



Short Sale Trifecta

The Three Vital Building Blocks to Keep Your Business Alive



Hi... My name is Cory Boatright. Recently I've enjoyed the opportunity to teach hundreds of students around the country on short sale real estate investing. However, what I want to talk with you about today is more than just short sale investing. It is a message that will transcend any real estate investing strategy you know or have ever used. It is a message of power that involves more than just sending positive thoughts into the universe contrary to a popular "Secret" that you might have heard buzzing around lately. It is something that **you must know** in order to take your business from staying stagnant to soaring beyond the stars. It can all start with you reading the pages that follow. This is a message that you will never forget and I pray it doesn't fall on deaf ears because it can ***change your life.***

So may I have your attention?

Thank you. I believe you are reading this for a reason. You have either made some type of commitment to learn specifically about short sales or



perhaps just real estate investing in general. Although your intentions are good – learning is merely the beginning. You must apply that knowledge. Don't let it sit idle.

Does this describe you?

You have spent years learning about all the greatest techniques and strategies for your real estate business. You have no doubt invested thousands or maybe tens-of-thousands learning everything possible in short sales to make sure you are successful. Bravo to you for getting educated. The challenge is this: after learning everything you think there is to know about a subject, you lose your desire for attaining more. You get stuck in a vicious routine that leads you going in circles which usually turns into nonproductive activity. THIS MUST STOP! You must learn to be a continual student of doing the activities you excel at the most. If not, all that time you spent learning will have little effect on how your business grows. Don't waste your time because the reality is, time is one thing that is not recyclable.

So how can you stop the unproductive cycle? The answer is easier than you think. You first start by deciding.

So today... Right now... You have a choice.



You can continue to do the same things you are already comfortable with in your business today, or draw a line in the sand and decide **NOW** things are going to change and learn something else and apply it.

In fact, **NOW** is already **GONE** and that is something you must remember in order to keep moving your business forward or it will die.

For many of us living in our past is not only common, it's a preference. It is the security blanket you couldn't sleep without when you were two years old...remember? It is comfortable and gives you a sense of safety. It is the path of less resistance and one you know all too well. That path is dangerous to the growth of your business. It is much easier to rely on past experiences rather than choosing to learn anything new to challenge them. Often when you choose to live in the past it is cancerous to all your business endeavors and especially to your personal development. This thought process can damage the passions you have towards doing what it is you love to do, whether or not you are paid to do it.

We are going to peel back some layers so if you are tracking with me so far say... **"I'm listening"**.

OK... that's good because if you only HEAR (there is a difference) what I'm saying to you today you will entirely miss the message that can transform your business and life. In fact, I don't want you to skip any word in this document. I want you to really "get it". Today we are going to uncover



the missing “diamonds”, principles that many of us spend our whole lives searching for, but few ever find.

If that sounds good say... **“You have my attention tell me more”**

Now that I have your attention I don’t want to lose it...not even for a second. Take out a pen and be ready to take notes. You will have ideas and feelings that come from reading this that you will want to record.

I’m going to teach you what I call the “*Short Sale Trifecta*” which is: *Vision, Purpose and Passion (VPP)*. These are the **THREE VITAL** building blocks that you must implement in order to build a healthy and successful business.

Let’s start by discussing a common word and dispelling a myth about it.

FREEDOM



Freedom is something almost everyone has heard about as the goal for running your own business, but few ever understand or achieve it.



Do you agree with that?

Come on now... do you honestly want to start or run a successful short sale business for the goal to have more freedom?

If you agreed, then you have been duped and are only seeing one side of the business coin. Freedom is merely the cheese that lures you to the trap called "my business", "being my own boss" or "working for myself". That may offend you and I'm OK with that because of what the rewards verses the risk can mean if you really "get" this next part.

