



**DEBT
FREE**

PROPERTY BLUEPRINT

SESSION 4

WORKBOOK

with Michael Bredthauer

**NO
FLIPPING
EXCUSES**

Welcome Back

NOTES:

Welcome Back

Live Session & Replay Reminder

- **Monday Sessions @ 12:00 PM EST:**
90-minute training with email reminders & unique links.
- **Friday Q&A @ 12:00 PM EST:**
60-minute live Q&A, email reminders sent with links.
- **Replays Available:**
All sessions are recorded and stored in the private group.



Welcome Back

What Our Team is Helping You With

- **Delinquent Tax List:**
Preparing & uploading your list to Freedomsoft.
- **Marketing & Branding:**
Building your Tax Assistance website, print materials, logo, and email.
- **Tax Assistance Letter:**
Custom template provided to streamline your outreach.



Welcome Back

NOTES:

Welcome Back

What You Should Be Doing

- **Marketing Buildout:**
Complete your Done-4-You materials.
- **Verify Your Tax List:**
Double-check accuracy before uploading.
- **County Reference Guide:**
Research and create your county-specific details.
- **Phone System Setup:**
Check inbound voicemail & call forwarding settings.



Lead Tracking Review

NOTES:

Lead Tracking Review

Dashboard & Task Tracking

- **Review Your Dashboard:**
Get an overview of key updates and pending tasks.
- **List Tracking:**
Keep your contact lists, leads, and data organized.
- **Task Management:**
Assign, track, and complete tasks to maintain workflow efficiency.



Lead Tracking Review

Campaign & Lead Management

- **Status Tracking:**
Keep campaign statuses up to date to monitor progress.
- **Inbound Leads:**
Track new leads, ensuring they are categorized and followed up on.
- **Merging Contacts:**
Regularly clean and merge duplicate contacts to keep data accurate.



Lead Tracking Review

NOTES:

Lead Tracking Review

Website Quality Control & Updates

- **Buildout Instructions & Quality Control:**
Ensure your site meets the highest standards.
- **Verify Contact Details:**
Double-check phone numbers, location details, and email addresses.
- **Submission Testing:**
Test website forms to ensure leads are captured properly.
- **Making Updates:**
Add, tweak, or remove information as needed to keep the website fresh and accurate.



Lead Tracking Review

Automation Optimization

- **Review the Automation Process:**
Check your workflow in Perfect Day for smooth operation.
- **Test Submissions:**
Submit test entries to identify any issues - Do a merge test.
- **Refine & Tweak:**
Adjust automations as needed for better efficiency and accuracy.



Tax Assistance Script

NOTES:

Tax Assistance Script

Accessing the Script

- **Go to the “Downloads” Section:**
Find the script in your training materials.
- **Download & Open:**
Save the file and open it in **Google Drive** or **Microsoft Word** on your computer.



Tax Assistance Script

Customizing the Script

- **Make a Copy**
Create a personalized version for your Tax Assistance Business.
- **Update Business Details**
Add your business name, contact info, and branding
Follow steps in the Perfect Day map!



Tax Assistance Script

NOTES:

Tax Assistance Script

Using the Script with a VA

- **Share a Copy**

Provide your VA with an updated script featuring their details.

- **Leverage Freedomsoft**

Use the built-in web form in your Freedomsoft account for seamless implementation.

- **Practice a VA Submission**

Follow the steps in the Perfect Day Mind Map for how you can make this work for you.



3-Options Review

NOTES:

3-Options Review

Why the 3-Options Matter

- **Stand Out from Competitors**
This approach sets you apart in the market.
- **Qualify the Homeowner**
Helps assess motivation and provide the right solution.
- **Create Follow-Up Opportunities**
Keeps the door open for future deals.



3-Options Review

Where to Find the 3-Options Resources

- **Check the Downloads Section**
Find the script in your training materials or Perfect Day system.
- **Download & Customize**
Update it with your business details for seamless use.



