to you, stick with it.
- Create amazing content by splitting up your product information into three detailed blog posts and send those out during a launch.