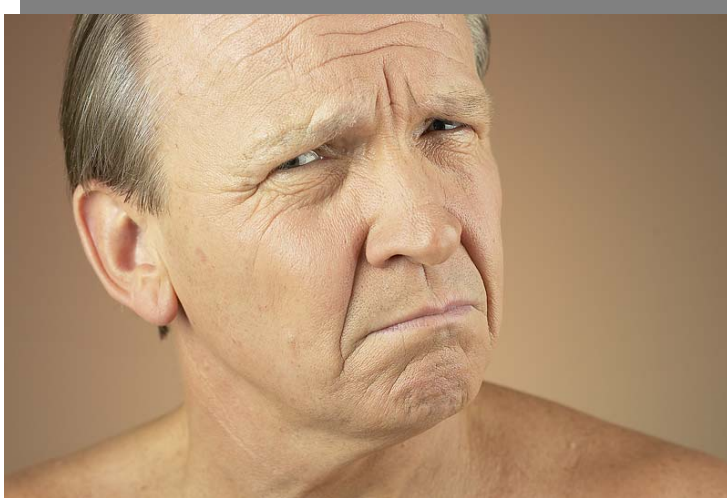
Freedom is empty without... *Vision, Purpose and Passion (VPP).*

I would argue that if you had "more freedom" in your life without VPP you are setting yourself up to implode and will ultimately **work yourself to death** to have more of it.

What I'm suggesting to you may seem obvious, yet at the same time can be the *REAL* secret. Some business owners who are Harvard graduates that I have met don't even have a clue about this concept. Although academically they have achieved greatness, the elephant in the room goes unnoticed. Let me explain that.



Many of us have been taught that owning a successful business means working for ourselves so we can...



DO:

What we want

When we want

How we want

...but without **VPP** nothing could be further from the truth.

Now that you are either shaking your head in agreement or vehemently disagreeing... keep reading because it gets worse.

If you have worked in any business from conception to profitability without VPP, you will find this next section to hit you **square between the eyes**.

You made a choice to work harder to sell more widgets, do more advertising or do more consulting in a business you loved. You probably even had a goal to someday kick back on a deserted island and drink pina-colodas, strumming a little guitar while you got a cocoa tan.



You tell yourself if you could just sell enough, advertise enough or talk enough you could have the FREEDOM to spend time doing whatever it is you want in life.

LET ME WARN YOU NOW!

If you continue thinking like this you will set yourself up for **LONG TERM FAILURE**. In fact, the very freedom you desire will be like a dangling carrot in front of your face, yet when you reach out to take it something else will come up and divert your attention and you will end up grasping air.

Why is that?

You have set your eyes to be focused on freedom and you never took the time to learn about the whole picture. You only saw one side of the business coin and didn't consider the vital importance of VPP.

Freedom is an empty goal without investing time in your...Vision, Purpose and Passion.



The world's most widely sold and distributed book, The Bible, says:
"Where there is no vision, the people perish - Proverbs 29:18

Now don't get uptight and think I'm going to turn this into a religious sermon. That isn't the purpose. But it is a rather interesting quote... don't you think?

If you are still with me say... **"I'm still with you"**

I hope you haven't checked out yet because I have challenged your thinking. All of us can learn something from this quote. Why would someone say *"we perish"* without vision?

What is so important about Vision? And why do we put little effort into implementing the importance of it in our business... or even in our life for that matter?

Have you wondered about what that one little word really means? **VISION**
... and how it can affect your business?



Being an information nerd, I did wonder, and I researched it... so let's discuss how using it in your business can unlock your mind.

This is also the part where you might want to take notes (if you haven't already) and write down as much as possible that comes to mind while we discuss all this

This is our FIRST building block.

Vision.

Main Entry: vi·sion

Pronunciation: \ˈvi-zhən\

Function: noun

1 a: something seen in a dream, trance, or ecstasy; especially : a supernatural appearance that conveys a revelation **b:** a thought, concept, or object formed



by the imagination **c:** a manifestation to the senses of something

immaterial <look, not at visions, but at realities — Edith Wharton> **2 a:** the



act or power of imagination **b (1)**: mode of seeing or conceiving
(2): unusual discernment or foresight <a person of vision> **c**: direct
mystical awareness of the supernatural usually in visible form

Vision comes from the Latin Visio, from *vidēre*... which means: a thought, concept, or object formed by the imagination. When we spend time investing in our vision it sets the mental framework to put one of our vital building blocks in place for our short sale business. We start to imagine how our short sale business will look when everything is in order and running like a finely oiled machine. We don't get bogged down with the many business details instead we focus on the **after product** with everything in place exactly as we dream it to be. Your vision is born from investing time and prayer into your dream short sale business.

Let me show you what I mean. Let's play a quick game. Take a few minutes and read the list of questions shown below. Then close your eyes and ponder each of them for 30 seconds. Do it now and take a few moments to think about your dream short sale business.

Can you see it?

How does it look?

Who is on your team?



What are their responsibilities?



Who is running the Operations of your company?

Who is in charge of Marketing?

Who is in charge of Acquisitions?

What legal team are you using?

How many deals a month are you closing?

How many houses are you selling?

How many houses are you keeping for long term wealth?

What does everything look like?

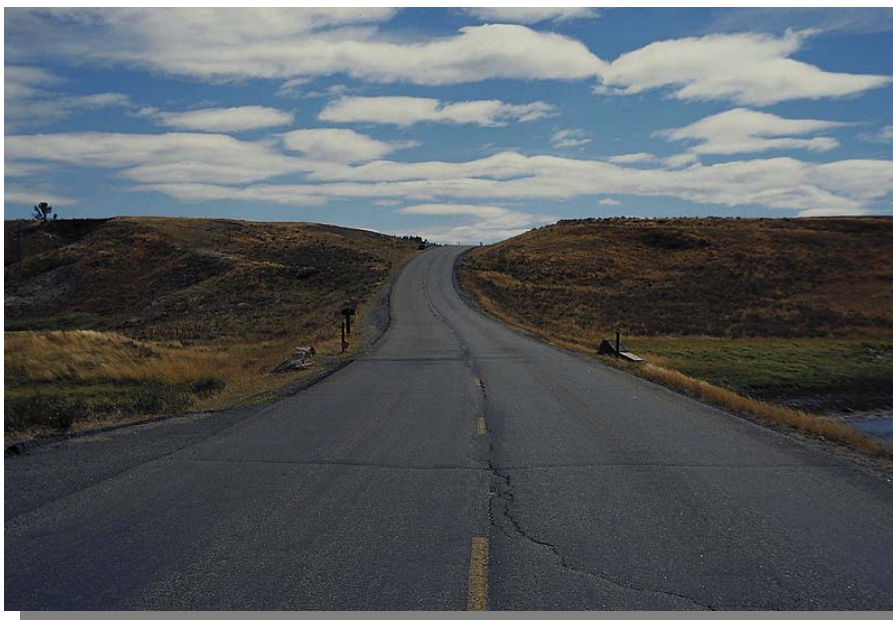


What is the vision for your company? Can you see it?

Can you really picture your dream short sale company?

Now... open your eyes.

Did you ONLY see yourself making everything happen? NO...of course not. You probably saw yourself in a higher managerial role overseeing the bigger details for your business, but YOU certainly weren't doing ALL the jobs...right? That's because you can accomplish more from with the help of OTHERS. Soon, I will be asking you to join our team so you can do just that in your short sale business. We need to work together.



Your vision is vital for the longevity of your business. It is the virtual landscape that burns in your mind so you have a target and destination for what type of short sale business you



want to create. Remember not all short sale businesses are created equal. Yours can stand apart by pursuing your vision for it.

How is your company going to perform tasks different from all the other short sale companies? Another way to think about it is like this: How is your burger shack at the end of the street going to differentiate itself from every other one on the block? In other words, what's going to make your short sale business different?

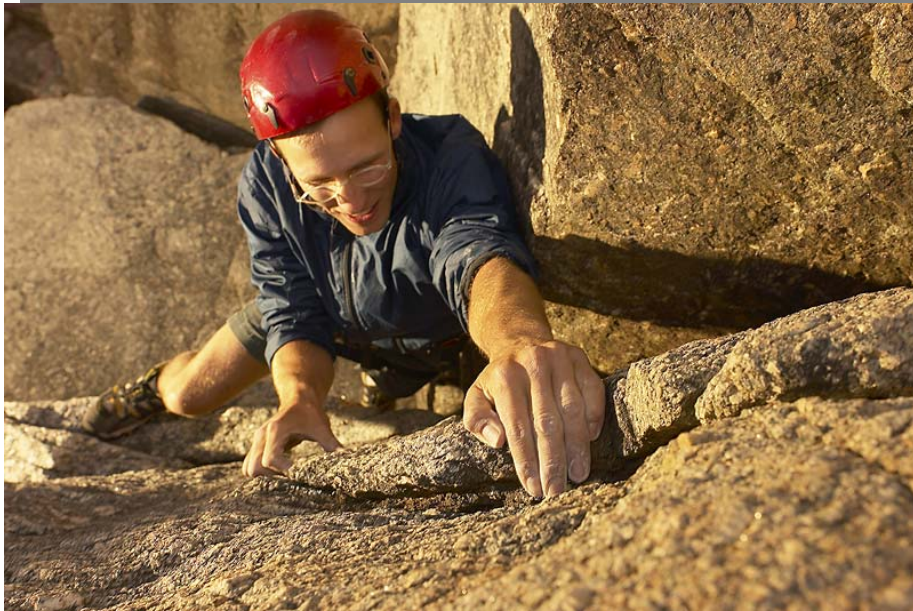
You'll find the answer to that question when you take time and seek the specific vision for your company. Here's a hint: It will probably involve more than just yourself to make it work.

