



NETWORKING GUIDE



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2021

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Welcome!

**Thank you for downloading this guide!
It's the first step to the next level!**

My name is Pace Morby. If I can give you one piece of life-changing advice, it would be to TAKE ACTION!

Don't just download and consume. Read, study, formulate your own plan — but then APPLY. That's the only way to grow, expand, scale or...even get started!

My goal is not just to create amazing content but to create actionable content. This guide has informative steps but it's up to you to create consistent action.



I look forward to hearing about your momentum. We'll see you on the other side!

Whether you're brand new or have been in the game for years, you need to know where to find money making opportunities. You can figure out the what, when, and how later on. To truly take action, you need to know where to look, how to reach out, and then simply put in the time to find money making opportunities.

So let's dig in. Where should you start?

Tip #1 - Connect on Facebook



Connect with my Subto students!

In my Facebook Group, on my YouTube videos, and all over my various channels, I'm constantly telling people to connect with my students.

They've got the resources, so if you can bring them a deal to joint venture on, they'll help you close the deal and everyone gets paid. The same is true for lending money. Reach out and let them know how you can help (more on "how" in Tip #2).

However, as Gator Method grows, the Creative Financing Facebook Group will get over-saturated with Gators.

While you can start here, you should also visit your local markets, look to other groups, and generally find as many outlets as possible to connect with your net.

Tip #2 - Connect to Real Estate Investment (REI) Groups

Go online and find groups in your area that are doing deals in real estate.

There are online Facebook Groups (a.k.a. larger groups, newer people). There are local groups. There are Mentorship Groups (a.k.a. more successful people, higher success rates).

Go online and post YOUR version of this message in the group...

“Hi, my name is Pace Morby. Thank you for letting me into this group. There are three things of value I can provide to anybody in here, hit me up anytime.

- 1. If you're having trouble closing leads, I'm great at closing dead leads.**
- 2. I have lists of sellers that I'm happy to give you free of charge.**
- 3. I can help with micro-funding, like earnest money, probate expenses and I have been known to be a lender from time to time.”**



These “Top 3 Skills” should be based on your skills or your assets.

If you're good at comping, offer to comp. If you're good at underwriting deals, offer to underwrite deals. If you're brand new and have no idea what these things are but you have some money, you can buy buyer lists or foreclosure lists on BatchLeads and give them away for free.

Get 1,000 property records for free right here: <https://batchleads.io/pace>

Regardless, lead with value and start with three pieces of value. We've actually hidden Gator Method here as “micro-funding.” This is your ticket to pitch your offer without sounding spammy and by leading with value FIRST! You don't want to be salesy. You don't want to sound clinical. Doing so is like putting a forcefield around yourself. People will either ignore you or account managers will block you. **Outreach is like dating, don't come on too strong or you'll come home alone again and again.**

Then, set a goal for yourself. Connect with five new groups every day or every week. Make it a point to talk with 25 new potential collaborators on the phone. Turn your outreach into bite-sized daily tasks and you'll be amazed how easy this can be.



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Tip #3 - Get Creative with Social Media Outreach

Reach out on Instagram or in YouTube comments

If you don't have a following, DM people in other Influencer's Comments.

Look for Mentors online and look at comments where people are asking how to raise money and similar things like that. This works on Instagram. This works on YouTube. Here's an example for posting in Jerry Norton's YouTube comments:

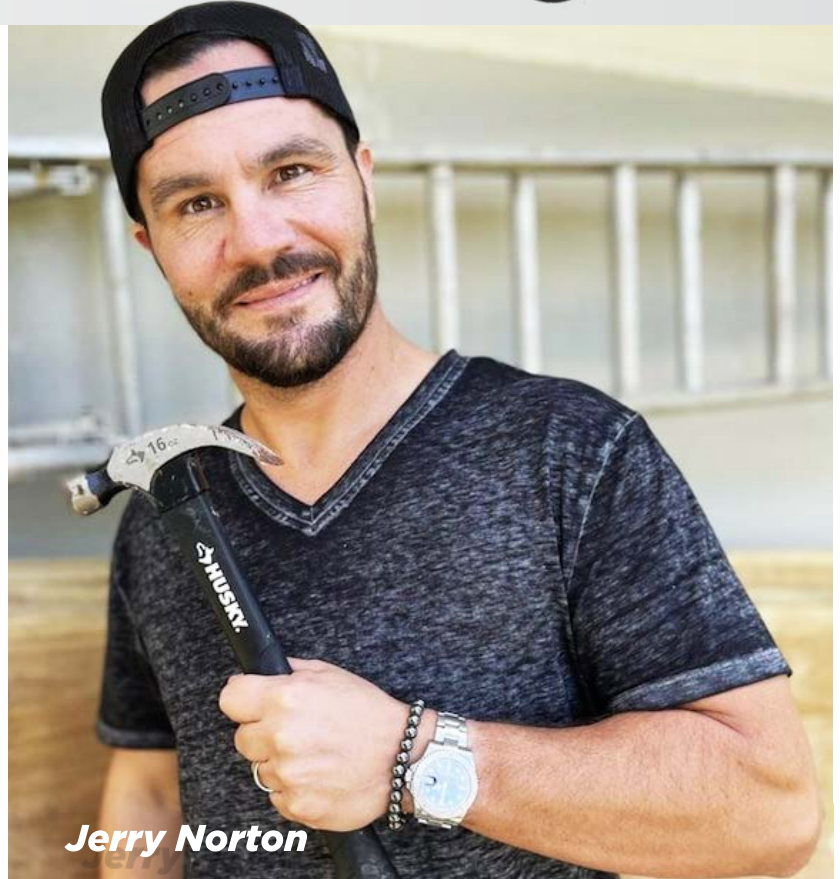
"Love Jerry Norton! My name is Pace Morby. If you ever need help looking at deals or funding your projects, I am more than happy to have a conversation. Email me at..."



