

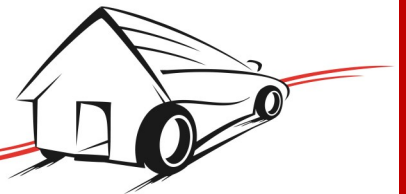
*Tom Zeeb's*

**FIND THE DEAL,  
MAKE THE DEAL,  
GET PAID™  
WORKSHOP**

***More Deals. More Profits. More Freedom!™***

**TRACTION**

REAL ESTATE MENTORS



*From Spinning Your Wheels to Profitable Deals!*

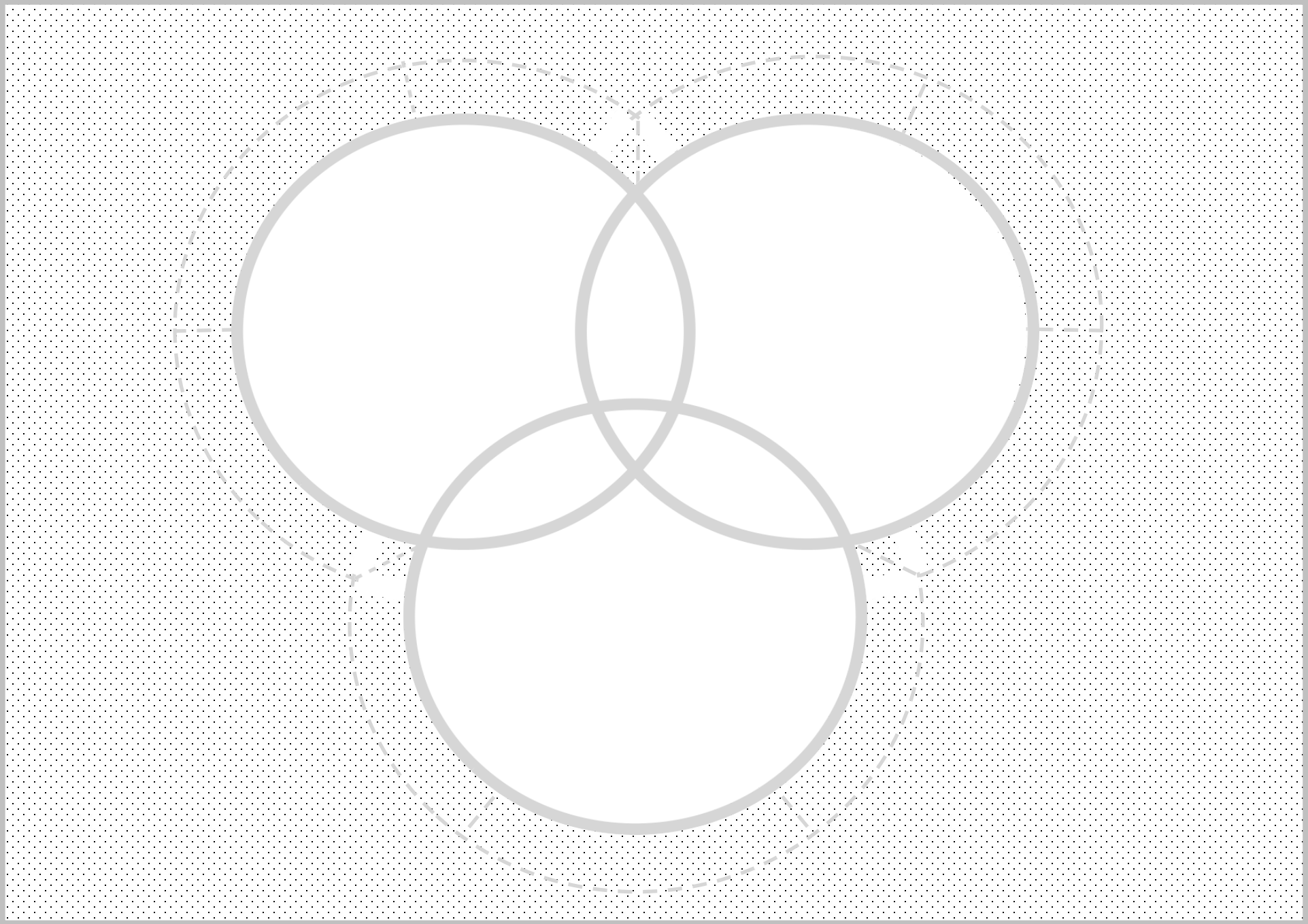
# The Insight Snapshot

	Insights & Actions		
Forward Planning	1	2	3
FIND the Deal	1	2	3
MAKE the Deal	1	2	3
GET PAID	1	2	3

# TOTAL TRACTION™

Notes

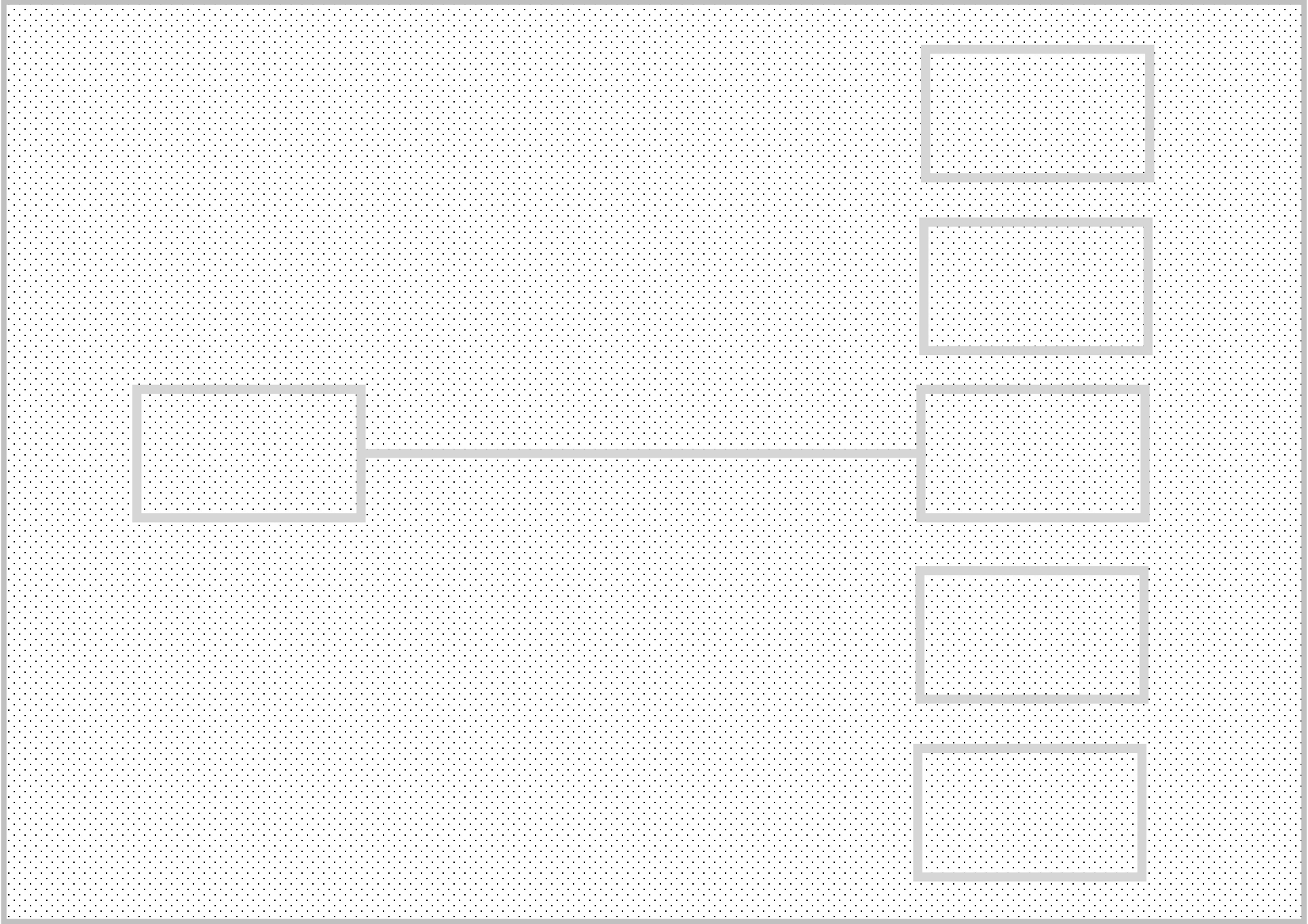
# The TOTAL TRACTION Model™



# ***FORWARD PLANNING***



# The 4 Futures™



# TOTAL TRACTION™

Notes

# The Business Evaluator™

Rate your current skill & success level in each of the following categories.  
This worksheet shows you where you need to focus to improve.  
Rate yourself using the traffic lights: R = Awful, Y = Needs Help, G = Perfect

## FIND THE DEAL

## MAKE THE DEAL

## GET PAID

### MARKET

How well do you identify the "who"?  
(sellers with motivating situations)



RED = Awful

YELLOW = Needs Help

GREEN = Perfect

### PINPOINT

How well do you identify the needs &  
wants of your motivated sellers?



RED = Awful

YELLOW = Needs Help

GREEN = Perfect

### CONTRACTS

How well do you know & use the legal  
contracts necessary to secure a deal?



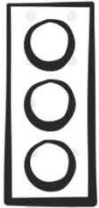
RED = Awful

YELLOW = Needs Help

GREEN = Perfect

### MESSAGE

How well do you match what you say  
to THEIR wants, needs & motivations?



RED = Awful

YELLOW = Needs Help

GREEN = Perfect

### PACKAGE

How well do you craft offers that fit &  
utilize all the negotiation techniques?



RED = Awful

YELLOW = Needs Help

GREEN = Perfect

### CONFLICTS

How well do you successfully avoid the  
pitfalls & navigate the hurdles of each deal?



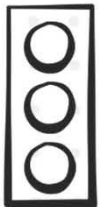
RED = Awful

YELLOW = Needs Help

GREEN = Perfect

### MULTIPLY

How well do you REPEAT your mailing  
campaigns to the very same list?



RED = Awful

YELLOW = Needs Help

GREEN = Perfect

### PERSUADE

How well do you use negotiation to  
move the seller from 'no' to 'yes' ?



RED = Awful

YELLOW = Needs Help

GREEN = Perfect

### CONTROL

How well do you control all the moving  
parts of a deal & settle successfully?



RED = Awful

YELLOW = Needs Help

GREEN = Perfect

RED = Awful  
YELLOW = Needs Help  
GREEN = Perfect

OVERALL  
ASSESSMENT:  
(circle one)