If I haven't totally lost you say... **"You haven't lost me"**

OK good... some of you are still here. Statistically most of you have bowed out because I took away your "security blanket". I assure you, if you get this nothing can stop how far you can go.

Let's move on now to our SECOND building block.

PURPOSE



Main Entry:

pur·pose

Pronunciation:

pûr'pôz

Function: *noun*

1. The object toward which one strives or for which something exists; an aim or a goal: "And ever those, who

would enjoyment gain/Must find it in the purpose they pursue" Sarah Josepha Hale. **2.** A result or effect that is intended or desired; an intention. See Synonyms at intention. **3.** Determination; resolution: He was a man of purpose. **4.** The matter at hand; the point at issue. *tr.v.* **pur·posed, pur·pos·ing, pur·pos·es** To intend or resolve to perform.

The word purpose means determination, intention or resolution. It is the steps or the mechanics in order to fulfill your Vision. The most intense battles in your business will be challenged by your ability to overcome and stay true to your specific Purpose. If Vision is the soul of your business then Purpose is the muscle. It isn't uncommon to get knocked down a few times even when standing your ground to protect it. It is in those times you will experience the **heart of your Purpose which is determination**. That is the unwavering commitment to rhino charge through intense criticism or mental attacks from exploding doubt grenades. Your Purpose can become calloused because of all the abuse it receives



from opposing views, trends and the latest “get-rich-quick” schemes. Do not grow weary. If you have spent time praying about your VPP, I encourage you to hold fast until you see victory from your pursuit of it.

How is Purpose a vital building block for your short sale business?

After you invest time seeking your Vision, you must define your Purpose for your short sale business. Your Purpose will give your Vision “legs”. To be more practical, you can define your Purpose by asking “**WHY**” you are doing what you are doing... Why do you want to be a successful short sale investor? What is your goal for getting more short sale approvals? What is the “why” in your business?

Perhaps you want to serve distressed homeowners to quickly liquidate their houses so they can move on with their lives. Maybe you want to create a relationship with conventional lenders and become known as the preferred company either in your area or nationwide. Maybe you are not interested in becoming a national presence and intend on remaining local in your city or state. Whatever the reason may be **THAT** is your business Purpose. You must find a way to marry your Vision with your Purpose so you can start the fire inside your heart that will become an inferno to serve others in your specific short sale business. Purpose is the second vital building block you need in place for **continual gravity** when you focus on your Vision.

If you are still here say... “**That’s deep, but I’m getting it**”



So far we have talked about Vision, Purpose and finally let's discuss the word that is perhaps the grease that keeps all the gears turning in your short sale business. This brings us to our THIRD building block.

Passion



**Main Entry: pas-
sion**

**Pronunciation: \pa-
shən**

Function: noun

Etymology: Middle English, from Anglo-French, from Late Latin *passion-*, *passio* suffering, being acted upon, from Latin *pati* to suffer — more at patient Date: 13th century

1 *often capitalized a*: the sufferings of Christ between the night of the Last Supper and his death **b**: an oratorio based on a gospel narrative of the Passion **2** *obsolete* : suffering **3**: the state or capacity of being acted on by external agents or forces **4 a** (1): emotion <his ruling *passion* is greed> **(2)** *plural* : the emotions as distinguished from reason **b**: intense, driving, or overmastering feeling or conviction **c**: an outbreak of anger **5 a**: ardent



affection : love b: a strong liking or desire for or devotion to some activity, object, or concept c: sexual desire d: an object of desire or deep interest

Passion is the Latin word for *pati* which means to suffer. It also means to have an intense, driving or overmastering feeling or conviction for something.

