



I've used LinkedIn as my 'Go To' platform to find investors, so I could sell my property deals.

It's the only way that consistently gets results. Over the years I've perfected what works and that's what I'm sharing with you today.

PAUL ROSE

Stop trying to sell property deals on Facebook and hoping somebody will buy – They Won't!

Most people see LinkedIn as a 'professional work' social media platform – type thing.

You use it to make job related connections in your sector and that's about it.

What I'm trying to say is...

Most people don't know how to use LinkedIn OR understand it's huge capabilities.

I'd probably bet my life that you have a LinkedIn profile, **BUT...** You don't really use it or when you do post, it's just some generic work stuff, am I right?

But here's the thing... If you don't know how to **PROPERLY** use LinkedIn...

You're 100% leaving money and business opportunities on the table and you're missing out in such a big way, you cannot even comprehend it right now.

Would you like investor leads hitting your inbox every-day organically (**with zero ad spend!**) I'm going to show you how...

So How Do You Use LinkedIn?

OK a couple of things here... LinkedIn is not like **Facebook, Instagram, TikTok** etc –

Its main aim is not to keep you scrolling on the platform for hours on end. You won't find those strangely addictive, pimple-popping videos here (that's over on TikTok if you're looking for those!)

LinkedIn is mostly for professional people who are open to networking with others.

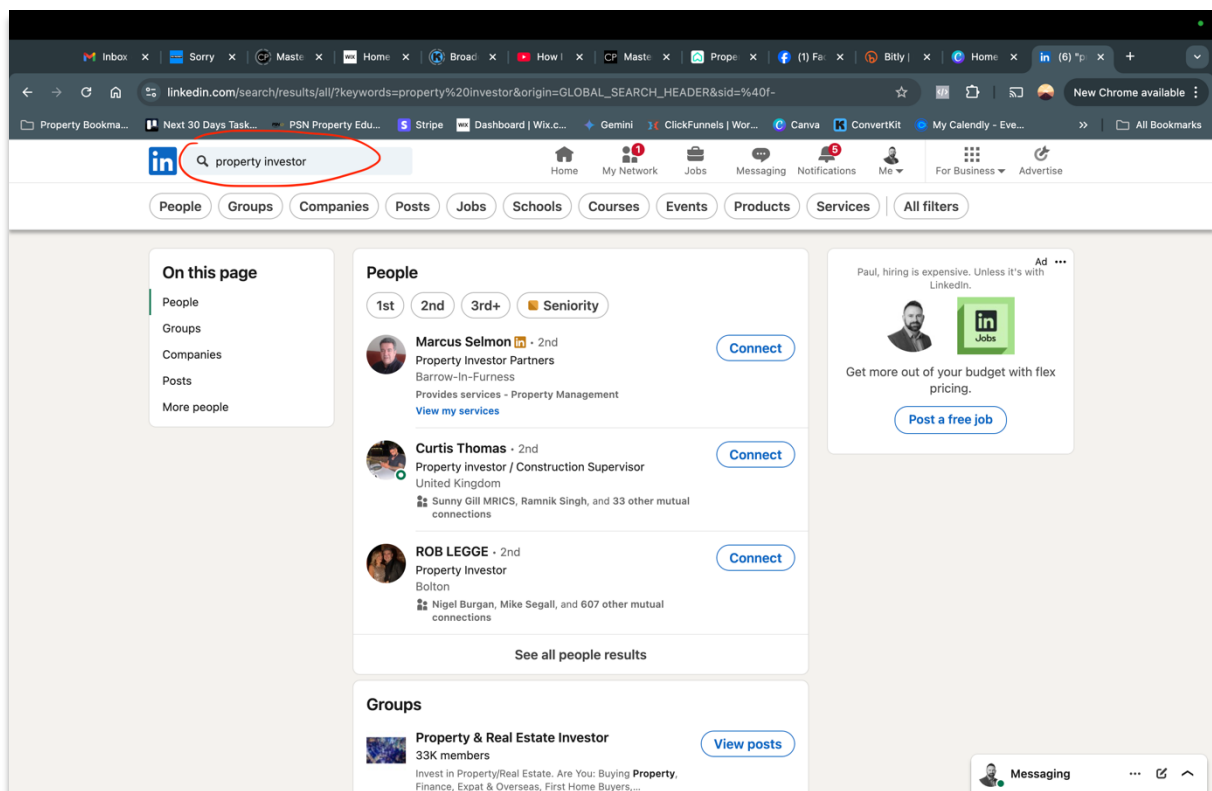
So, if you're looking for property investors – guess what? **They live on LinkedIn!**

This Is HOW To Find Property Investors or JV Partners Or Any Demographic!

