



MILLION DOLLAR FORMULA

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MILLION DOLLAR FORMULA (OUTLINE)



- 1) Suggestion: Pick your “flavor” - remember the story of HVAC/Home repair?
- 2) Stick to the high-value categories:
 - Home services
 - Health/Medicine
 - Professional/Legal
- 3) What you are selling as a landlord? Your inventory is simply a combination of high-intent keywords
 - YOU ARE NOT SELLING LEADS
 - THIS IS ABOUT SHOWING UP WHEN IT COUNTS
 - SELLING LEADS IS A WHOLE OTHER MODEL
- 4) The formula: based on a standard range: \$500-\$1000 per month for a turn-key asset
 - \$750 per month is a good measuring stick...
- 5) Now... it is a matter of breaking a niche out to 10 Geos (city/town/area)
- 6) Do this with 12 niches (preferably in the same vertical/category)
 - Hint: There are 12 months in a year...
- 7) The 1 year million dollar formula: $\$750 \text{ per month} \times 10 \text{ Geos} \times 12 \text{ Niches} = \$90,000 \text{ per month}$
 - $\$90,000 \text{ per month} \times 12 \text{ Months} = \$1,080,000 \text{ per year}$
- 8) See [the worksheet](#) to sort out your own math...
- 9) You are probably asking... “now what? How do I execute on this formula?” - Concentric Circles of Growth (Next Session)
- 10) **How can you get the most out of this and short cut your results?**
 - ***Get the Rockstar Landlord Blueprint (while it is open)...***

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standard range: \$500-\$1000
per month for a turn-key asset**



**\$750 per month is a good
measuring stick...**



**Now... it is a matter of breaking
a niche out to *10 Geos*
(city/town/area)**



Do this with 12 niches
(preferably in the same vertical/category)
Hint: There are 12 months in a year...



MILLION DOLLAR FORMULA

<i>Adjust the numbers to suit your goals...</i>	
Average Deal (Monthly)	
Number of Geos Per Niche	
Number of Niches to Target	
MONTHLY REVENUE	
ANNUAL REVENUE	

[GET THE FORMULA WORKSHEET \(HERE\)](#)





DO YOU HAVE THE *ROCKSTAR* LANDLORD BLUEPRINT?

GET THE LANDLORD BLUEPRINT (HERE)

(Before it self-destructs)