It has become painfully obvious to me that passion by itself can drive you crazy. Although pursuing it wholeheartedly can inflate your ego, further some relationships and make you feel like you can move mountains or obtain anything in the world. Passion without **(VP)** will still leave you unquenched, multi-focused and burned out. It can also make you do very stupid things in your business and in your personal life.

Don't confuse this with not following your heart's desire. Nothing could be further from the truth. If you are a passionate person it is a gift. I simply want you to consider evaluating the difference between healthy and unhealthy pursuits of passion. Let me give you a big clue on how to differentiate the two. Healthy passion involves VP, and unhealthy passion does not.

Make sense? Clear as mud?



I've learned you can have a phenomenal Vision and well defined Purpose, but without healthy Passion you'll get burned out and eventually quit doing short sales.

You will experience Passion the most when you are challenged with anything that opposes the Purpose in your short sale business. It is the fuel that keeps the fire alive when all hell breaks loose. And trust me...that will happen from time to time in any business, especially in short sales. The greater the challenge the bigger your Passion must be to overcome it. I believe that Passion comes from a burning desire birthed out of your Vision and Purpose. When you are implementing your Passion an attitude of "perseverance" is activated and almost nothing can stand in your way.

The way you communicate your Passion is just as important as how and when you tap into it. Passion separates you from all others in your field, but only if you integrate it with your personality. If you are Passionate about closing more deals you will ask yourself a better question such as:

*If I can find a way for this to work, how can I use it consistently?
Or....knowing the legislation is changing for my deal structure how can I implement an effective alternate strategy?*

In essence the word "No" will become less of an obstacle and will be replaced with the words... **"How Can I?"**



To say it simply... it is a relentless battle to be effective so you can pursue your Purpose and fulfill the Vision for your short sale business. Passion is the THIRD vital building block in building a successful short sale business or really any business for that matter.

The few of you that are left say... **"I think I got it"**

Good...because the statistics show you don't. In fact, you may have heard that nine out of ten businesses fail. Well... did you know that ninety percent of the ones that succeed fail after the first three years?

Why is that?

I would argue that most of them didn't implement the THREE vital building blocks (VPP) we just discussed. They probably went into business with the singular goal of "more freedom" so they could do what they want, when they want and how they want to do it. The irony being the very freedom they desire or perhaps partially obtain enslaves them to a business that constantly demands more time to operate. It is what I call a mental oasis that seems to provide the answer to life's problems, but ultimately adds more than when you started.



So how can you avoid this hidden short sale business pitfall that snares even the smartest of scholars and the brightest of business owners?

You do it like this:

You decide what direction you want to go and invest time in your Vision for what that destination looks like. Then you draw a map of your Purpose to get there. You channel your Passion and take specific action steps to start the journey and do everything possible to remain a student of business and life. Then get strapped in and enjoy the ride.

If you are with me say... **"It starting to make sense now"**

The last part of the message is essential to the efficiency and cooperativeness of your business. This last section will be devoted to the important of putting together an effective Team.

Repeat after me

"No matter if I'm the most passionate, have the biggest vision and greatest purpose... I will never succeed consistently without an effective TEAM"



You must dispel any previous thoughts that YOU can make ALL this happen by yourself.

You are your worst enemy. If you work for yourself... you are working for a lunatic. Especially if you are passionate... **you will work for a passionate lunatic!**

A team is necessary to accomplish goals in a timely manner creating less stress and optimizing your business effectiveness. The moment you say "I can do it all" you are positioning yourself for painful failure in your short sale business. In fact, I would rather you not spend one dime on any of my, or others, short sale education systems if you plan on doing everything yourself. **You must have a a team to be successful...period.**



If you disagree, I would rather you just save your money, and try to bootstrap and bare-nuckle your way through this business.

Why not learn from others mistakes? Why put yourself through



unnecessary trial and error when a team of others have done that for you?

My handpicked negotiators and private funding team are here to help you. We can help you accomplish YOUR Short Sale Trifecta.