# The Deal Path Ladder™

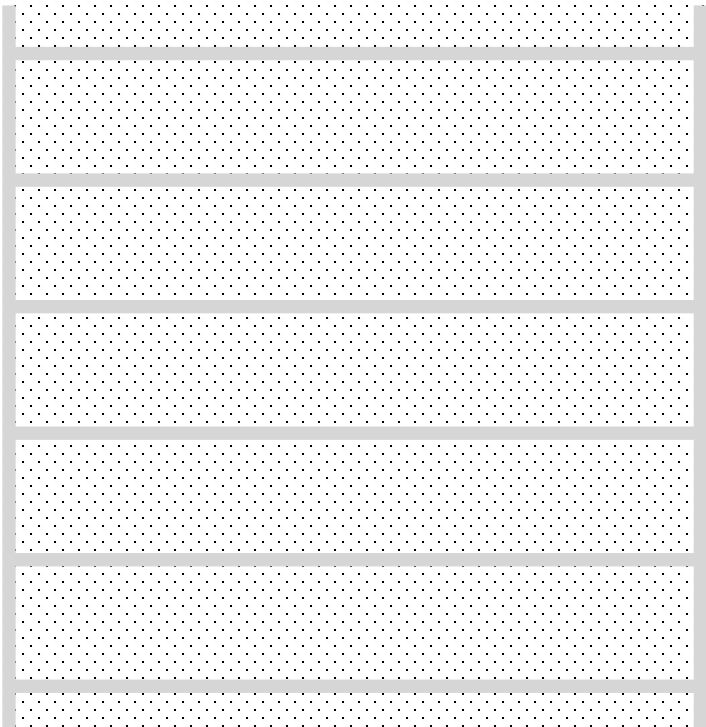
5	
4	
3	
2	
1	

# The Deal Path Ladder™ — Part 2: After the 1st Settlement...

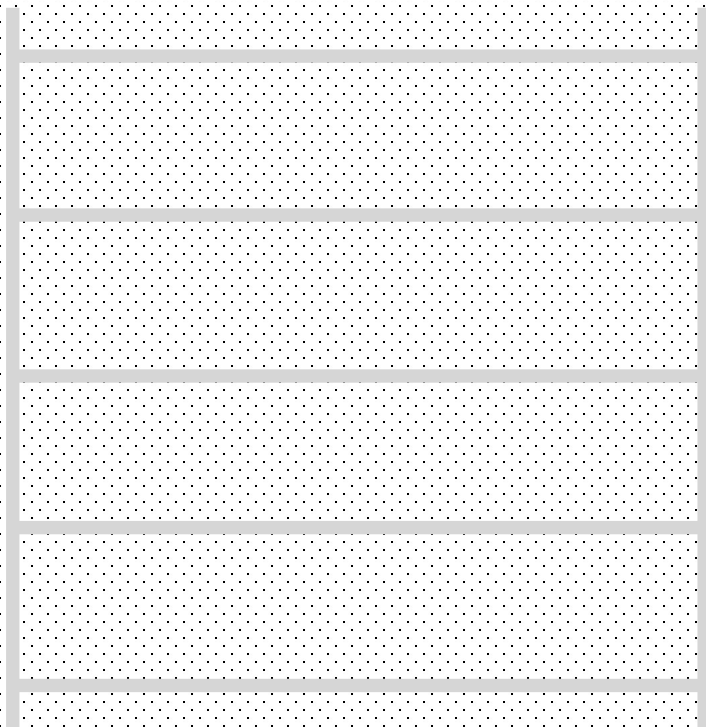
**Option 1:**



**Option 2:**

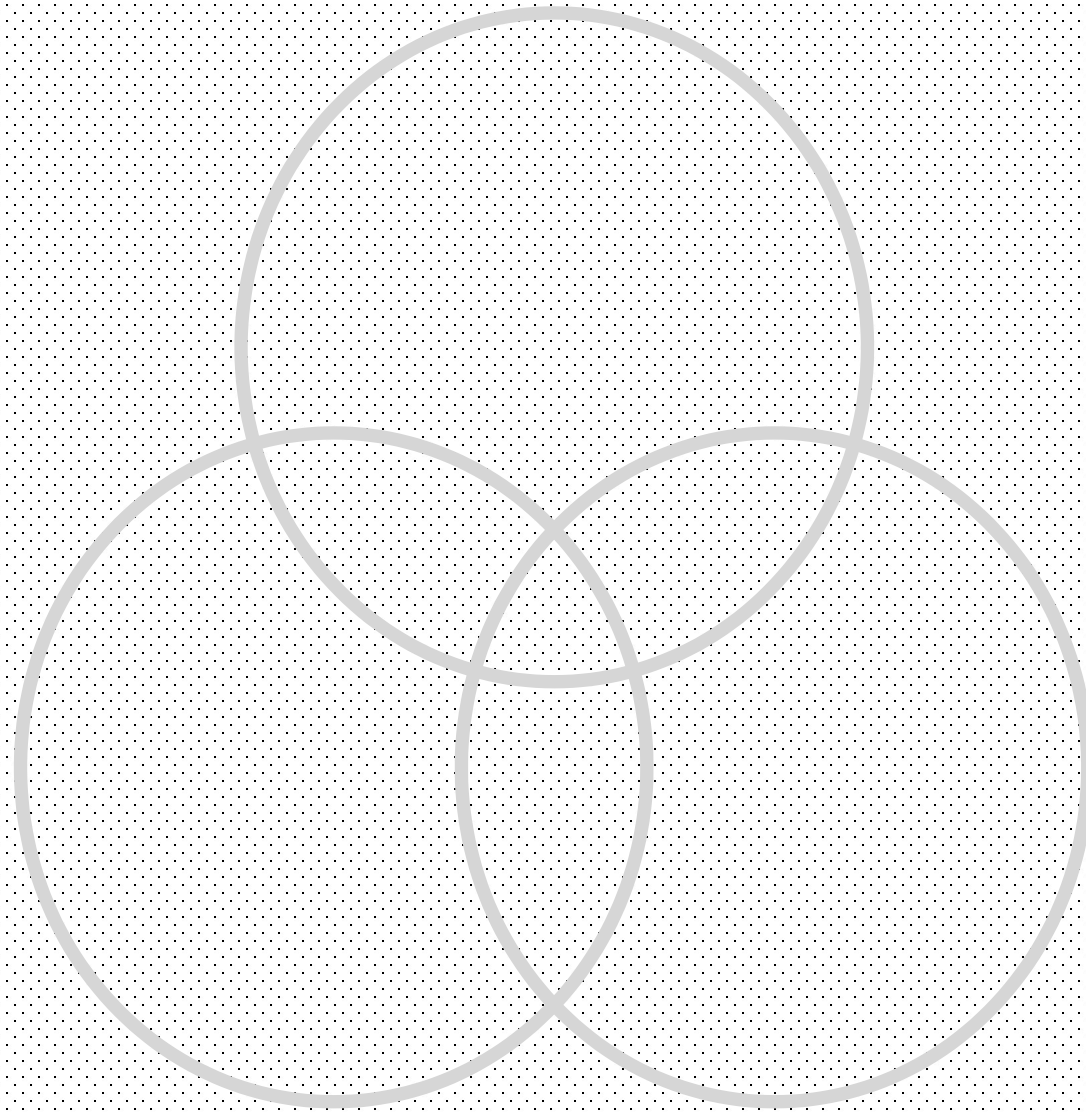


**Option 3:**



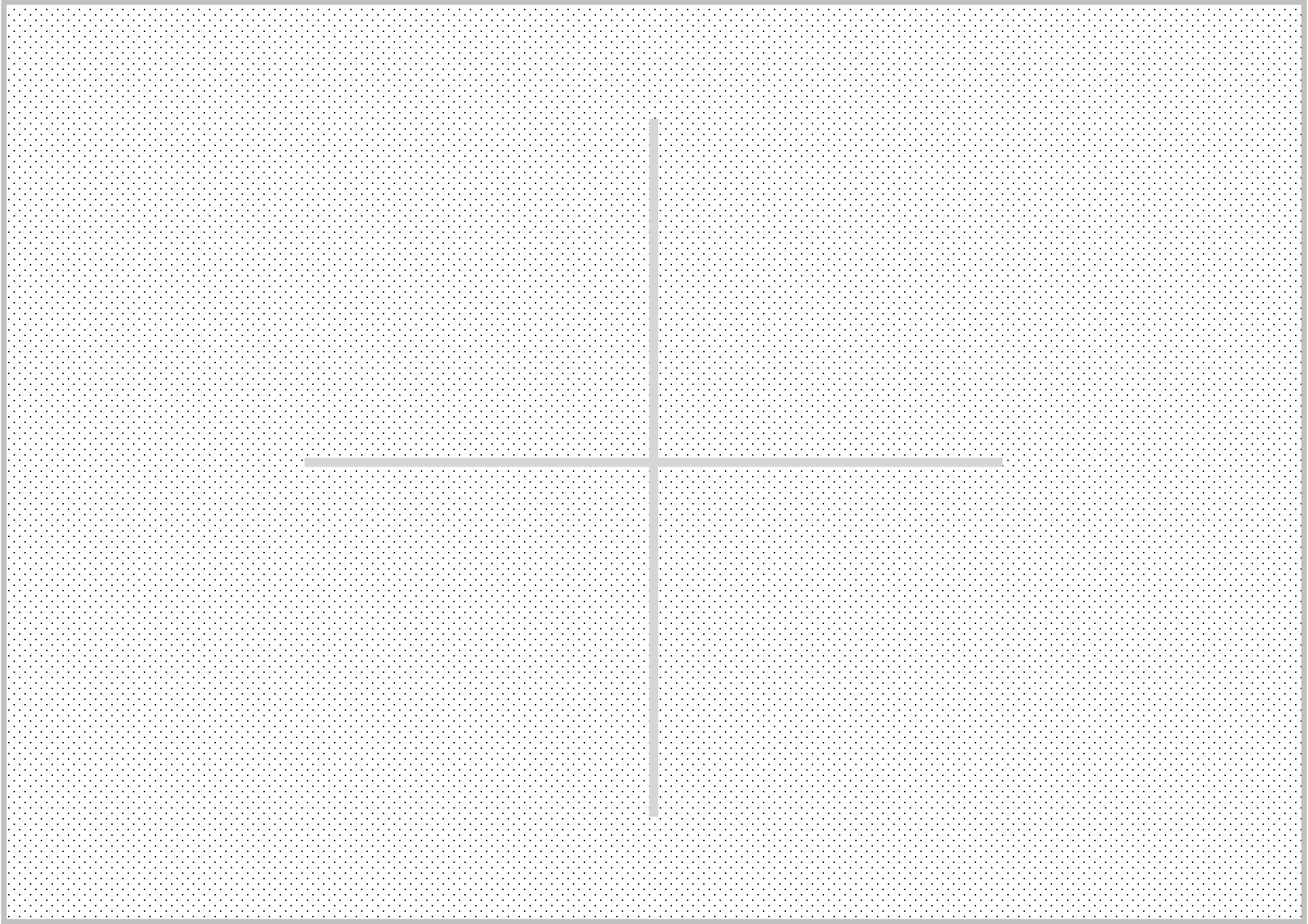
Notes

# The Exit Strategy Matrix™



Notes

# The Future Path Planner™



Notes

# The Wholesale Buying Formula

## The Wholesale Buying Formula:

$$(\text{_____} \times \text{_____}\%) - \text{_____} = \text{_____}$$

Therefore,

$$\text{_____} - \text{_____} = \text{_____}$$



# The Traction Business Planner™

Use this worksheet to map out your Vision, Goals, Projects, and Actions. Review it WEEKLY. Constant & consistent review will force you to IMPLEMENT & progress. Use a new worksheet and update weekly as needed. Put the appointment to do this on your calendar and stick to it.

**3 Years | BIG Goal | Major Vision for You & Your Family**

**1 Year | Focus Goal | Where do you want to be 12 months from now?**

**90 Days | Projects | What specific milestones need to be met?**

**Next 7 Days | Actions | What needs to be done now?**

# Your Transition Plan

Making a smooth transition from where you are to where you want to be is the key if you want to maximize your revenue and freedom – without hitting bumps along the way. Use this worksheet to get crystal clear on your current Reality, 1-Year & 3-Year Results, and the Roadblocks that are standing in your way.



**Reality** | From this ...

**Roadblocks** | Overcome this ...

**Results** | To this ...

# ***FIND THE DEAL***



## ***The Marketing 6™***

This worksheet is the flight plan for your motivated seller marketing. Start by choosing 6 marketing techniques that you are ready, willing, and able to do. Next, state what needs to be done for each (build a list, develop a focused message matching their motivation, design an eye-catching letter or postcard, etc). Then, put a date that you will have each item complete. Make it happen!

1	2	3
4	5	6

# 4 MLS Searches to Find Properties & Cash Buyers

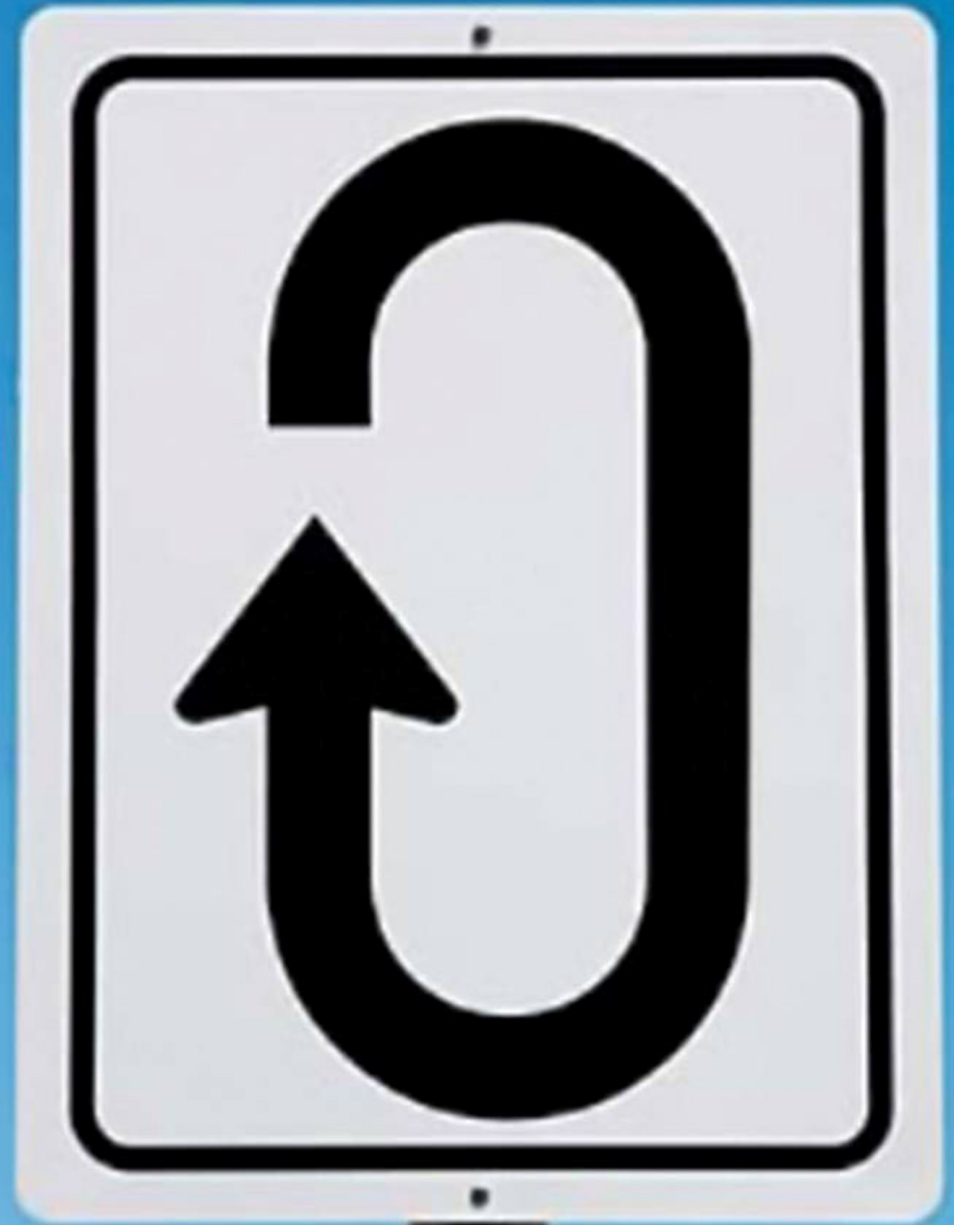

Notes

# The 3 Keys to Marketing Success

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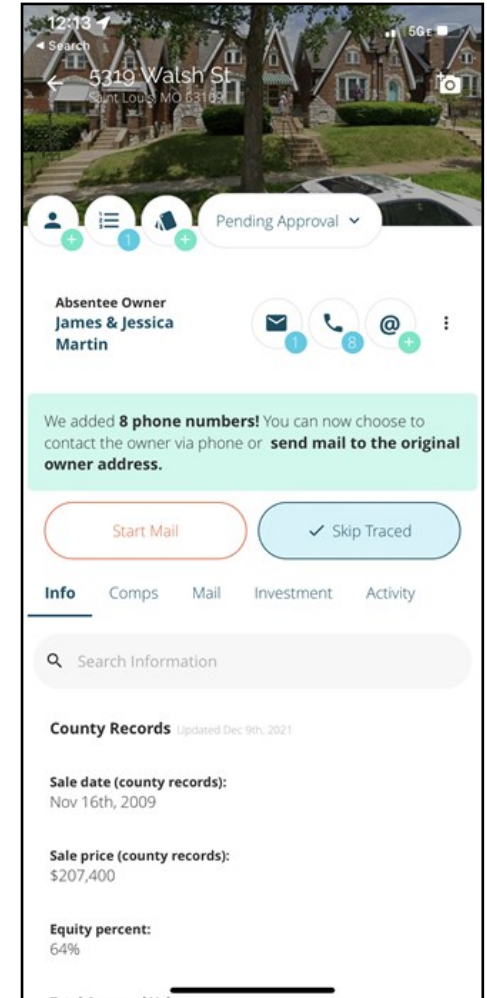
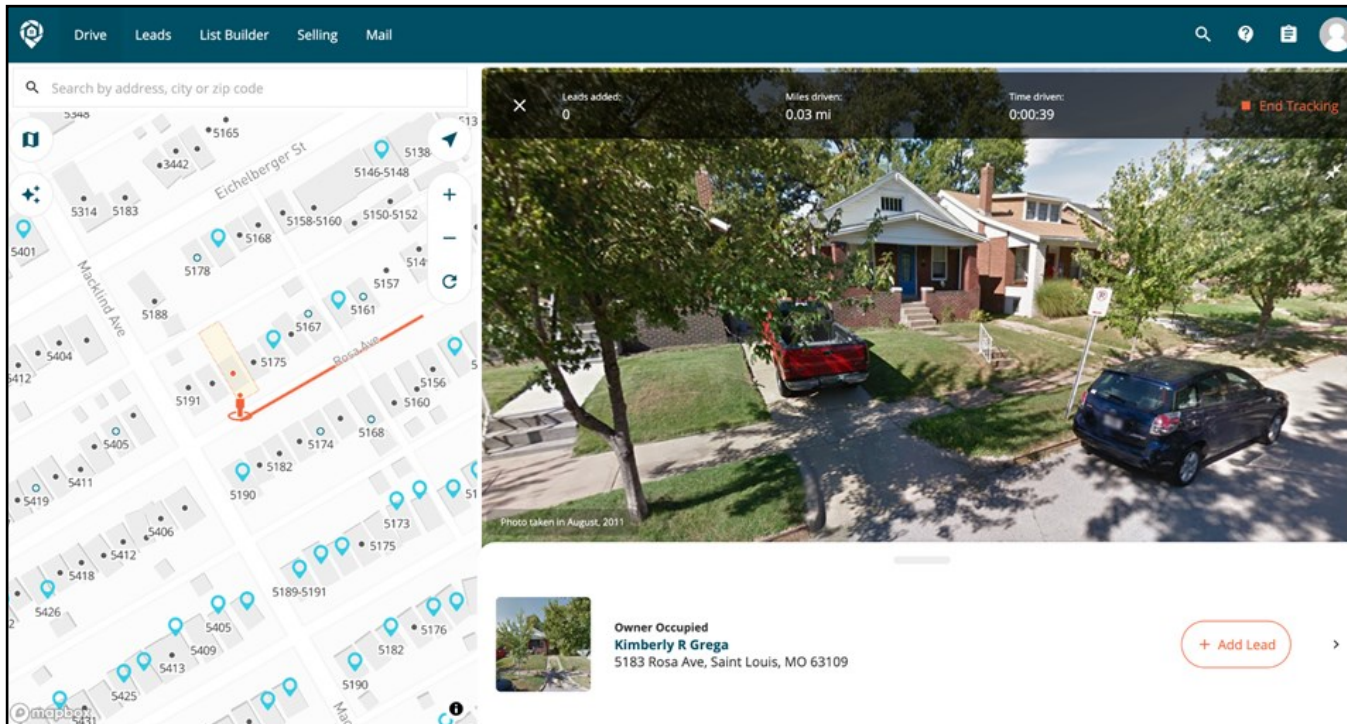




# DealMachine App & Software

Get an exclusive special offer on DealMachine's Driving for Deals & Skip Tracing app using this special link (you must use this exact link to get the special offer & bonuses):

[www.TractionRealEstateMentors.com/dealmachine](http://www.TractionRealEstateMentors.com/dealmachine)





# The Testimonial Creator™

Date:

Name:

## Testimonial:

*(Speak from the heart & state in your own words how I helped you with your house and situation.)*

What I loved about working with \_\_\_\_\_ was...

