

# RAMBLINGS OF A REAL ESTATE MADMAN



*THE UNEMPLOYED  
INVESTOR™*

*Eric Medemar*

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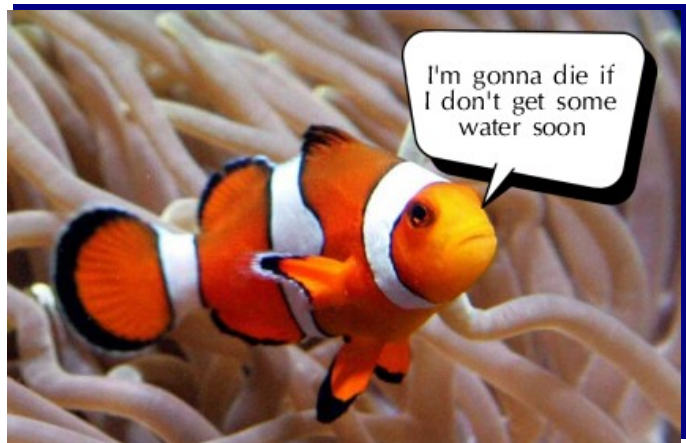
## Can You Imagine a Fish Dying of Dehydration, Because He Was Unaware of Living in the Water?

Could this happen? Probably not, but similar things ARE happening to people all across this great country of ours.

**Here's what I mean:** Can you tell me the difference between someone who makes \$20,000/year and someone who makes \$200,000/year.

Is the higher paid person smarter?

Do they have better genetics?



Perhaps you're thinking the higher paid person was born with a silver spoon in their mouth.

Sorry, it's none of those things. Admittedly those are the stories many of us tell ourselves to rationalize (Ration LIES) our lack of income at any give time.

The ONLY real difference between the two is so amazingly simple, you'll be kicking yourself for not answering correctly. Don't beat yourself up too much though, most people don't know it's that simple either....**Which is precisely why their broke.**

**The person who makes \$20,000/yr is UNAWARE of how to make \$200,000/yr.**

If the lesser paid person wants to make the big money, all they need to do is become aware of how to make big money.

**Learning More==>Increases Awareness==>Increases Your Paycheck**

It sounds too simple doesn't it?

**To Earn More, Just Learn More.**

That's all there is to it.

If you want to make more money, all you need to do is BECOME AWARE OF HOW TO MAKE MORE MONEY.

If you're anything like most people your first reaction is going to be something along the lines of.....

## **“Yeah But I (Insert Your Sob Story Here)”**

Here's some classic “Yeah but” examples:

- Yeah but I didn't go to college...
- Yeah but I have too many kids...
- Yeah but I can't quit my job to do that...
- Yeah but I'm just not smart enough...
- Yeah but I just don't have enough money...
- Yeah but my Dad used to tell me I was stupid...
- Yeah but my ex boyfriend used to tell me I was fat...

Sometimes I just wanna scream...

### **“Are You Really Giving Me a Reason Why It's OK That You're Broke?”**

It's as if poor people have discovered a *hidden chapter in the New Testament* that says....

**“Hey This is God, and I Have Decided to Run A Contest and The One Of You Who Comes Up With the Best Story That Explains In Detail Why You're Broke, Gets To Be Rich”**

Sorry, but nobody cares why you're broke. Nobody is ever going to get out their wallet and hand you money because you've got a great “Yeah but” story.

Here's the part that really gets me fired up and it should get you fired up too.

The only way you'll ever get paid for your “Yeah but” story is to trade it in for some education.

You need to take your “Yeah but” story to the **“Yeah But Trade In Sale”** and get yourself some new awareness and some new education.

I think it's pretty clear by now...

**You'll Earn More, When You Learn More...**

# **“If You're Broke In This Great Land Of Opportunity, It's Because Your Not AWARE of the Opportunities”**

**You're No Different Than the Fish Withering Away From Dehydration, Because He Forgot He Was In the Water**

Can you see what I'm getting at?

**Here's a story that demonstrates my point:** As many of you know I specialize in real estate wholesaling, but I sell real estate as well.

One of my clients and I were having lunch one afternoon and the topic turned to real estate wholesaling. He wanted to know more. He wanted me to explain the process to him.