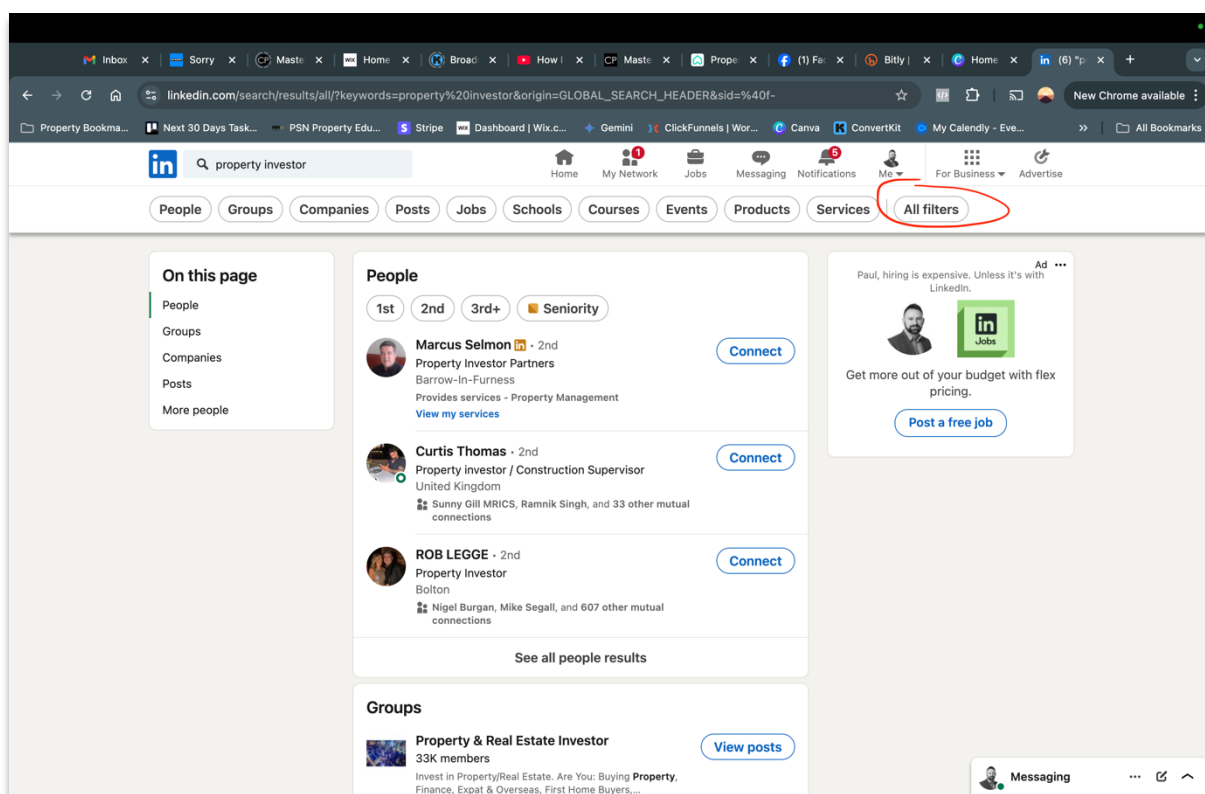
Step One:

Use the **search bar** to type in 'property investor' or 'landlord' and hit enter.