Friends who could use help with their property:

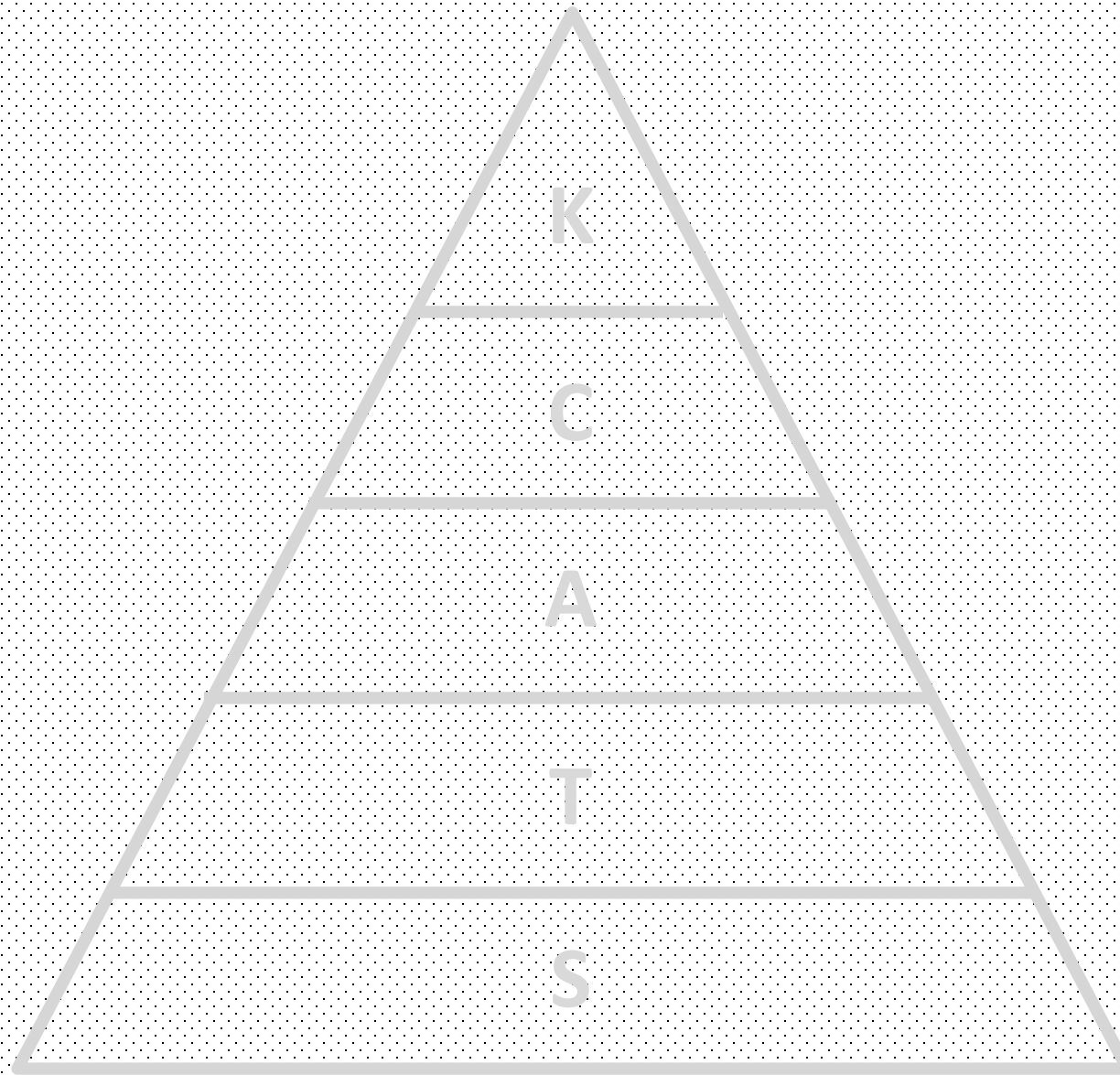
Miscellaneous Comments:



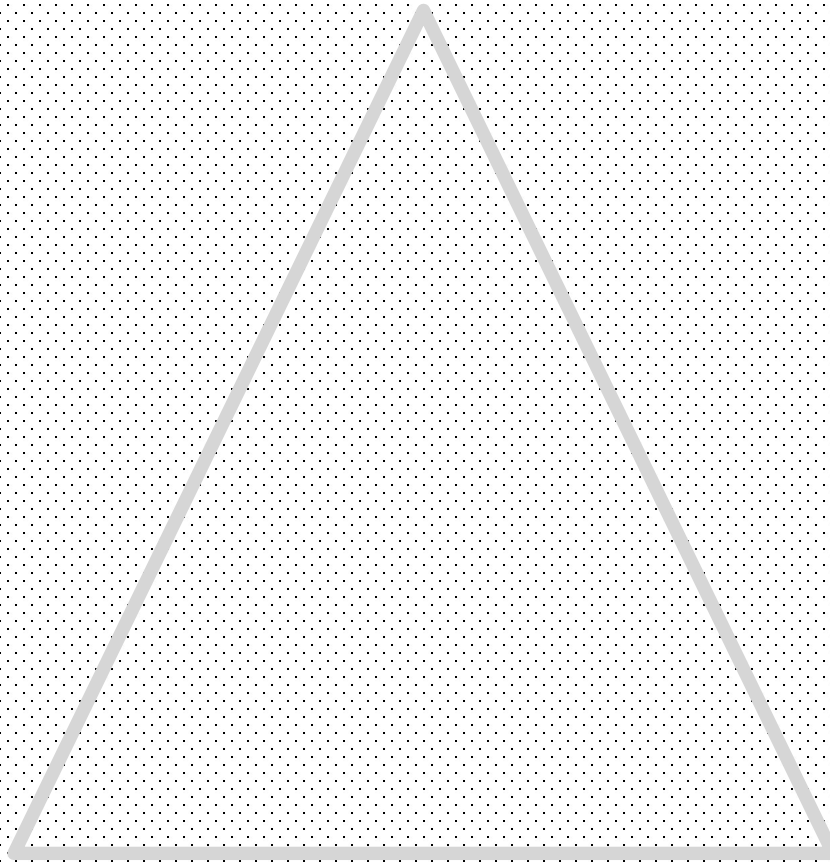
# ***MAKE THE DEAL***



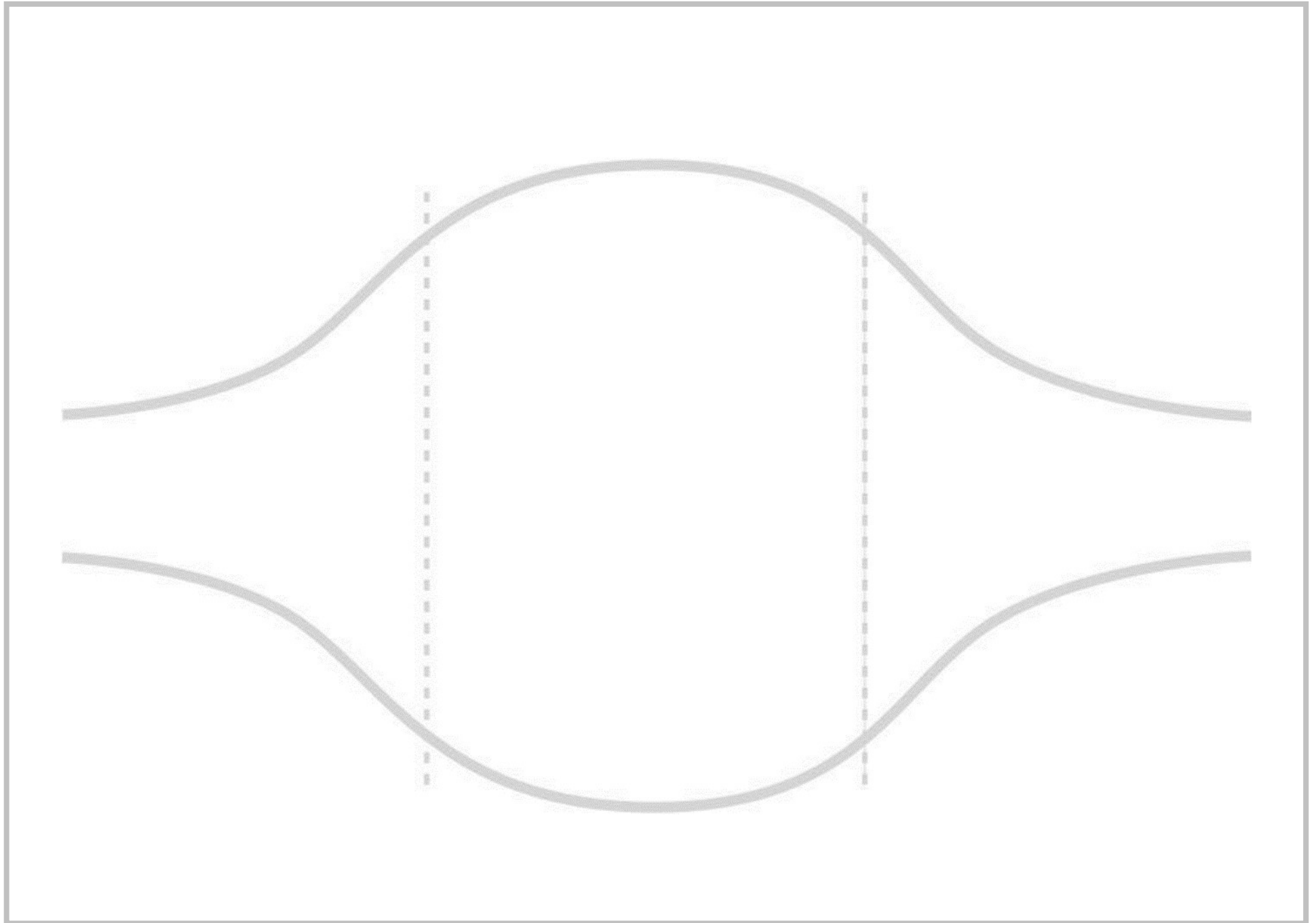
# The Negotiation STACK™



# The 3 Types of Negotiation STACK Techniques™




# The Negotiation STACK Flow™



# MAKE THE DEAL™

Notes

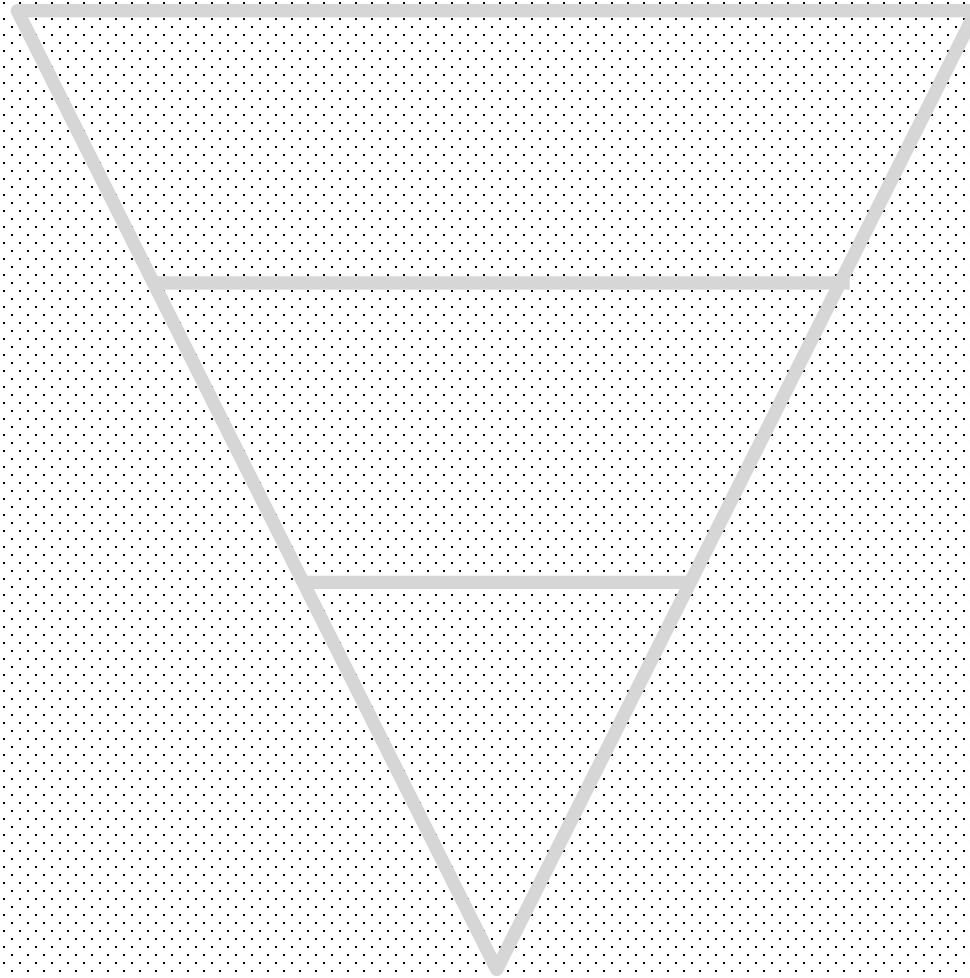
Large dotted area for notes.