I want everyone that invests in my short sale education system to succeed. If that means making **ninety-seven thousand dollars** on a short sale like one of my students recently did in Florida, or making **five thousand dollars** by me teaching you how to get paid to negotiate with a short sale lender, either way is fine by me.

The point is this.

I want all of you to have a check in your hand from a short sale closing within your first 60 days. I want you experience how simple you can make this business if you are willing to sacrifice and serve others while doing it. That is how you will accomplish your *Short Sale Trifecta*.

In the next few days I'm going to show you how all of us can work together so we can accomplish more and make more money. The very idea of teamwork means investing in others to meet your goals. It is time you stop depending on yourself and start building a team of likeminded investors that want you to succeed. You don't have to do ALL the heavy



lifting in this business and when you decide to work with others magical things can happen.

Join hundreds of short sale investors for the official launch of www.Shortsaleology.com

I created [Shortsaleology](http://Shortsaleology.com) to centralize a community of short sale real estate investors that were SERIOUS about making this business work. I have a *vision* (hmm....sounds familiar) on how all of us could serve one another in our short businesses better by helping each other along the way.

I have a *Purpose* to create a valuable online short sale resource that included phenomenal short sale teaching tools to enable investors to leap frog to the next level while developing community based short sale guidance.

Of course...if it isn't obvious now... I have intense *Passion* to do whatever it takes to create unfounded, beneficial value for all the [Shortsaleology](http://Shortsaleology.com) members that believed it was possible...and now it is.

Imagine being able to log into one source and submit all the short sale deals you ever wanted and have all the money you ever needed to close them. Don't have your marketing ready in order to find leads? How would



you like to have access to a completely automated Pre-foreclosure campaign that continued to send out postcards and mailing even if you forgot to advertise that week? What if you could find all the loss mitigation contacts you ever needed to work on your short sale files in one place?

Wouldn't that be helpful and save you time?

Now envision having all the short sale resources you could ever dream of right at your finger tips. How would it feel if you could find every lender in business, segmented, with individual notes, contacts and helpful recommendations from others that recently worked with them? What if you could post any question imaginable pertaining to your specific short sale case and have experts from around the country EAGER to help you find the answer? I mean they are chomping at the bit to help you!

Can you imagine a COMMUNITY like that?

Now...Take all of THAT and tack on this:

MASSIVE MONTHLY MEMBERSHIP BENEFITS LIKE:

- Live, Monthly Q & A teleconference calls with Cory and Crystal Boatright
- Private Specialists Interviews and Hot Topic Discussions



- Private Audio Downloads
- Exclusive Access to Cory's Private, Compiled Resources
- Lender Specific Short Sale Packets
- Lender Contact Information (WORTH THE PRICE OF THE MEMBERSHIP BY ITSELF!)
- Links to useful websites Cory uses Daily
- In Progress Short Sale/Deal Review (one member selected a month for a deal review)
- Exclusive Discounts (existing products and new products)
- Completed Deal Spotlight/Case Study (monthly pick)
- Video Teaching Downloads
- Breaking News Section (daily alerts)
- Daily Quote
- Private Forum Access ---- forum contents being segmented per Lender
- A Short Sale Servant Round Table with Profile of each member (a way for all members to meet each other and provide ways to serve each other better)
- Lender Specific Posts
- Open Discussion Topics
- Servants Sharing - Resource Posting/Recommendation for resources(see what others are finding in their business)



- Suggestion Box (how can we be better?)

EXTRAS AND BONUSES:

- FREE eBooks, Rich Dad, Poor Dad, Brian Tracy, Tony Robins, How to Think and Grow Rich by Napoleon Hill
- "How To" look up and do a title search
- Trend Reports - Stay "in the know" about market activities, legislations, etc. **...AND MUCH MORE!**

But...I can't do it by myself. I need your help for the Vision of [Shortsaleology](#) to be lived outLOUD. In the next few days, I'm going to ask that you consider joining the **next online, social media, revolution for short sale real estate investing**. I'm talking about the next "MySpace" for all short sale real estate investors. Oh yeah... how much is it? Well... if I told you it might blow your mind. After reading this, you have enough to think about for one day. [Go here now and register](#) for the launch. The last thing you want to do is miss this opportunity.

Remember... be a servant,

A handwritten signature in black ink that reads 'Cory Boatright'.

Cory Boatright
Loss Mitigation Specialist