Keep in mind this guy was a rental property wizard, at the time he owned over 400 rental properties. This guy knew rental properties inside and out. However he didn't know wholesaling.

After about 10 minutes of explaining he scratched his head and said to me....

**“You mean to tell me that all along I could have been making money on all the properties I didn't buy? I'll bet I've UNKNOWINGLY let close to a quarter million dollars slip through my fingers”**

It wasn't a week later I got a call from my client telling me he had just made close to \$10,000. He made that \$10,000 doing ALMOST exactly what he'd always done when he sees a good property.

**In the past:** Whenever my client would see a good property that he was going to pass on buying, he would just make a phone call to some other investors he knew and tell them about it.

**With his new awareness:** He made the same phone calls, to the exact same investors that he'd always called. Only this time he used his *new awareness* of wholesaling. The \$10,000 change was simply putting the home under contract before making the calls. \$10,000 for signing his name to a contract.

My client made \$10,000 extra dollars, simply by being AWARE of wholesaling.

**Once He Learned More, He Earned More!**

## **No Extra Risk, No Cash, No Credit Needed...For An Extra \$10,000 in \*FOUND MONEY\***

I call it "Found Money" because the money was always there, my client just hadn't *found his way to it*.

### **Where are your riches hiding?**

Could your riches be hiding just under your nose?

Without increasing your awareness of making money, without learning more, you could be UKNOWINGLY be passing up thousands of dollars every week.

I've gotta ask....

### **Where could your 'Found Money' be hiding? What money making opportunities are waiting just outside of your awareness?**

Quite an interesting *paradox* isn't it?

"You can't know, what you don't know" can you?

### **How is it possible to be aware of something that you're NOT aware of?**

Is your head spinning yet?

If it is spinning, perhaps it's because *as you read this letter* you're increasing you're AWARENESS about how much NOT BEING AWARE is costing you.

Can you put a price tag on stupidity?

How much are you willing to spend so that you can remain clueless about the treasure trove of wealth that's sitting right under you nose?

### **I'm serious, how much?**

Would you spend \$1,000 to remain clueless? I bet \$1,000 is chump change compared to what you're spending right now.

I would be willing to bet that RIGHT NOW you're spending more money on *staying stupid* than you'll earn working this entire year.

### **Which is more expensive education or remaining uneducated?**

In Napoleon Hills famous book ***Think and Grow Rich*** he explains:

**“When the Money Starts Coming In It Will Come So Fast and So Furious That You'll Wonder Where it Was Hiding all Those Lean Years”**

I can't help but *tell the story* of a house I wholesaled earlier this year.

The house had gone into foreclosure for \$95,000 and I swooped in and stole it for \$12,000. I ended up wholesaling the house for \$35,000 because I didn't feel like dealing with repairs.

In the end I took home a handsome profit of over \$20,000 for doing about 2 hours work. This is money that I never could have made had it not been for ***learning to wholesale***.

There are many people who make less than \$20,000 a year. In fact \$20,000 is an entire years salary for someone making \$10/hr. Yet I made that same amount doing less than 2 hours work.

Am I smarter than the guy making \$20,000/yr? NOPE, in fact I graduated high school in the 30% of the class that made the higher 70% possible.

**The ONLY Difference Between Whether I Would Make \$20,000/yr or \$20,000 in 2 Hours Was That I Was AWARE of How to Make \$20,000 in 2 hours”**

But that's not even the point of my story. *The point of my story deals with far less money, but carries equal importance.*

Foreclosure is never an easy thing. I'm sure that the good folks who were living in that home before the bank took it back were hurting for cash. I'm sure that EVERY PENNY received would have been a blessing to the family who once lived in that home.

That's why I was so surprised to find \$250 neatly tucked away under the carpet on the day I went to inspect that property.

I can't help but compare that families situation, to the situation of many of you reading this.

Here was a family so strapped for cash that they had lost their home. Yet the entire time they were living in their home, they didn't know where to look for their “Found Money”.

**Their “Found Money”, Soon Became MY “Found Money” , Simply Because They Didn't Know Where to Look.**

## Who Are You Giving Your "Found Money" To, Simply Because You Don't Know Where to Look?

I'm reminded of a favorite story of mine. Another story of hidden wealth and riches right under our noses.