3-Options Review

NOTES:

3-Options Review

How Much You Need to Know

- **Learn as You Go:**

It doesn't have to be perfect—experience is key.

- **Every Deal is Different:**

There's no single “right” answer for every homeowner.

- **Follow Up & Engage:**

Keep conversations going, participate in the group, and submit opportunities.



Role-Playing

NOTES:

Role-Playing

Why Role-Playing Matters

- **Practice Makes Perfect:**
The more you practice, the better you get.
- **Teamwork Makes the Dream Work:**
Support and challenge each other.
- **Accountability & Growth:**
Helps you stay consistent and improve.



Role-Playing

Finding a Role-Playing Partner

- **Post in the Private Group:**
Use the suggested copy-and-paste message below.
- **Set Time Blocks:**
Schedule regular role-playing sessions.
- **Practice & Repeat:**
Go back and forth until you refine your approach.



Role-Playing

NOTES:

Role-Playing

Suggested Copy & Paste

🔥 Looking for a Role-Playing Partner! 🚀

I'm looking for a role-playing partner to practice, get feedback, and stay accountable!

- ✅ **Practice makes perfect** – Let's sharpen our skills!
- ✅ **Give resistance, feedback & support.**
- ✅ **Set time blocks & commit to sessions.**
- ✅ **Record, review, and improve.**

Comment below if you're in! Let's level up together! 🙌🔥

#RolePlay #Accountability #Teamwork



Role-Playing

Role-Playing Tips

- **Record Your Sessions:**
Review and learn from both sides of the conversation.
- **Take Notes:**
Identify areas for improvement.
- **Practice with Multiple Partners:**
Gain different perspectives and refine your skills.



Weekly Goal Set

NOTES:

Weekly Goal Set

Review Your Lead Tracker

- **Track & Manage:**
Keep your dashboard, lists, and tasks updated.
- **Optimize Campaigns & Website:**
Monitor leads, update statuses, and ensure website accuracy.
- **Refine Automation**
Review, test, and tweak automations for smooth workflow.



Weekly Goal Set

Prepare Your Tax Assistance Script

- **Download the Script:**
Save it to your folder or computer
- **Make it your own:**
Update a copy of the script with your business info.
- **Optional VA Version**
Create a VA version or use the Freedomsoft buildout



Weekly Goal Set

NOTES:

Weekly Goal Set

Review the 3-Options Breakdown

- **Access 3-Options Breakdown:**

Download and save to your folder or computer for quick access.

- **Practice reading them:**

Familiarize yourself with the breakdown



Weekly Goal Set

Roleplay the Script

- **Pick a Role Playing Partner:**

Reach out to the community in the private group.

- **Use COPY & PAST:**

This will help connect you with a teammate

- **Practice and Refine:**

Use notetaking and recording to help you learn from your practice



Homework

HOMEWORK: Copy and Paste

1 HOMEWORK COMPLETION – when you’ve completed your steps, use the following:

COPY & PASTE to update the team!

🚀 Session 4—Leveling Up! 🚀

💪 I’m diving into my tools and getting into the flow!

📖 Reviewed & Practiced my script to sharpen my phone skills.

📞 Connected with NAME for Tax Assistance Role Play—dialing in my confidence for real conversations.

[If county submission is incomplete/unverified]:

👉 I’ve submitted my requested counties and am waiting for confirmation before I can move forward with my marketing materials & website build. I’ll update as soon as I knock out this next step!

[If county submission is complete/verified]:

✅ Marketing materials submitted! My Tax Assistance website is in the works, and my Direct Mail will be hitting homeowners soon! Excited to get in front of motivated sellers.

🔴 Next Steps:

Keep refining my calls, tools, and process—momentum is building! Who else is making moves after Session 4?

Let’s push forward! 📁🔥

#DebtFreeProperties #session4



Post in the
Facebook Group

NOTES: