

THE
PROJECT 100
EXERCISE & WORKSHEET



LEGAL NOTICE

[Copyright © 2023 by Leadflow](#)

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the publisher, addressed "Attention: Permissions Coordinator," at the address below.

Leadflow
6659 Pearl Road, Suite 301
Parma Heights, OH 44130
www.Leadflow.com
support@Leadflow.com
855-545-2095

DISCLOSURE

These documents and information contained herein are designed to provide accurate and authoritative information with regard to the subject matter being covered. It is given with the understanding that the authors and distributors are not engaged in providing legal, accounting, real estate or other professional advice.

If legal advice or other expert or professional assistance is required, the services of a competent professional person licensed in your area should be sought.



THE PROJECT 100 EXERCISE

Let's face it, finding funding for deals is one of the most challenging things real estate investors have to contend with. You could be a master at generating leads and getting deals under contract but, **without funding, you aren't going to get much done.**

To remove this roadblock from your business you need a reliable network of individuals who are willing to lend you money to do real estate deals. The key here is to build that network before you ever start finding deals or, as Harvey Mackay so aptly put it, *"dig your well before you're thirsty."*

To build this important network you have to first identify a group of people to talk to. These are people who you think would have some interest in real estate investing and would like to get a good return on their investment. Next, you need to have a conversation with them about private lending and real estate investing to get a soft commitment that they would be interested in lending to you for your next deal.

That's where The Project 100 Exercise comes in.

WHAT IS THE PROJECT 100?

The Project 100 is an exercise designed to help you identify the network of individuals in your life who you can have a conversation with about real estate investing.

This is based off of an exercise that I first did when I started working as a financial planner after college. Every new employee started with this valuable exercise.

Now that I look back, the original list that I created out of this exercise was like gold to me and helped me make a lot of money. When I became a real estate investor, I did the same exercise over again; this time to find private lending prospects.





HOW IT WORKS

It's pretty simple. Find a quiet place to sit down for 15-20 minutes and think about all the people in your life. Now, think about those people in terms of who you could contact to have a conversation with about real estate investing and private lending.

Most likely, you're not going to call every single one of them, but you never know who's "successful" or "not successful," so list as many as you can to start with. There could be a lot of people who you wouldn't think of as being super successful, but who have stashed a lot of money away in their retirement or savings accounts over the years. It's safe to say that many of those same people would be interested in making a nice return on money that is just sitting idle.

You're looking for someone who can fund one deal, not 10 all at once. When you limit the amount of funds you need to one deal, you'll start to include people in your search that you previously would not have considered. We're not talking millionaires or billionaires here, we're talking normal people who have money sitting in

the bank or a CD, for example, collecting very little interest. These could even be people who have money in the stock market and are interested in a less risky strategy for investing their money.

These could be people that you've known for 30 years, or people that you talk to once a year, like your doctor or dentist. Regardless of the relationship, write them down. You can always whittle this list down later.

Once you've made your list, call each person and schedule a time to sit down and break bread with them. It's at this get-together when you will have a conversation with them about private lending, called the Positive Results Conversation. (Check out blog.Leadflow.com for more information on the Positive Results Conversation.)

Below I've created a worksheet for you to get you started. Feel free to think outside these groups and, remember, the first step to finding private lenders for your business is making this list!

Live Free,

Greg Clement
Leadflow Founder & CEO

THE PROJECT 100

EXERCISE & WORKSHEET

Family Members

Friends

Friends of Family Members



The Most Successful People You Know

People from Church

Dentist(s)

CPA(s)

Doctors

High School Classmates/Friends

College Classmates/Friends

Other Investors



Shooting Stars

Centers of Influence

Financial Planners

Real Estate Agents

Successful Business Owners

Neighbors

Teachers and Professors



THE
PROJECT 100
EXERCISE & WORKSHEET