In a small monastery in Thailand stood a centuries old clay Buddha. The massive clay smiling Buddha stood over 10 feet tall and was nearly 6 feet around.

In the mid 1950's the monks were told that they would need to relocate the massive statue because a new highway project was going to be built right through their temple. Moving their sacred Buddha proved to be an extremely difficult task, even with the crane they had employed to aide in the move.

Immediately upon lifting the massive statue the monks were mystified at how much the statue weighed. Even more troubling though was the fact that their sacred Buddha began to crack while being lifted by the crane. The monks demanded that the crane operator set the statue down.

To make matters worse it started to down pour on their sacred clay Buddha. The monks rushed to get a canvas tarp over the Buddha before the rain destroyed could destroy it.

That evening the head monk came out to check on their sacred statue. He was troubled when he saw a massive crack in the statue. As he shined his light upon the statue he noticed a golden glimmer peering from beneath the cracked clay.

He began chipping away at the clay only to reveal more and more gold. That evening all of the monks worked at a feverish pace to chipping away all of the clay that was covering their golden Buddha.



It turns out that their 10 foot tall clay Buddha, was actually a magnificent 10 foot tall solid gold Buddha. Historians believe that centuries earlier the temple where the statue rested was going to be attacked by the Burmese Army. Fearing that their statue would be looted by the imposing army, the monks covered the golden statue with over 12 inches of clay.

When the Burmese Army arrived they killed all of the monks, but left the "Clay" statue because it had no value to them. Because all of the monks were killed during the attack , their secret died along with them. Leaving the statue in it's resting place covered in clay until that fateful day in 1957.

## **I Believe We All Have Hidden Treasures Buried Just Below the Surface of Our "Clay Comfort Zones"**

Did you notice the wording on the picture from the previous page? You only have to choices in life....

### **"Know Money or No Money"**

#### **The Choice Is Yours**

As counter intuitive as it seems, many of us elect the latter of the two choices...Rather than learning to ***know about making money***, most people choose to have ***no money***.

Can you guess why most people choose "No money" over what *should be the very obvious choice of "Know money"*.

This is where it gets a little strange....

As near as I can tell, people choose to have "No money", because their afraid they'll end up with even more "No money" (less money) if they try and fail at "Knowing Money".

#### **Fear of loss, keeps people in a constant state of losing.**

Sounds silly, but it's true. People will do far more to NOT lose something that they already have, than they will to gain something that they don't.

**Case in point:** Every year dozens of NORMALLY intelligent citizens are shot and killed trying to keep thieves from stealing their wallets or purses.

Basically these people end up taking a bullet by trying to protect something that belongs to them. But, these same citizens would never in a million years say yes to an offer of....

**"I'm willing to give you \$5,000 to face down an armed robber and you have a 50/50 chance of being killed"**

Nobody would sign up for that! (Except Chuck Norris because he's a bad mofo)

Can you see the insanity in all of this?

**To Earn More, You Must Learn More. Yes, That Means Investing You're Money Into The Highest Yielding Mutual Fund On the Planet.....YOU!**

In his book **The True Believer** (1951) Eric Hoffer so cleverly stated....

**“In a time of drastic change it is the learners who inherit the future. The learned usually find themselves beautifully equipped to live in a world that no longer exists”**

It should come as no surprise that right now we are amidst drastic change here in America.

**Are you going to be a Learner?** Ready to inherit the future. Is it possible this economic crisis is God's way of pointing you in the right direction?

Could getting laid off, hold opportunities for wealth that you previously couldn't have imagined?

*Alexander Graham Bell* put it perfectly when he said....

**“Sometimes we stare so long at a door that is closing that we see too late the one that is open.”**

When you decide to become a learner, I guarantee you won't be the one caught staring at the closing door. **You'll be too busy looking at dozens of other doors (Opportunities) opening up all around you....**

**Why do you think people stare so long at the closing door?**

It is my belief that people won't stop staring at the closing door simply because it's the only door they've ever seen open....

In other words **“They aren't AWARE that any other doors have opened”**.