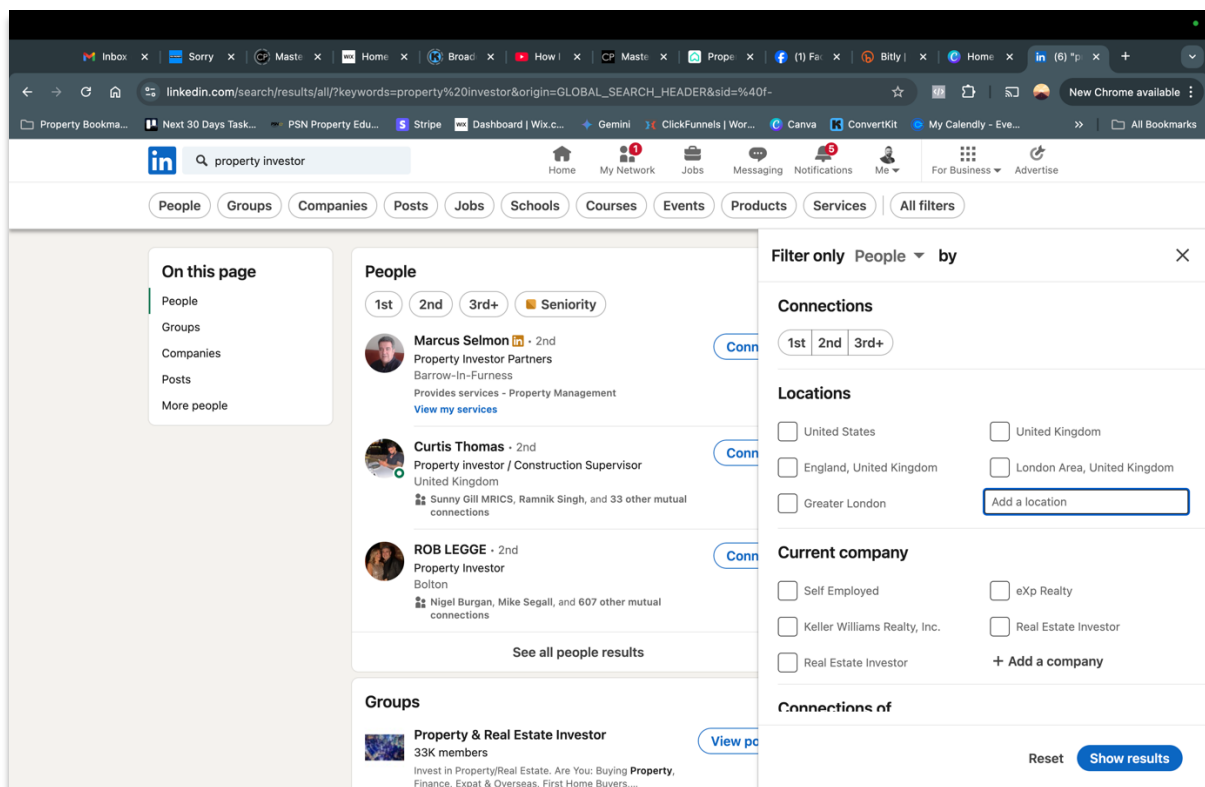
Search specific locations – this allows you to search for 'property investors' in any location in the world. How easy is that? I mean **it's literally that simple!**



Then click on 'All Filters' as shown in the image below.



You can **select a location** from the list or add a new location. For example, you could search any overseas area you like: **Hong Kong, Dubai, Malaysia, Singapore, etc**



Property Investors in the UK

13,000 Leads

There's no reason you cannot turn some of these people into money in your bank...

- ✓ Sourcing Deals
- ✓ Joint Venture Partners
- ✓ Hands Free Investors
- ✓ Business Partners
- ✓ Collab Opportunities

Step Two:

OK so now you'll want to start connecting with those people in your search results.

IMPORTANT - Target 100 or less connections per day - as any more than this might get your LinkedIn account shut down!

Step Three:

OK this is where **MOST people go wrong** with LinkedIn.... The second somebody accepts a connection request...

People introduce themselves and go into full **100% sales pitch mode** right after connecting with people –

This type of 'message to all' is just spam of the worst kind. People don't want a connection request, followed by a blatant sales pitch. You wouldn't do that in person, unless you're a double-glazing salesperson door knocking for leads! Nobody likes it!!!

How about a hello – first?

How about you let them check you out and have a look at your content?

When people accept you, most people will check out your profile and see who you are and what you're about.

So, make sure your profile is optimised with the **right type of content**.

Next up... we really need to think about your content and most importantly who you want to engage with.... **Your ideal client avatar (I.C.A.)**



Let's think about your I.C.A.

I.C.A stands for: **Ideal Client Avatar**

- Who are they?
- What do they want?
- What are their common pain points AND likely problems they face?
- Why should they listen to you?
- How you're the 'no brainer' option, so they just have to contact you, or they'd be mad not too!

Ok so, let's start with a simple one as an example:

So, this Ideal client avatar is a **property investor who is overseas and lacks knowledge on the UK property market and areas to invest in.**

OK, but who are they on a deeper level?

What are their desires?

What are their pain points and the very specific issues that they face with investing in property? What do they struggle with? What is stopping them from investing right now?

What are their goals and how would achieving those goals make them feel

Your Framework for Creating Messages & Content

1. Ask them: Do they feel this way....
2. Let them know you understand their pain points.
3. Ask would they like ' _____ result?'
4. Share the outcomes of working with you or using your services without being salesy! (don't start listing bullet-points of your services.)
5. Make everything about them and NOT YOU!
6. Ask them to reach out to you in a direct (non-direct way)

Just a minute ago, I said to connect with people and don't jump straight into their inbox being salesy.... But there's a way of messaging people using this framework!

Example: To target an investor **I.C.A.** Who lives overseas but wants to invest in the UK.

Hi [investors name]

Do you feel confused on where to invest in the UK? Not sure which area to focus on OR Which area will get you the best returns? Are you worried you could invest in the wrong area by mistake AND LOSE ALL YOUR MONEY?

(THIS PART ABOVE GETS THEM SAYING YES TO THEMSELVES)

Imagine if I could help you take your next steps. So, you can invest without making these mistakes above.

Would you like to invest with zero stress, and get the results you want?

(THIS PART ABOVE EXPLAINS HOW YOU HELP WITHOUT BEING SALESY)

You don't have to worry about a single thing, and you can ask us all the questions you like, so you can learn along the way too.

(THIS PART ABOVE IS THE OUTCOME OF CHOOSING TO WORK WITH YOU)

Let's have a chat about how to get you the results you really want.

Drop me a message today and ask me anything you like...

(THIS PART ABOVE IS TO INVITE QUESTIONS WITH NO PRESSURE)

I've attached a guide to investing in the UK you might enjoy - contact me anytime.

Your Content Matters!

If tomorrow your content is based around this framework, I just showed you, then it's going to get results... in time.

It's not a case of every message you send and every connection request, turns into gold instantly, but...

1. Your engagement **will start to increase**
2. The number of conversations you get into **will start increasing**
3. The amount of people reaching out to you first, **will increase**

This takes time to build momentum but you're going to be creating content anyway, you may as well **make it work for you.**

Top Tip:

Please, **NEVER** post something just so you feel like you've posted and done your thing and ticked it off your 'to do' list! 99% of people do this and think they're winning at life!

Use LinkedIn - But do so with purpose!

Also BE REALISTIC:

Don't expect a massive change overnight.

This stuff takes time, your content will take time to land with people and work its magic.

One thing I do know 100% is if you carry on using a one-size fits all - scatter gun approach - posting generic content every day – well, you'll fail miserably.



I created this exercise for you: The 200 Exercise –

(Download the document by clicking below the video or clicking the link in the bio)

Do the following exercise and answer the questions with as much detail as you can and then add more details. (the more the better, one-word answers are banned!)



Imagine a room with 200 of your ideal clients inside... what are they all talking about? Imagine you're invisible and eaves-dropping listening in as they all talk..

Answer the questions below:

- What are they frustrated by?
- What annoys them?
- What are their biggest problems, hurdles, most common talking points?
- What goals do they all have?
- What dreams do they share (as a group?)
- What does that dream scenario look like and feel like to them?
- What is stopping them reaching that place?

Do you see what I'm doing?

I'm building a picture of what my **ideal client avatar** is and... here's the big thing!

If I know how they think and what their issues are... that helps me understand how I can help them and how to create content that speaks to their core problems.

Two Parts To This Training:

1. Work out who your ideal client avatar is (you can have 1 or 2 types typically)
2. Use the framework to create all your content (written posts and videos)

Now It's Your Turn

IDEAL CLIENT AVATAR WORKSHOP QUIZ

Demographics

- Age: What is their age range?
- Gender: What is their gender?
- Location: Where do they live?
- Education: What is their highest level of education?
- Occupation: What is their current job or industry?
- Income: What is their annual household income?
- Marital Status: Are they single, married, divorced, or widowed?
- Family: Do they have children? If so, how many?

Psychological

- Lifestyle: What is their lifestyle like? (e.g., active, family-oriented, etc.)
- Interests: What are their hobbies and interests?
- Values: What are their core values and beliefs?
- Goals: What are their short-term and long-term goals?
- Challenges: What are their biggest pain points or problems?
- Motivations: What motivates them to make decisions?
- Frustrations: What frustrates them in their current situation?
- Desires: What do they desire most in life?

Behaviours

- Media Consumption: What media do they consume (e.g., social media, TV, magazines)?
- Online Behaviour: How do they use the internet? (e.g., social media, search engines, email)
- Purchasing Habits: How do they make purchasing decisions?
- Brand Preferences: What brands do they prefer?
- Shopping Habits: Where do they shop? (e.g., online, in-store)

Additional Questions

- What are their biggest fears and insecurities?
- What are their biggest hopes and dreams?
- What language do they speak?
- What is their cultural background?
- What is their personality type?

Property Specific Questions

- What is stopping them from investing?
- What do they worry about most in property?
- What are their main issues with investing?
- How would they likely fund a property purchase?
- Do they have knowledge of funding options besides cash and mortgages?
- Would they like a specific outcome from investing?
- What is their main motivation for investing? (cashflow/ asset building/ legacy)

Emotional Results Questions:

- What would success feel like to them? (Give as many examples as possible)
- How would that impact their life?
- Would that change the way they live and how?
- Would your investor feel differently about you, if they succeed with your help?

This quiz will give you a clear and very detailed picture on who your ideal client avatar is!

Congratulations, you now have your own investor avatar and a framework for content!

You've got zero excuses now... so get busy and reach out to me if you need my help.

Find Property Investors Anywhere Easily! LinkedIn MasterClass

- Zero Ad Spend
- Find Investors For Free
- Simple Process

With Paul Rose



Most people on this training fall into the following bracket... So, is this you?

'You're trying to generate income via property by investing yourself or may be by completing joint ventures with investors or using creative strategies'

You're watching this workshop because right now **you're struggling to find investors.**

And without investors, you're going to struggle to make any money – That's a FACT!

The great news is... I just gave you the **EXACT** formula to find thousands of investors.

Is it easy? No - it takes effort, making a change and committing to a new process.

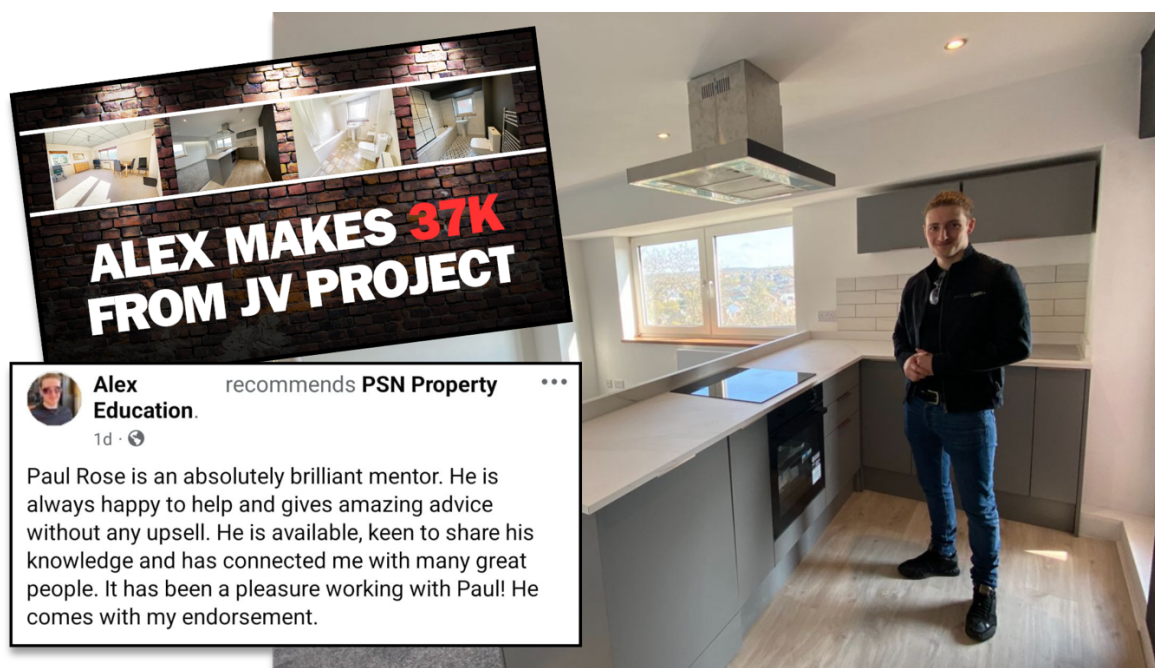
It is it worth it? YES 100%

Being able to find investors was the number 1 skill that meant I did well in property.

I was just desperately trying to make some money and when I started being able to find my own investors... my life changed. Since then, I've always had a way of **selling a deal or funding a project I wanted to do.**

And that's the same for my mentees too... like Alex who funds his deals because I showed him how to have investors lining up to work with him.

Alex learning this... went from day job to a 6-figure+ income doing something he loves.



I made £17,000 from my first ever property deal. A property I didn't even own.

I sourced and packaged up the deal for an **overseas investor from Hong Kong.**

£17,000 quid was pretty much my yearly salary back then, so imagine your yearly salary today hitting your bank!

From that day forwards, I knew... that I was in control, of what I earned, and I never looked back.

If you learn one skill in property – make it this one!

Learning how to find investors - I was able to go from struggling to launching myself into bigger and better things in my last 20 years in property.

- I created the UK's biggest property sourcing network; I franchised that business, and we had over 50 offices all over the UK inside our first 18 months.
- I built an investor database of over 120,000 property investors around the world.
- I launched a P2P property investment platform that has funded over £50million of property projects all around the UK.
- I exited my businesses and emigrated overseas in my early forties.
- My big goal was achieved, and I had a happy Wife – she got to retire early in her forties.

I started out as... just a guy looking to earn some extra cash for my family... so if I can do this, then anybody can... if they really have the right mindset and approach.

LET ME SHARE THIS OPPORTUNITY WITH YOU...

I know there's a lot of property training in the UK but most of it's just... **hyped up courses**, created by well-known property trainers (or should I say expert marketers) who are all over social media and their ads follow you all over the internet. It's so annoying isn't it!

When I sold out of my property businesses... I decided to **give people a way into property... without all the nonsense, the B.S. and all that over hyped 'get rich quick' rubbish.**

So, imagine this...

What if... I agreed to help you personally, support you and mentor you 1-2-1 and...

I said to you... I'll do that for you, ongoing... for as long as you need me too! **Yes forever!**

Oh... and I'll only charge you **one- reasonable fee (with no ongoing fees at all, not a single penny!)**

I only take on so many people each year, and it's now open for a limited time to new members. So everyone on this training is invited to join as a thank you.

while places are available



- **Lifetime Support From Me** I've helped many people transform from struggling to making goals become reality. I'm there with you every step of the way. Follow my processes and put in the work and the results will take care of themselves. If you have all the knowledge and all the support – it's inevitable!
- **Monthly 1-2-1 Video Call** This is where we really help you on your property journey. You can book a monthly hour-long video call with Paul and ask all the questions you like. Paul will support and guide you toward your goals.
- **Want Feedback on Your Deals?** If you're looking to invest in something and want a second opinion, then Paul can look over things for you and discuss the options.
- **Your Plan of Action** We help you find the best path forward for you! We discuss your goals and then help you work toward them and keep you on the right path - So you achieve what you really want!
- **Instant Daily Support from Paul** You have access to Paul 5 days a week via WhatsApp and Email for any questions or help that you need. No raising support tickets, get help quick and when you need it with Paul.
- **Access to 4 Online Courses** Master multiple money-making property strategies with our step-by-step online courses. They include all you need to master each strategy. Just login and learn whenever you like and take things at your own pace.
- **VIP Basecamp Community** Speak to the other members in our Property Basecamp community. Find accountability partners or even do deals together!
- **Property Sourcing Course**
- **Assisted Sales Course**
- **Rent to Rent Course**

- **Commercial to Residential Course**
- **Plus, Bonus Materials on Other Strategies** Such as Lease Options and Buy, Refurb, Refinance, HMO's and more...

Now I've been doing this since 2019 and I've helped many people quit their day job, I've helped many investors build their wealth and grow profitable property businesses and portfolios. But you should know...

I don't do group coaching, so if you want in on this opportunity – You'll have to be quick to secure a place, as I can only work with so many people 1-2-1.

This is open for a very limited time only.

Other property training companies' typical costs:

8 weeks of group support typically costs **£1,500 to £3,000**

12 months group support typically costs range from **£12,000 to £25,000+**

Lifetime 1-2-1 support and access to multiple courses and bonuses... **Secure Your Place**

The offer to join may not be available if places have been filled

[JOIN NOW USE THIS LINK – CLICK HERE](#)