



**How To Network With High Value Investor Connections
(In As Little As 30 Minutes Or Less)**

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Overview

February 26th, 2020 was a day the world, as we know it, stood still. We were attacked by an enemy we couldn't see, watching as it affected millions around the world. The once-flourishing United States economy took a massive hit leaving millions of Americans without jobs and uncertain about the future. Homeowners weighed their options to sell versus refinancing. Deals became scarce for the majority of real estate investors. Lenders withdrew funds, leaving many investors without funding and scrambling to pick up the pieces. Through the chaos, CoLabs was born. A collective of real estate investors also affected by COVID. Like many of you reading this, we did not lay down. We stood our ground and found a way to overcome and conquer. With both of our founders having extensive network marketing and technological backgrounds, CoLabs was able to create a proven system to generate meaningful connections with our dream investors, and replicate this process for others like us. CoLabs is an automated networking software strategically integrated with social media platforms. CoLabs is designed and proven to increase deal flow, grow pools of investors and provide opportunities for joint ventures and partnerships. In this e-book, "How To Network With High-Value Investor Connections (In 30 Minutes Or Less)", we promise to show you how to turn your biggest distractions into your most powerful networking assets with our highly converting networking system.

Chapter 1

Turning Your Distractions Into Powerful Networking Tools

For many, social media is a distraction. We often use platforms such as Instagram and LinkedIn as an escape from our problems and thus fail to utilize them as our most powerful networking assets. As entrepreneurs and business owners, we find ourselves lost in the white noise of sales pitches, spambots, and unqualified connections that distract us from building a valuable network. Of Instagram and LinkedIn's 1.3 billion monthly active users, there is a niche audience that desires to connect with you for your knowledge, experiences and resources. Experts say "Your network is your net worth", so how do we as real estate investors STANDOUT and ATTRACT our dream investors in a highly competitive real estate space? It begins with understanding how to dominate the algorithm and developing the skill set to fully optimize your content and social profiles. You're only one introduction away from a life-changing connection.

Section #1

Dominating The Algorithm

Before you can dominate the algorithm and grow your network, you must first understand how it works. Instagram's algorithm pushes the profiles and posts with the most engagement to the top of their users' feeds to promote highly valuable content that their audience loves. The 6 key factors that influence the Instagram algorithm are: interest, relationship, frequency, timeliness, following, and usage.

Your interests are determined by the types of posts and profiles you engage with based on your comments, likes, reshares, saves, and views. To optimize your profile, you must create content relevant to your audience. Your content should drive your audience to comment, like, save, and reshare to people within their network that can receive some benefit from the information you share.

Instagram relationships are prioritized by friends, family, and accounts that you care about most. In order to optimize your social relationships for more meaningful connections, you must only follow the profiles that are influential and relevant to your niche. For example,

interacting with content from a highly engaging real estate account would inform Instagram to make real estate a priority on your feed. As a result, they will begin to associate your profile with similar real estate accounts and hashtags. This will push your profile and content to like-minded users who are most likely to engage and interact.

Like most things we strive for in life as entrepreneurs, consistency is key. You should determine the best posting frequency according to what you can consistently maintain on a month-to-month basis. Timeliness of your posts factors into the Instagram algorithm as well. To dive deep into your profile analytics, switch your profile from a personal account to a professional account, accessible in your account's settings tab. Once you are in your analytics tab, you can discover the time and days of the week when your audience is most active. Posting at the most optimal time and day has the potential to produce your highest engagement. After reviewing this data, the best way to plan future content is by creating a content calendar. A content calendar allows you to fully outline your content, captions, dates, and times to post. In conclusion, Instagram determines your app usage based on the amount of time spent on the app. If you spend a lot of time on Instagram, the algorithm will begin to push more relevant content within their catalog.

Unlike Instagram, LinkedIn's algorithm has the potential to place you in front of new users without a pre-existing following. LinkedIn places an emphasis on how much you engage with comments and others through your personal posts as well as how much you comment and share other users' posts. LinkedIn creates a personalized feed for everyone based on who they follow, what they like and the posts they share. The more you post, engage, and share the greater the opportunity for your profile to be placed at the top of your connections. When you are pushed to the top of your connections this is also an opportunity for their network to see your posts, comments and shares as well.

Relevance on LinkedIn is all about "beating" the algorithm. LinkedIn's algorithm recognizes posts that are "like-minded" or have similar interests based on the groups the user is a part of as well as the hashtags, people and pages they follow. If you are a real estate investor and you want to grow a network to increase deal flow and form possible partnerships, you must connect with other real estate investors. To increase daily engagement you must post, like, comment and share on your timeline to rank as one of the top real estate investors within your

connections. This engagement allows the user to be seen on other investors' pages they are not currently connected with, which will grow an organic outreach.

Section #2

Breaking Through The Noise To Generate Meaningful Connections

Now that you understand how the algorithm works we must optimize your profile. The goal is to make a relevant first impression and establish your business as an authoritative influencer within the real estate investing niche. Meaningful connections are searching for value including knowledge, resources, deals, and cutting edge market trends. A public profile is essential to optimizing your account. Optimization is further advanced when users have a recognizable and searchable title, username, and profile picture. Seasonal trends and informative bios will complete the optimization of your profile.

A public profile is essential to distributing your content to your network and relevant users on the Instagram platform. Having a public profile maximizes your overall profile exposure by unlocking your content for anyone to view or share.

No matter the quality or value your account is adding, it will never obtain its optimal reach if your niche cannot find you. Instagram's platform is not a search-friendly engine. The only searchable items include hashtags, titles, usernames, and locations. Knowing this information is key when developing your growth strategy. Step one is to create recognizable & searchable titles and usernames. This gives your account the opportunity to be discovered ahead of the competition in your niche. For example, if you are a real estate agent in the Houston area, it would be beneficial to include "John Doe | Houston Real Estate" in your title. If your title is beyond Instagram's 30 character limit, use #HoustonRealEstate in your bio. Both are easy, simple methods to create a searchable account for interested & relevant connections. Along with expanding your reach, the right username and title will ultimately keep brand consistency across all social platforms.

Along with searchability, use your bio to communicate who you are and why they should connect with you. Revealing a hint of personality will also help you stand out amongst other real

estate investors. Connections are not just a business transaction, you're getting to know a real, breathing human in whom you want to gain trust with. Give a glimpse of who you are, as well as directing them to valuable information and resources through links in your bio. Unless you already have a business account consisting of 10,000 followers, you only have one link to share with your connections. Take advantage of the link available to you in your bio in order to drive users to your website. Furthermore, use a "link in bio" call to action in your captioning or text in your bio. If you have multiple links you would like to share, consider using a third party link such as Link Tree, which gives you the ability to display several meaningful links for potential partners and clients. Effective links to include would be your website, YouTube channel, podcast, listings, portfolio, or exclusive offers.

Secondly, your profile picture is one of the first things users will see when visiting your Instagram profile, scrolling in comments, or viewed on a shared post. Your profile photo should be easily recognizable and on-brand with all of your social platforms. Effective profile pictures should either apply your brand's logo or an eye-catching, relevant headshot that aligns with the content and information you're sharing with your followers.

Up to this point "relevance" has been a central theme. You will gain more trust from your connections when you offer transparency, unifying your values and interests they themselves hold and can relate with as well. What are things that speak to relevance on a national level?-- the calendar. Staying ahead of seasonal trends in business and life at home is a highly effective method to engage with your audience and speak to the events that currently matter to them.

LinkedIn Optimization starts with your profile. Here are steps towards optimization proven to increase connections:

1. Have a clean profile picture that is obviously you.
2. Title, position within your company and your location.
3. Your biography should be the story of how you got started, what you are currently doing and what you are looking to do moving forward.
4. Post daily, this can be an update, survey or tips on how to maximize business in your specific industry.
5. Engage daily on posts through comments and shares

Chapter 2

Your Dream Investor Connection

To form dream investor connections, users must turn their target audience into a micro-niche. A niche is a related group of similar people, places or things. A sub-niche would be multi family real estate under the niche of real estate. This chapter is focused on a micro-niche which would be along the lines of syndication beneath the sub-niche of multi-family real estate.

Section #2

Where Do I Find Them?