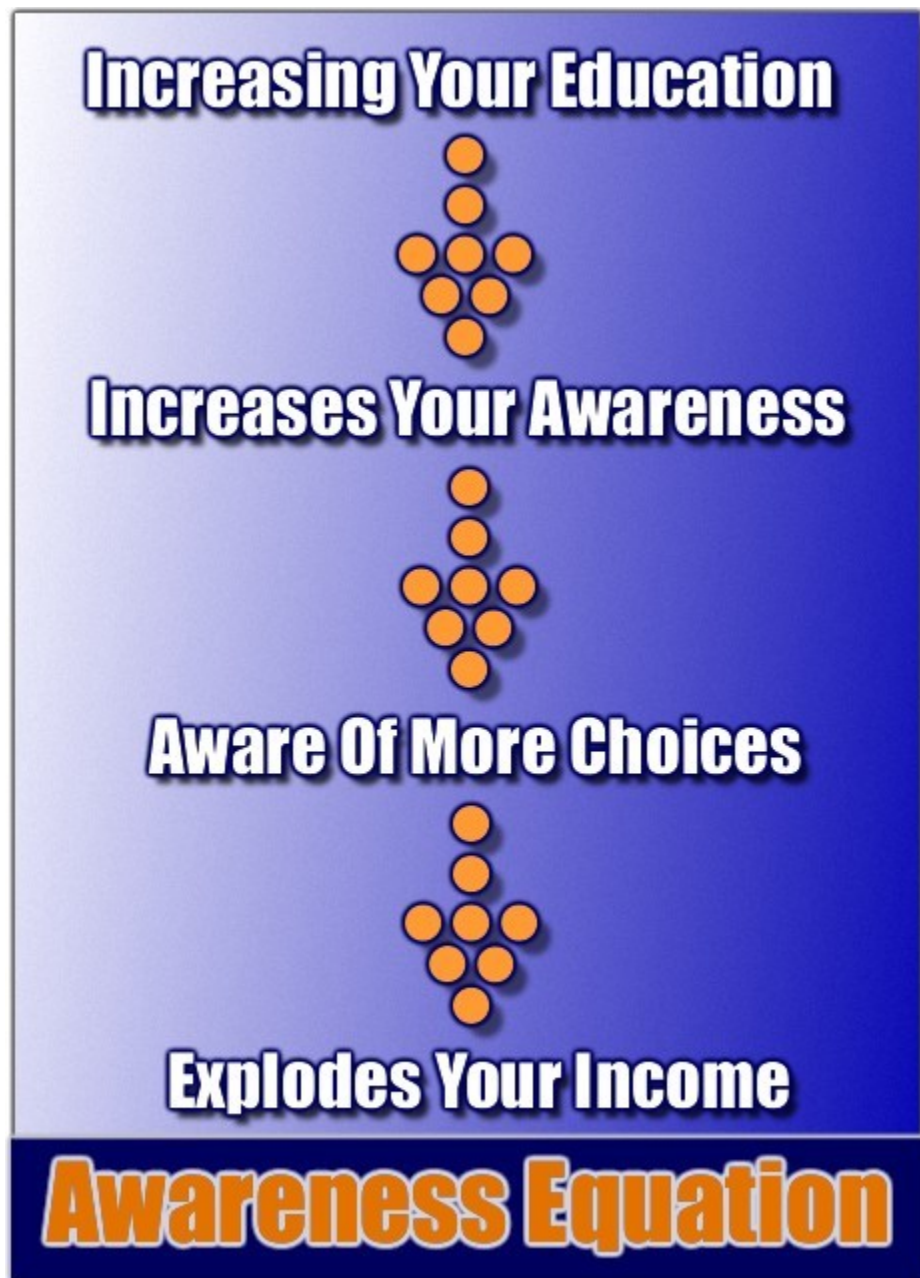
I assure you, new doors will ALWAYS be opening up around you....Whether or not you'll notice them is completely up to you. **It all comes down to a simple choice.....**

**Do you want to KNOW MONEY?**

**OR**

**Do you want NO MONEY?**

**The Effort Involved in KNOWING HOW To Make Money is Far Less Painful Than Struggling Through Life With The with NO MONEY.**



Let's talk about some ways to expand your awareness of knowing money.

I believe *Charlie Tremendous Jones* said it best when he said...

**“You will be the same person in five years as you are today except for the people you meet and the books you read.”**

## The books you read and the people you meet. Could it really be that easy?

Let's talk about reading first...

**Reading vs TV** – The average American reads 3 books a year. In contrast, the average American watches 28 hours of television each week - that adds up to 1,456 hours of television each year.

When you break it down that means while we read thirty books every decade, we watch **14,560 hours of television**. That adds up to 606 DAYS of television every 10 years - the better part of 2 years straight....**That's figuring watching 24/7 for 2 years straight.**



In reality the average American is only awake for 17 hours per day. Meaning every 10 years we waste 856 Days. That's nearly a 2 ½ years blankly staring at a television.

### Think that's SCARY? Then this will leave you PETRIFIED!

According to Bloomberg the average American makes \$29,500 per year. Based on a 2,000 hr work year that's \$14.50 an hour.

**Since the average American makes \$14.50/hr and spends 28 hours a week watching television the "Opportunity cost" for their time spent watching TV is \$406.00/wk or \$21,112/yr.**

Are you willing to spend \$21,112/yr to blankly stare at a box with a picture in it?

I almost forgot, we were talking about reading...*Not about you spending \$21,112 yr to blankly stare at a picture box.*

Before we get back to reading let's discuss opportunity cost.

Investopedia.com defines opportunity cost as...

**Opportunity Cost Is the Cost Of An Alternative That Must Be Foregone In Order To Pursue A Certain Action.**

**A favorite saying of mine is....**

**"Opportunity doesn't knock. You knock,  
opportunity answers."**

**Case in point:** Remember the example I gave earlier of how easily I raked in \$20,000 wholesaling simply because I was able to SPOT AN OPPORTUNITY when I saw it?

Imagine if hadn't learned to wholesale homes and instead elected to spend my time watching reruns of the Cosby Show....

**The Opportunity Cost For NOT LEARNING WHOLESALING would have been \$20,000.**

Even if I were a raving fan of the Cosby's I wouldn't dream of spending \$20,000 to watch it.

The sad truth is that wholesaling took me about 8-10 hours to fully grasp *how easy it would be for me to make money....*As I showed you earlier 8-10 Hours is barely a 1/3 of the time that the average American spends watching TV over a 7 day period.

Basically when you plug this scenario into the definition of Opportunity Cost it would look like this....

**Opportunity Cost Is the *Cost Of An Alternative* That Must Be Foregone In Order To *Pursue A Certain Action*.**

In the scenario that I had mentioned earlier...

***The Forgone Alternative* would have been:** Learning to wholesale real estate.

***The Pursued Action* would have been:** Watching the Cosby Show for 8-10 hours

Or In Even Plain English:

**When I decided to Watch the Cosby Show Instead of Learning To Wholesale Homes.....**

**"I Was Electing to FOR GO A New Learning Experience That Would Allow Me To Spot a \$20,000 Opportunity When It Fell Into My Lap"**

I believe one of the greats **Henry David Thoreau** may have said it even better....

**"The Cost of A Thing Is The Amount of What I Call Life  
Which Is Required To Be Exchanged For It,  
Immediately Or In The Long Run."**

I know that money isn't the cure for all of life's difficulties....*his might shock you...*

**The Chief Reason I've Become Such A Major Advocate of Wholesaling  
and Other Tremendously Easy, Yet Insanely Powerful Wealth Builders  
Isn't So That You Can Have More Money To Buy the Cars or Home of  
Your Dreams....**

Referring back to what Thoreau said--I'm far more concerned with the amount of "What I Call Life" that people are readily "Exchanging" for paychecks that don't allow any of life's comforts....

I'm VERY concerned with the **"Life That's Exchanged"** for paychecks that leave you **"Worried about when your next paycheck will arrive"**. That's no way for anyone to live.....Unless you happen to be in the Taliban.

I'll leave you with one of the poems that helped inspire me...

*I bargained with Life for a penny,  
And Life would pay no more,  
However I begged at evening  
When I counted my scanty store;  
For Life is a just employer,  
He gives you what you ask,  
But once you have set the wages,  
Why, you must bear the task.*

*I worked for a menials hire,  
Only to learn, dismayed,  
That any wage I had asked of Life,  
Life would have paid.*

This conversation is far from over...But it will have to wait for a later date.

*Eric Medemar*

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