Again, lead with value.

This way, you're complimenting the person who made the post and offering something of value. You can do this over and over again. For Jerry's audience, in particular, he doesn't really reply to comments that often, so you can provide value, answer questions for them, and get noticed / known in the field. Include your email, your phone number, and/or your Instagram account based on how comfortable you feel sharing info. For me, I prefer to share my Instagram info rather than a phone number to filter out bad leads.

If you're a Gator, you can also share things like my wholesale contract or my JV agreement or even my Proof of Funds to show your potential value. It's all about value. People are lost.
If you show up with the answers, you'll win.



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Tip #4 - Find Unique Referral Sources

Here's the thing, you will fail 99 percent of the time

Personally, I desire failure. I wake up in the morning and ask myself, “Where am I going to fail today?” It happens. You can't let failure scare you. You need to get used to rejection. It happens and it happens often. But even though you fail often, you will win in the end – over and over again – as long as you continue to take action.

At the heart of this business, there's action. Spend a lot of time outreaching.

I like to think of outreaching as “creating chaos.” When you outreach, you break things, there's problems, and you get in trouble, but through chaos you can eventually find success.

But, don't lose money. **If you aren't certain about it, don't do the deal.** When I say “create chaos” and when I say “take action,” I'm talking about looking for deals, not throwing away money. You're going to say “No” quite often before you say “Maybe.” In real estate, about 50 leads will equal 1 cash deal and 1 creative deal. That's only 1 percent, but that 1 percent could equal thousands and thousands of dollars.

You need to take action to create problems for your business. I can tell you how to do things all day long, but you have to go out there and do them. **No one has the same path and no one has the same journey.** You have to create your own business and your own lifestyle. Use these methods as a guide, but it's not a step-by-step formula. You have to head in the right direction, create some chaos, then re-align. Then it's a numbers game. **That's business. You have to be proactive, not reactive. It's not a job, it's a business.**



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Tip #5 - Praise and Outreach

The other day, one of my students told me, “You don’t raise capital, you attract it.” This is so true. Now, he was referring to branding, which is important, but branding can be a bit complicated, so I like to think of branding as providing praise to people in a public way.

Just the other day, I called Jamil Damji and told him, “Thank you.” He asked why, as he hadn’t done anything for me that day. “Six years ago, you got me into this business,” I told him. Jamil laughed and told me to stop thanking him for that, but I never will. It’s so important.



Jamil Damji

When someone does something for me, I provide constant praise, again and again.

You can think of it as Karma or Service or whatever, but it’s vital for your well-being and your bank account. I know it doesn’t seem like those two things go hand in hand, but they do. You can do this online and tag people. It makes you feel good. **It makes the other person feel good. Do this for your mentors. Do this for your partners. This business is about relationships.**

Then, do the outreach at the same time. “I’m learning so much from Pace Morby about Gator Method. This course is life-changing. If you want to hear more about what I’m learning and how we might be able to partner on a deal, reach out to me.” **Be grateful. Everyone wins. Borrow authority from your mentors until you create your own.**

Tip #6 - Talk to People

If you've been in this world for a little while, you've probably heard me say that anyone involved in real estate who isn't an investor is actually in the service business. Title companies. Realtors. Construction. All service industries. You can imagine them as working in the stands of the arena while investors play on the field. However, they're all needed in the business and you need to know them. Or, as my good friend Brent Daniels would say, go out and "talk to people."

Networking with professionals like title companies and those types of jobs means you will meet more investors and you can sponsor more deals. It's all about accumulating wealth. **There's actually rejected lists at companies like www.MyInvestorLoan.com who I work with and you can get their list of people they've turned down.**

Now, this doesn't mean you want to just give anyone a loan, but my team literally brings in \$800,000 per month in equity positions from rejected loans. You can do the same thing. Go out, talk to people, and figure out how to find similar deals. Talk with other lenders. Talk with title companies. Talk with escrow officers. Connect with people.

Do your outreach.

Tip #7 - Take Action

I say this all the time because you need to hear it all the time. **Take action.** Don't wait on other people to tell you what to do. Don't wait until tomorrow. Don't wait until Monday. You have the tools right now to get started, so get started. At the heart of the business, you just need to take action. Stop reading. Start at the top of this guide and do the steps, one by one, until you start to collect some "Nos" and "Maybes." Then, you'll find a few "Yeses." Consistency, that's the game.

For more action-taking content, make sure to login to your Gator Training for the most up-to-date information, contract downloads, new trainings, and more!