# ***GET PAID***

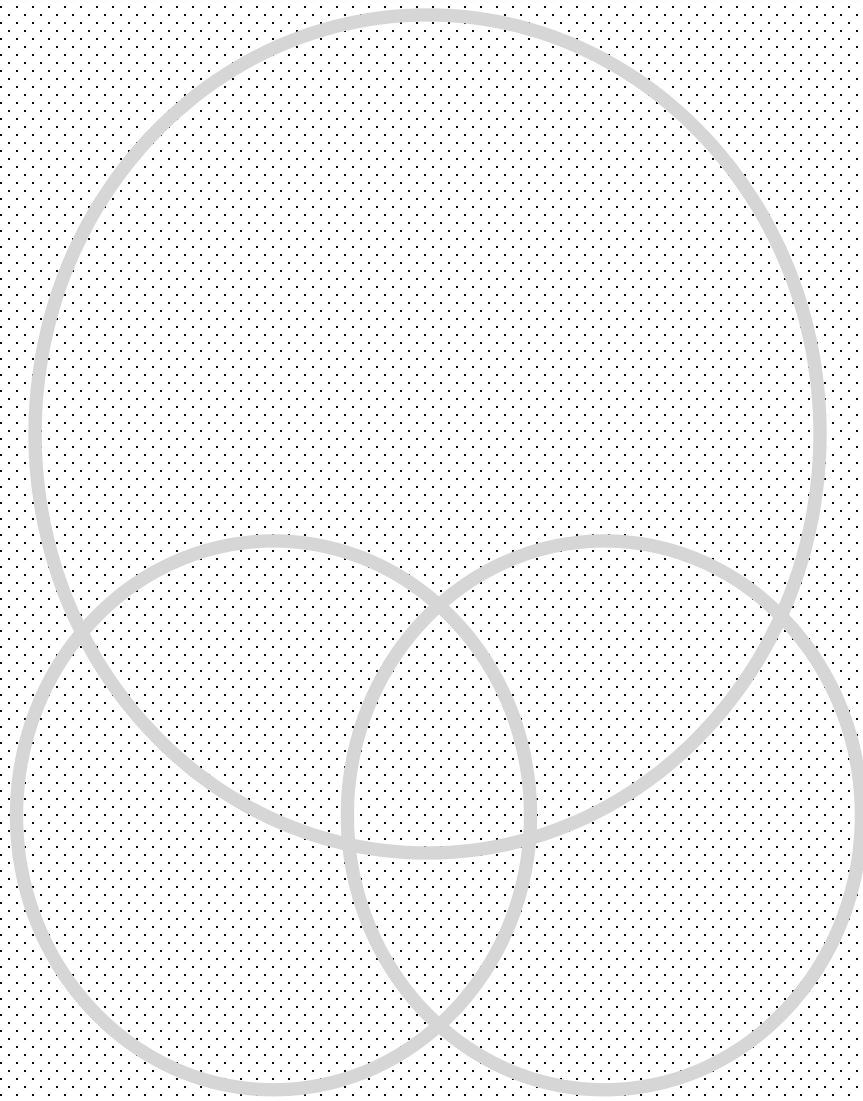




# The Critical Numbers Checklist™

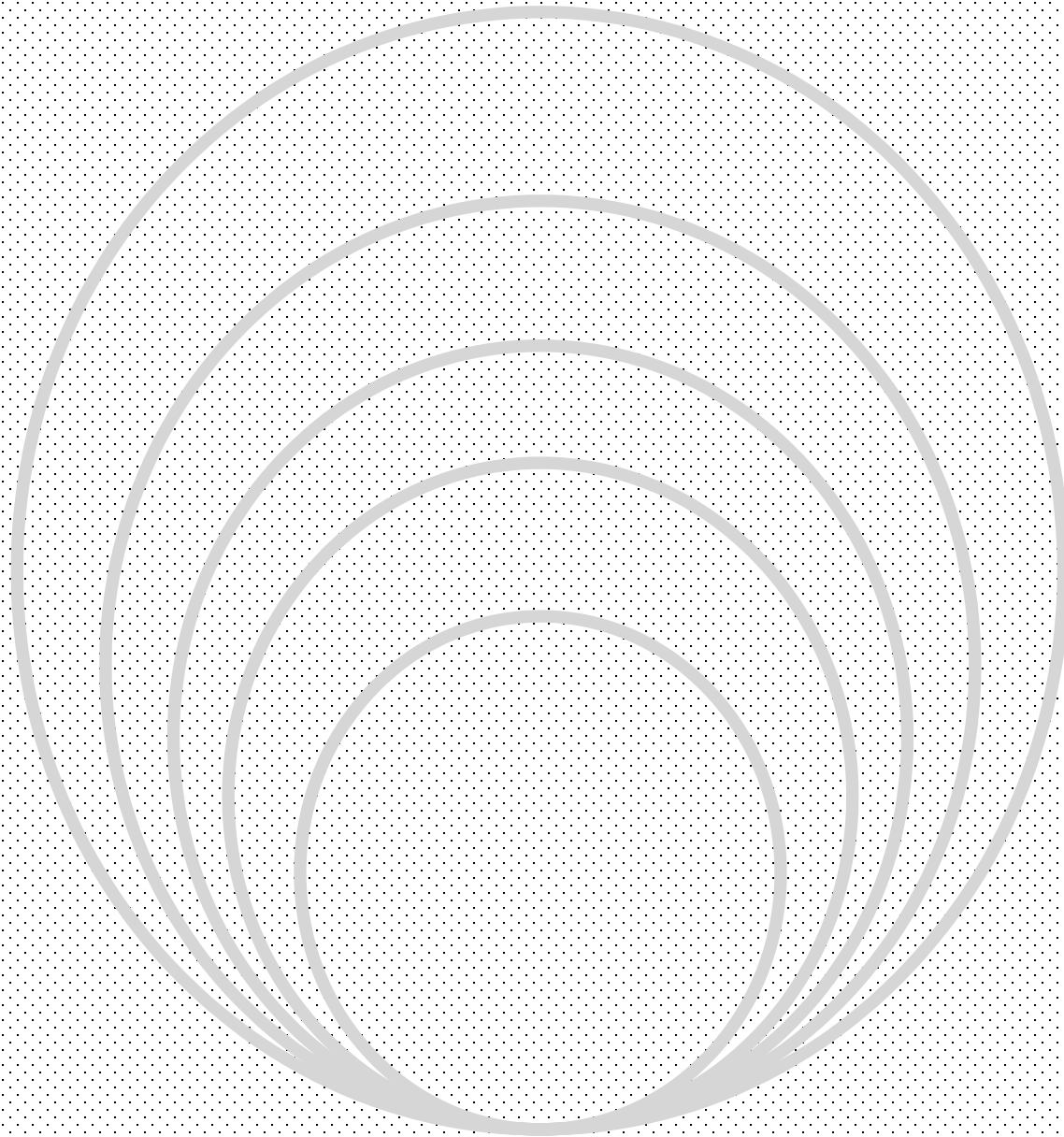


# The Property Value Focuser™



Notes

# The Bulletproof Contracts Advantage™



# Contract Control


# The Buyer Qualification Navigator™


Notes

Notes



Notes

Large dotted area for notes.

**TRACTION**  
REAL ESTATE MENTORS



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