Turning your audience into a micro-niche on Instagram is a simple process. Start by going to the search engine. For example, if you are in multi-family syndication you can discover other active investors by searching syndication or hashtags under the accounts and tags tab. Once you come across a page that looks like a beneficial connection, the next step is to send a direct message along these lines:

Hey _____, I noticed you were in the _____ area. It looks like you are doing some awesome things. It would be great to connect! I look forward to hearing from you.

Best, CoLabs

Users can dial in even more with LinkedIn. Everytime a user opens LinkedIn with the intention of making connections and growing their network, it is important to create a micro mindset with macro connections. Micro mindset are the users we want to connect, partner and do business with. For example, If you are in syndication you should fix your focus on searching multi family investors, syndicators, and high networth individuals to grow your investor pool. Searching these individuals on LinkedIn is a simple process. Start by searching the industry you want to connect with and filter your search through type of connection, location, industry and language.

Connecting Macro is key to growing your network, receiving organic messages, and creating opportunity for more engagement on your feed. You should aim to connect with as

many users as possible in your given industry. For example, someone who is in syndication should aim to connect any and all users in real estate, including realtors, flippers, buy and hold, and all the way to lenders. Once you come across a page that looks like a beneficial connection, the next step is to send a direct message along the same lines as the one you would send for Instagram.

Geofencing features are advanced tools to more concisely identify investors by geographical location. A powerful way to make connections in your area is by searching the type of individual you are looking to connect with i.e “Investor” or “Attorney” and add a filter to your specific location i.e. Country, City or State. You have a higher probability of a successful connection and message response when there is shared ground such as being a native of the same City or State.

Section #2

Define Your Dream Investor

1. What is your avatar's name?:

"My avatar's name is ____."

2. What is your avatar's pronoun?:

"My avatar's pronoun is ____."

(Ex: he, she, they, etc.)

3. What is your avatar's personal pronoun?:

"My avatar's personal pronoun is ____."

(Ex: him, her, them, etc.)

4. What is your avatar's possessive pronoun?:

"My avatar's possessive pronoun is ____."

(Ex: his, her, their, etc.)

5. What is your avatar's current identity?:

Currently my ideal customer is a ____."

(Ex: struggling, part-time writer; beginner investor; real estate agent, etc.)

6. What is your avatar's current identity? (PLURAL):

____ are my ideal customers."

(Ex: struggling, part-time writers; beginning investors; real estate agents, etc.)

7. What is your avatar's ideal identity?:

"Ultimately, my ideal customer wants to be a ____."

(Ex: New York Times best selling author; millionaire investor; multi-million dollar producer, etc.)

8. What is your avatar's ideal identity? (PLURAL):

"Ultimately, my ideal customer wants to be ____."

(Ex: New York Times best selling authors; millionaire investors; multi-million dollar producers, etc.)

Your Avatar's Focus

9. What is your avatar's #1 most important area of focus? (2-3 word keyword phrase):

"My ideal customer's #1 area of focus is ____."

(Ex: ebook promotion; stock market research; lead generation, etc.)

10. What is your avatar's #2 most important area of focus? (2-3 word keyword phrase):

"My ideal customer's #2 area of focus is ____."

(Ex: content marketing; stock opportunity analysis; networking skills, etc.)

Your Avatar's Long-Term Desires

11. What is your avatar's #1 long-term desire? (VERB):

"My ideal customer really wants to ____." (Starts with VERB)

(Ex: stop working for a boss; find great deals consistently; make six figures, etc.)

12. What is your avatar's #2 long-term desire? (VERB):

"My ideal customer *also* really wants to ____." (Starts with VERB)

(Ex: write full time; live on passive income; develop a huge referral network, etc.)

Your Avatar's Pain Points

13. (Pain: 1 of 3) What is a pain point that really frustrates your avatar?:

"My ideal customer is really frustrated by the fact that ____."

(Ex: Amazon is super crowded with competing authors; everybody else seems to be able to find great deals; other agents who aren't as smart seem to make more money, etc.)

14. (Pain: 2 of 3) What is another pain point that really frustrates your avatar?:

"My ideal customer is also really frustrated by the fact that ____."

(Ex: Facebook and social media felt like yelling into an abandoned building; it's so easy to get sucked into analysis that feels like searching for a needle in a haystack; floor time waiting for the phone to ring is a complete waste of time, etc.)

15. (Pain: 3 of 3) What is one more pain point that really frustrates your avatar?:

"My ideal customer is also really frustrated by the fact that ____."

(Ex: none of the experts agree on exactly what you should do to sell more books; stocks never do what you think they will based on news reports; sellers always want too much money and buyers really have no clue what they want in a house, etc.)

Roadblocks / Objections

16. (Roadblocks / Objections: 1 of 3) What is an objection or roadblock that prevents your avatar from moving forward?:

"My ideal customer is hung up on the idea that _____."

(Ex: selling is sleazy and manipulative; most great deals must come from insider trading or special knowledge others don't have access to; the market is just too crowded with other agents who'll say or do anything to get a deal, etc.)

17. (Roadblocks / Objections: 2 of 3) What is another objection or roadblock that prevents your avatar from moving forward?:

"My ideal customer is also hung up on the idea that _____."

(Ex: I'm an author, not a salesperson; stocks seem to rise or fall for no logical reason whatsoever; people don't want a professional agent, they just pick whoever tells them what they want to hear, etc.)

18. (Roadblocks / Objections: 3 of 3) What is one more objection or roadblock that prevents your avatar from moving forward?:

"My ideal customer is also hung up on the idea that _____."

(Ex: book selling is the publisher's job, not the author's job; everybody else seems to be able to predict the market except me; social media just sucks up time and money and doesn't produce results, etc.)

Main Solution You Offer This Avatar

19. What is the Title or Name of the product, service or software you can offer your ideal customer here?:

Completes the phrase: "I'd like to invite you to check out _____."

(Ex: Author Wizards; Sixty Second Investor; Automated Listing Machine, etc.)

20. Where do you want them to get more information? (LINK):

Completes the phrase: "I want them to go to this link _____."

(Ex: <http://authorwizards.com>, etc.)

21. What is the #1 Result your avatar gets from your offer? (Starts with a VERB):

"The #1 outrageously amazing result you get from this is that you can now _____."

(Ex: experience true freedom as an author doing what you love; create bullet-proof financial and personal wealth; make a six-figure income as a Realtor, etc.)

Chapter 3

How To Network With High Value Investors (In 30 Minutes Or Less)

Networking on social media platforms is a simple concept when it comes to creating connections - message everyone. To be effective at networking you should be sending and responding to messages daily on Instagram and LinkedIn. It should only take three messages to set up a phone call and form a relationship, yet most people are afraid to do it. Begin with the connection and then send the following:

1. *Hey _____, I noticed you were in the _____ area. It looks like you are doing some awesome things. It would be great to connect! I look forward to hearing from you.*

Best, _____

2. *Great! I was hoping to learn more about what you're doing in _____ or as a _____?*

3. *That's Awesome, I'm currently doing _____. I would love to hop on a 15 minute phone call later this week or next week to talk further about what you're doing in _____ or as a _____ and where I can add value to you.*

4. *Set Appointment at a time that works best for both parties.*

Bonus Scripts: How To Network With High Value Investors (In 30 Minutes Or Less)

Opener for both Instagram and LinkedIn:

Hey _____, I noticed you were in the _____ area. It looks like you are doing some awesome things. It would be great to connect! I look forward to hearing from you.

Best, CoLabs

Further Questions after engagement:

Q: Great! I was hoping to learn more about what you're doing in _____ or as a _____?

A: I am doing _____. How about yourself?

Q: That's Awesome, I'm currently doing _____. I would love to hop on a 15 minute phone call later this week or next week to talk further about what you're doing in _____ or as a _____ and where I can add value to you.

A: Sounds great, looking forward to connecting.

Set Appointment at a time that works best for both parties.

Phone Call Scripted Questions:

Q1: Where are you currently located and what markets are you focused on?

Q2: How did you get started in real estate?

Q3: What stage of your business are you currently in?

Q4: What are you looking for to grow your business and where can I add value?

Introduction Script Specific to Multi Family:

Hey _____, I noticed you were a multi family investor. I would love to connect and learn more about what you're doing in the multi family space. Looking forward to connecting!

Killing Skepticism Script:

Understood, I'm looking for 10-15 minutes of your time to learn how you got started, what you're currently doing in real estate and learn where I can add value to you.