



Step-by-Step Event Guide:

Play music while everyone arrives. At minimum, a portable speaker for small crowds. As you grow, consider better quality sound for larger rooms.

High energy, engage the crowd, use their names! Everyone is your guest so introduce yourself!

Set-up 1-2 Signs at front of room (optional)

- Welcome all and introduce yourself. (5-10 minutes)
 - Share how you got interested in real estate investing. Share about your journey, your strategies, your knowledge, support, your network of other investors from other cities and other states, etc.
 - In your intro you can mention how Pip's Path helped you get started and was helpful to your education, deals, success, etc. Now you are affiliated with them and can discuss more about that later.
- Audience – ask everyone to introduce themselves to 3 new people (5 mins) – bring your business cards and network! Encourage everyone to participate in this activity!
- Review last meeting (optional)
- Vendor introductions of their products and services. (1-2 minutes each)
- Introduce today's topic.
- Guest speaker * (ideally, they will speak for 30 minutes)
 - Guest speakers can be home inspectors, mortgage brokers, hard money lender, experienced investor, Title Co's, RE attorney, rent to own, joint ventures, creative finance, IRA club, etc.
- Question and Answer for guest speaker (optional if time allows)
- 10-minute Break for additional networking (optional)
- Audience participation 90 second pitch from front of room: (5-10 mins)
 - Ask the audience if they have any opportunities / deals and they are looking for money or a buyer.
- Show free resources on Pip's Path website (5-10 mins max)
 - 5-minute investor videos
 - Your personal scorecard
 - 9 1-hour videos on various RE strategies
 - CA\$HFLOW JOE Podcast
 - If anyone wants more details on this invite them to contact you anytime.
- Closing: introduce the next month our topic and speaker (if known)
- Let us know who you want for speakers – we are open to that!

At your Live Meetup there will be plenty of opportunity for social media posts for you! Use the opportunity! Take photos, short videos, and utilize them to promote your event.

Your goal would be to get regular attendance of 25+ at each meeting. Consider the following to enhance the experience:

Audio/Visual:

- Projector and screen for presentations.
- Laptop and clicker (to advance slides)
- Sound equipment for presenters.
 - A simple lavalier or handheld microphone and one speaker can make a big difference.

How to introduce Pip's Path to Property at your Live Meetup.

Reference the video called "[You and your connection to Pip's Path](#)" with suggestions on how effectively handle this introduction.

Share your relationship with Pip's Path to gain credibility.

- Show the free resources on Pip's Path website.
- Use your computer or a projector screen/monitor/whatever you have at your event.
- Showing them visually is far better than telling them about it.

Free resources on Pip's Path website:

- 49 5-minute investor videos
- 1-hour videos on 9 topics and strategies. "Everyone takeout your phones, fill in the information" (wait for them to do it)
- Personal Scorecard where your guest can complete the information on getting started then schedule a free zoom call with us to review. Try this yourself.
- CA\$HFLOW JOE Podcast
- Blogs

Share with your guests they will be receiving emails from Pip's Path. As a Live Meetup Host you will get credibility from Pip's Path advertising efforts and emails. Anytime your guest views Pip's path ads or email then you will gain credibility through association with us.

The following meeting after introducing the free resources:

"By a show of hands, did anyone go the Pip's Path website we discussed last month?"

Yeah, did you see the videos? Is it good stuff? Did you learn anything?"

Did anyone join the VICC group? Cool"

Share website free resources again. (5 mins total)

Your 2nd Meeting (and ongoing meetings) you can start to introduce some of the items they can purchase on the Pip's Path website.

- Promote the VICCG as support for investors at all levels. Meeting each Thursday 8pm ET.
- Cashflow 15+ hour OnDemand is available to purchase for only \$300
- Pip's Path Signature Support
- Phone coaching sessions
- Strategies - ability to join Pip's REIA with purchase.
- Mentorship
- Students can complete purchases directly on the Pip's Path website or they can schedule a call with us to get enrolled.

You can mention the free resources at every meeting you host. As you gain more confidence and credibility with your audience you can introduce (5-10 minutes each meeting) other topics such as The Cashflow class they can buy for \$300, or other live or live online courses they can buy.

If your demeanor reflects “this company and these courses helped me, and they can help you as well” then it should be well received. You can cover a lot of details on this in 5-10 minutes without it feeling too salesy.

Post meeting:

The day following your Live Meetup forward the following information to team@pipspath.com:

- Attendee full names and email address.
- Number of attendees.
- Info for anyone interested in training, VICCG, REIA, support, etc.
- Any feedback on your meetup.
- Feedback from attendees to improve.

Other information regarding guest speakers:

- If they are sending you any PowerPoint be sure to get it 48 hours in advance.
- Ask for a brief bio to introduce them to your audience.
- Tell them the dress code: “most our attendees are casual to business casual so you can wear what you normally are comfortable in. Be yourself”
- Ask if they need anything else for your consideration to present.
- Pronounce their name correctly! If you are unsure, ask them how to pronounce it.
- Q & A is optional after their presentation depending on the time allowed. You can control this by saying “we have time for 3 brief questions” and control who the questions come from and when to close it. Let guests know that the presenter will be here to answer questions for a bit and share their contact info so you can reach out to them anytime.

Be prepared: Have a backup plan if your guest speaker cancels at the last minute.

Alternate activities or topics:

- Practice groups elevator pitch
- Practice groups raising capital
- Practice groups what is your fear?
 - What steps are you going to take to address those fears?
 - What is your fear / goal for next meeting?
- Speed networking – get a business card from everyone in the room in 10 mins!