

029: Building An Empire as a Real Estate Investor

10 Point Checklist

Susan Lassiter-Lyons

Want to gain as much knowledge as possible out of Get Yourself Optimized? 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.

Get **YOURSELF OPTIMIZED**

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 launch.

To view the transcript, resource links and listen to the podcast, visit:

<https://www.getyourselfoptimized.com/building-an-empire-as-a-real-estate-investor-susan-lassiter-lyons/>