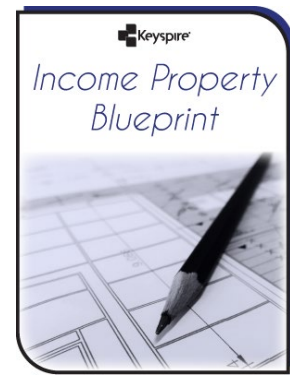


Module 1 – Lesson 2

The Seeker Method – Your Value Add



Week 2



When executing the Seeker Method, you are out there actively looking for properties. You are going to be approaching sellers and growing your network to find properties to buy. Before you introduce yourself to someone, you will need to have your Value Add Statement ready. The Value Add Statement is an introductory statement that explains who you are, the focus of your business, and most importantly how you can add value to the person you are speaking to.

1. Your Value Add Statement

To get started, answer the following questions, then insert your answers in the different formats available below to create a Value Add Statement that is perfect for you.

What top of mind problem do you solve? (Specific Problem = SP)

Who do you solve this problem for? (Specific Audience = SA)

What solution do you provide for your Specific Audience? (Solution = SOL)

Format 1

You know how there are a lot of _____ (SA) who experience

_____ (SP)? What I do, is help them

_____ (SOL).

Example: *You know how there are a lot of real estate investors who can't seem to ever find a good tenant? What I do is help them find, qualify and manage the best tenants so they make the most cash flow and avoid sleepless nights.*

Format 2

I work with _____ (SA) who _____ (SP). I
show/help/give them _____ (SOL).

Examples: *I work with homeowners who want to use the equity in their home to increase their cash flow. I help them access that resource and introduce them to the people who can help them create passive income.*

We help retirees who just don't want to be a landlord. We provide them with an investment solution that will get them 6% guaranteed returns on their cash and property equity.

Format 3

I show/help _____ (SA) how to transition from
_____ (SP) to _____ (SOL).

Example: *I help homeowners transition from being a real estate spectator to being a real estate investor. I do this by leveraging the network I've build over 10 years as a professional and put my clients on the fast track to success.*

Format 4

I help _____ (SA) let go of the frustration they feel when trying to
_____ (SP) by showing them how to
_____ (SOL).

Example: *I help renters let go of the frustration they feel when moving to a new home by providing them a selection of safe, clean and affordable homes to live in.*

Format 5

I help _____ (SA) let go of the frustration they feel when trying to
_____ (SP) by showing them how to
_____ (SOL).

Example: *I help renters let go of the frustration they feel when moving to a new home by providing them a selection of safe, clean and affordable homes to live in.*

2. Share your Value Add Statement



Test out your Value Add Statement with your community and ask for feedback!

For many of us, this is our Income Property Labs Facebook Group Community. To access the IPL members only Facebook group [CLICK HERE](#). Not a member of Income Property Labs? [CLICK HERE](#) to claim your 30-Day Free Trial!