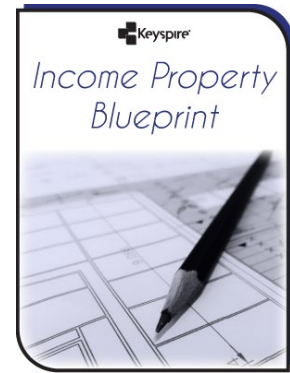


Module 1 – Lesson 8

The Magnet Method - Attend Community Events



Week 8



Attending community events that are not specifically real estate related will allow you to expand your network. People will start learning more about what you do, and your value add and this elevates your brand and increases the possibility of more deals coming to you.

1. What are your interests?

Other than real estate investing, what are you interested in? Think of your hobbies and your values (sports, culture, education, arts, music, etc.). List 3 to 6 interests that you have:

- _____
- _____
- _____
- _____
- _____
- _____

2. List community events

Now that you have identified your interests, research which community events are held in your area and keep track of them below. Think of volunteering opportunities as well. Attending community events can be done in person or online. List a few different options to maximize your efforts!

- _____
- _____
- _____
- _____
- _____
- _____

3. How do you elevate your brand?

When attending community events, how are you going to let people know who you are and what you do? A lot of this happens naturally through conversation, but what other aids can you have to support you?

- ☐ Start a conversation: Ask others what they do for a living. Are they involved in other businesses and associations? Goal: **Be interested, not only interesting.**
- ☐ Ask for others' business cards. Also have your business cards available.

☐ Be ready with your Value Add Statement.

☐ _____

☐ _____

☐ _____

4. Share your findings!



Share with your community: What community events did you find based on your interests?
How will attending these events elevate your brand?