

The Real Estate Investor 80/20 Task Cheat Sheet:

What is your time worth?

\$5-10 PER HOUR	\$100 PER HOUR	\$1000 PER HOUR	\$10,000 PER HOUR
Talking to unqualified leads	Following up with leads via text / email / phone	Planning and prioritizing your day	Launching in new markets or niches
Posting properties to website and craigslist	Ordering direct mail drops	Negotiating with a <i>qualified</i> lead	Negotiating major deals
Cold-calling prospects	Creating marketing reports	Designing new marketing campaigns	Hiring rockstar team members and establishing company values / culture
Editing / printing contracts	Managing PPC campaigns	Implementing new sales strategies for acquisitions	Designing systems to automate, delegate, and eliminate the non-essential
Database Management	Analyzing deals / due diligence	Delegating complex tasks	Educating yourself
Skip tracing prospects cell phone numbers	Writing offers on the MLS	Networking with competition, cash buyers, vendors in your local market (title co's, etc...)	Exercising / playing
Browsing Craigslist	Sending out letters of intent	Fixing inefficiencies in automation / improving day to day company operations	Investing in passive income with profits
Researching probate / code violation / eviction lists	Filtering / qualifying all incoming buyer calls	Showing deals to <i>qualified, serious</i> buyers	Evaluating KPI's and designing implementation plan to improve
Stuffing envelopes	Launching voice / text / email blasts	Double checking due diligence and accurately gauging rehab estimates.	Helping others get what they want
Driving for dollars	Property Inspections and taking pictures	Training and managing team members	Meditating and Thinking
Opting out leads / removing from lists	Tech integrations	Organizing local events	Tithing and volunteering
Requesting digital signatures and contract management	Working with marketing vendors	Researching new marketing strategies and tools	Spending time with loved ones (priceless)
Tracking leads	Door knocking	Recruiting Birddogs	Coaching

