

Iflipuflip Podcast S1E2

You are listening to iflipuflip real estate podcast season one episode two. Today on the podcast I will be talking about why I'm doing this podcast, and this is very important to me that people understand why I'm doing this podcast. You know, I listen to the podcasts every day of my life. I listen to in the gym, I listen to it when I travel, I listen to it on the airplane, I listen to it on vacation. I'm probably one of those guys, I have maybe 30 different podcasts on my phone, people who podcast and hundreds of podcats on my phone right now and any time I get a chance I listen to podcasts when I'm on the road, etc., and a lot of those of course are real estate podcasts.

But I also have leadership podcasts, I have business management podcasts, I have marketing I have all different kinds of podcasts I listen to, even some sports podcasts in there as well. But there's a big difference between these different types of podcasts I listen to and one of things that really struck me as I was beginning to think about doing a podcast I thought, what type of podcast am I looking for, what do I think the listeners will most benefit from, what do I think I have that I can give the listeners, or give the viewers, the opportunity to learn from.

It's amazing, because I probably have about, from the 30 or so I have on my phone, I have maybe 10 or 12 of those that are real estate podcasts and I'll listen to a real estate podcast and I'll listen to a leadership podcast, or I'll listen to real estate podcast and I'll listen to a business management podcast, and it's amazing because as I'm listening to it I noticed a huge difference and I like one a lot more than the other and I'll tell you which one.

I liked the leadership podcast I listened to better than the real estate podcast, even though my entire life, my full time job, all I do is eat, sleep and breathe real estate, I enjoyed the leadership, management, online marketing podcast much, much better than I enjoyed the real estate podcast and it's not that the guys or ladies doing the real estate podcasts are bad at what they do, but there's a certain format that I noticed I liked a lot more. One of things I notice that happens a lot in the real estate podcasts is that there is a lot of interviews with people.

I turn it on and it's like some guy is interviewing another guy who is in real estate, they don't really have a format, they don't really have an objection, they don't really have something they are trying to get across to the viewers it's like hey, this guy flipped ten houses last year, we're going to be talking to Franky here about flipping properties, tune in next week and we're going to be talking about flipping properties. Really all it is is a conversation between this person, the podcast, and Franky and wherever the conversation goes, it goes and wherever the conversation leads, it leads and it's not really a structure, we're not really interviewing this person, we're not really asking him or her direct questions that you the listener can benefit

from, we're just sort of saying so, how did you get started in the business, what are you doing lately in real estate.

I hear this a lot, another episode with another interview with another person who's doing this and it's just this casual format with no outline it's just a whatever happens, happens kind of podcast show. Then I listen to a leadership podcast, and a leadership podcast where this person has sat down, taken the time, they've created an outline, they've created a title for the podcast and this is what we're going to cover, this is the topic we're going to cover, the opening segment we're going to talk about, here is the five points that will help you in this topic, here's how you apply this into your business model and here's the number one takeaway from this podcast that you can go and immediately apply into your business.

And I notice as I listen to those podcasts, I'm sitting there taking notes, I'm writing things down, typing things in everknow, taking instruction in a way that I can believe it, instruction in a way I can understand it and instruction where I know the object, I know the purpose of this podcast, this first episode, and now I can apply it to my business. And then I'll switch over the next day or later that day and I'll listen to a real estate podcast and it's like hey, we're here to talk about Frankie flipping properties, what to you got going on today, Frankie?

And to be honest with you, it's really one of those things where I just looked at it and said you know what, if I feel this way, and I've downloaded pretty much every podcast I could find on real estate, if I feel this way I'm sure there is other real estate investors out there that sort of feel the same way. Although we enjoy the interviews, although we enjoy hearing about what Frankie does in his business success stories, I don't want hear 52 success stories a year from other investors. I want to know what's working in today's market, what's working in today's market.

How am I using Twitter in today's market? How I am using Facebook to generate leads in my business? How am I finding a contractor, how am I hiring a contractor, where am I finding money? Let's talk about money for a bit, right? Let's talk about finding deals, let's talk about selling properties for more money, let's talk about how we generate hundred's of leads. I want to talk about things in the real estate industry that we're doing right now, I can take it, I can apply it to my business and I can use it right away because that's what the leadership blogs, that's what their about.

That's with the management, there's some management podcasts I listened to, maybe I listened to it in the gym, maybe in the car, there are certain one's I had to stop listening to because they were giving me so much information, so much content that I'm like ok, these podcasts I'm going to have to listen to at my desk because they give so much information that so I don't miss anything I'm going to take notes when this person is talking because the amount

of information they're giving me, maybe on Instagram which is something I'm always working on, I have to take notes on this, I can't be working out I have to be focused and that's what I want to accomplish with this podcast. Yes, we'll do some interviews, yes we'll bring some high level investors in here, I'll bring some CPA's in here probably some real estate attorney's and I'll interview some people across the nation they're some great things, but even with those interviews I don't want this to be is a chit chat between me and that person, and allowing you to listen in on that chit chat conversation.

If we're going to bring a interview person in here, we've made a decision to interview this person as a journalist and we're going to ask you questions and I want answers from you, and the listeners want answers and the viewers want answers because that's how we're going to build our business like hey, what are you doing in Texas that's working for you alright, tell me this so that these listeners and these viewers can do that and this is what this podcast is going to be about, that's why I'm passionate about it, every day I'm going to come in here and we're going to have an outline, we're going to do one of theses and we're going to have a certain topic we're going to cover things from marketing to whole selling to flipping to buying to selling to branding, all different kinds of topics that can help you in your real estate business.

I can't tell you how excited I am about this again, we're launching January 2015, we'll have one podcast per week but not only that, we decided to break it down into really cool segment matters, a series if you will, and what I don't want to do is I don't want to do a four part series of podcasts. Let's say a do a four part series on real estate investing for beginners and each week I go through a segment for the real estate beginners well, that's not really going to effect the other people who are intermediate or advanced investing, so we really can't do a series on the podcast here, back to back to back, because we lose some of the viewers or listeners.

So what we're going to do is, on my website which you can go to, will have different categories on that website. We'll have real estate investing for beginners, we'll have real estate finding money, we'll have series for whole selling, we'll have series for marketing and as time goes on every time we do one on say, how to market via linken, we'll take that podcast and put it under the series for marketing, so as time goes on when you go to our website and you want to learn strictly about marketing you'll be able to see multiple podcasts as well as video just on marketing.

You don't want to just scroll through, 20, 40, 50, 60 podcasts looking for the ones on marketing, we're going to create series on the website and put them in the right categories to make it super easy for the listener to go to, find what you're looking for and listen to it again, we'll be bringing in some very experienced people in here to interview but we will probably only do I guess, 10 to 12 interviews a year. The rest will be strictly content driven and even

those interviews will be very much like journalists, interviewing them at a high level and making them give us information and not just sitting here chit chatting about it.

Also in this podcast, if you'll notice this is also a video podcast. I'm in a studio right now which is why we get such great quality here. You can see behind me as I'm sitting in a studio right now, so you'll be able to listen to it on your podcast or if you want to watch it on the internet you can do that as well and then of course we'll have show notes and be able to help you with that as well. So this is going to be an incredible podcast series, one of the most exciting things that I've done in my business in a very long time.

We sat down as a team a couple of days ago and we spent some time thinking about different podcasts we could do, we need 52 podcasts for this year and probably within an hour we came up with well over 100 different podcast episodes that we were going to be able to do so we will be eliminating some of these and coming up with our top 52 podcasts for our first season as we go through this. Again I look forward to working with many of you, we'll definitely be doing some Q & A's as well, I'm sure we'll take some time to some podcasting for the listeners and the viewers out there and if you have some questions we'll be happy to answer them for you as we go here but again, this is Andrew Cordle here I'll be your host for iflipuflip podcast, I appreciate you listening to us and look forward to working with you in the very near future.