

The **Platform Builder™** Framework

How to Build Your List To Raise Millions In Days

Michael Blank

So, You Want to Raise More Money?

- ▶ Do you want to raise **millions** in days?
- ▶ Launch a **podcast**?
- ▶ Write a **book**?
- ▶ Do you want to become an **influencer**?
- ▶ Thought **leader**?
- ▶ Do you have a **mission**?
- ▶ **Do you want to change the world?**

The Problem

- ▶ You have deals but **can't raise enough money**
- ▶ You have a book but can only sell **a few copies**
- ▶ You have a podcast but don't know who your **subscribers** are
- ▶ You have an important message but **no audience**
- ▶ You have a worthwhile mission but **little support**

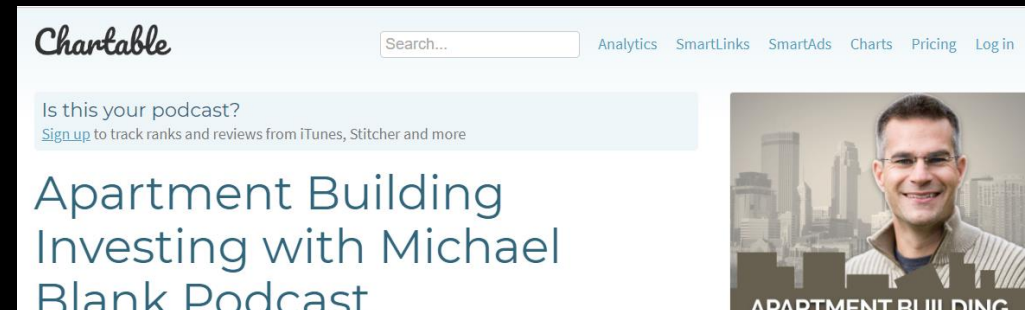
- ▶ **You have NO Platform**
- ▶ **You have an INCOMPLETE Platform**

The Platform Builder™ Framework

- ▶ How to build your **brand** to **attract** the “right” people
- ▶ How to **build your list** so you know who’s in your tribe
- ▶ How to **serve** them so that they become **raving fans**
- ▶ How to **lead** them so that they **change their lives**
- ▶ How to **expand your reach** to change more lives

Why Should You Listen To Me?

- ▶ Leading Authority on Multifamily Syndication
- ▶ Top 100 Investing Podcast




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Apartment Building Investing with Michael Blank Podcast



Charts

Apple Podcasts

RANK CHANGE

#199

▼ 2

Apple Podcasts : United States of America : Business

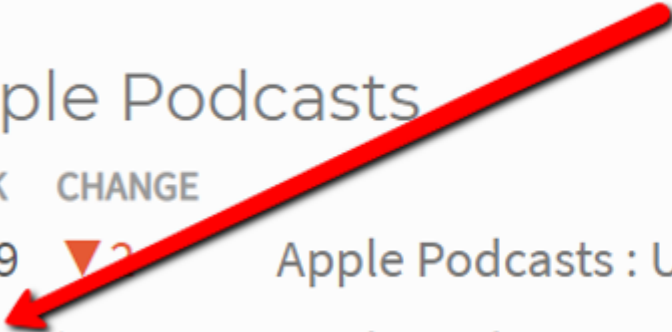
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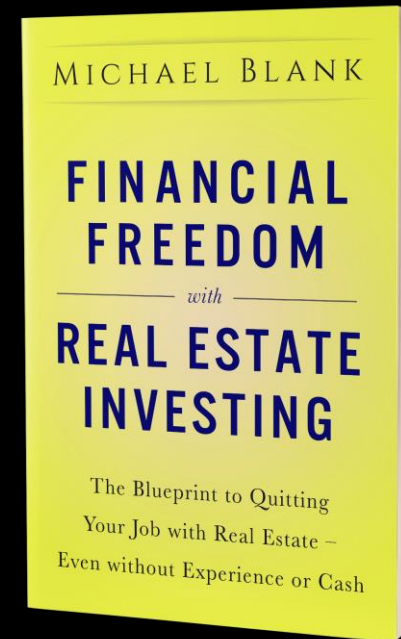
Apple Podcasts : United States of America **Investing**

[Rank History](#)



Why Should You Listen To Me?

- ▶ Leading Authority on Multifamily Syndication
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- ▶ Bestselling book



133 ratings

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- ▶ Top 100 Investing Podcast
- ▶ Bestselling book
- ▶ Live Events with 500+ attendees
- ▶ 25,000+ email subscribers
- ▶ \$43M in Multifamily Real Estate
- ▶ **Raised \$4.1M in 3 days**



The background features a black area on the left and a series of overlapping, semi-transparent blue geometric shapes on the right, creating a modern, abstract design.

The Power of the PLATFORM

What's a Platform?

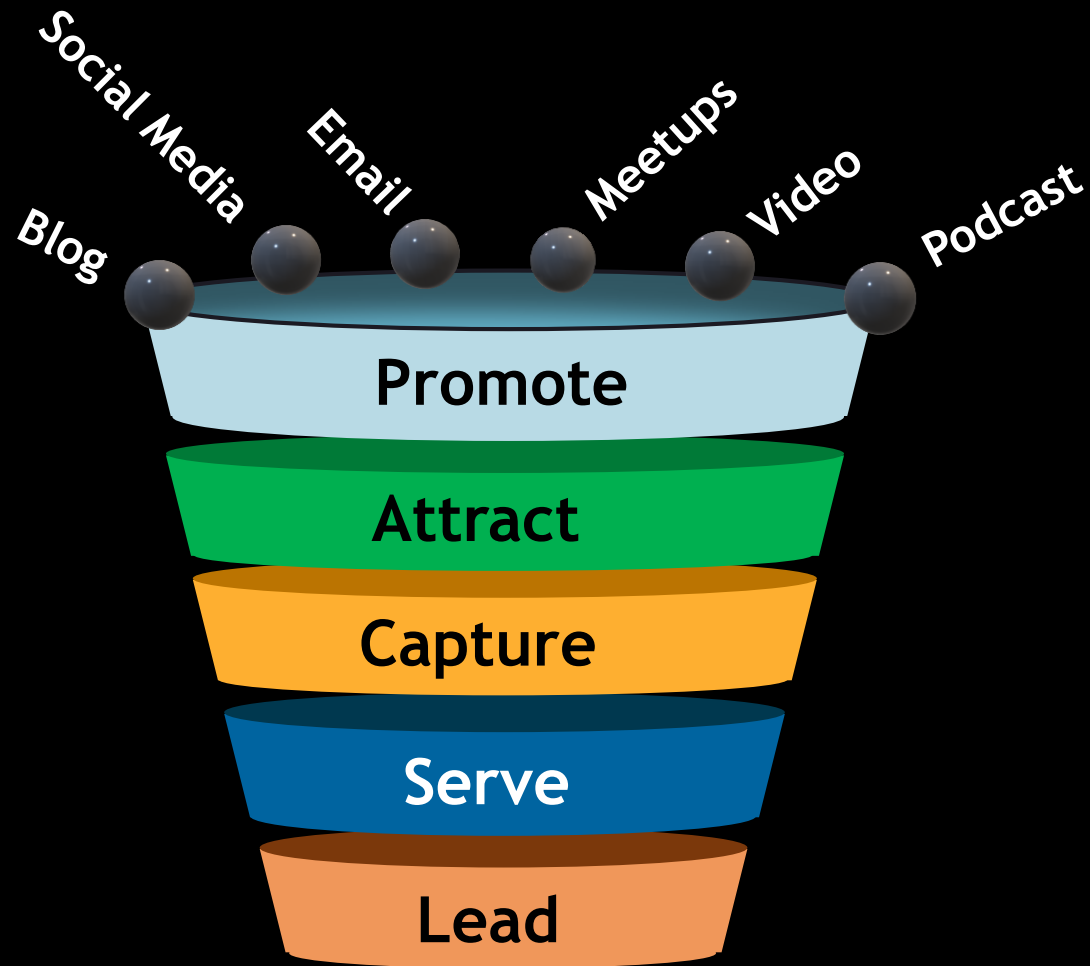
- ▶ A **leveraged** way to communicate
- ▶ to attract the **right** audience
- ▶ and create **raving** fans
- ▶ who **follow** you
- ▶ and **change** their lives.

What's a Platform for Capital Raisers?

- ▶ A **leveraged** way to communicate
- ▶ to attract the **right** investors
- ▶ and create **raving** fans
- ▶ who invest with you
- ▶ and **change** their lives.

The Platform Builder™ Framework

For Capital Raisers



ACTIVITY	OUTCOME
Expand Your Reach	Millions in Days
Build Your Brand	Attract The "Right" Investors
Build Your List	Know Who's In Your Tribe
Add Value	Raving Fans
Ask Them to Invest	\$ for Your Deals

Can I Do This?

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Apple Podcasts Preview



12 episodes

My name is Reed Starkey and I am documenting my journey towards multifamily investing. I will be interviewing the experts as I grow my team and also documenting my success as well as my setbacks along the way. I hope you will enjoy [more](#)

Starkey Multifamily Investing

Reed Starkey

Business

[Listen on Apple Podcasts ↗](#)



SEP 28, 2019

Aaron Katz Shares his journey to over 1500 units! Episode #12 >

Aaron bought a 90-unit as his first investment in 2011 and hasn't looked back since. As of this recording, he has over 1500 units with 9 syndications and another under contract. I am super excited to have Aaron on the show!

[▶ PLAY](#) 44 min

AUG 2, 2019

David Toupin walks us through his first major full-Cycle deal. Episode #11 >

David Toupin is a Top Millennial real estate investor, national speaker, and entrepreneur. As partner and Co-founder of Obsidian Capital, David has acquired over 500 apartment units worth nearly \$40M by the age of 23. Obsidian Capital focuses on acquiring large multifamily assets, and partners w

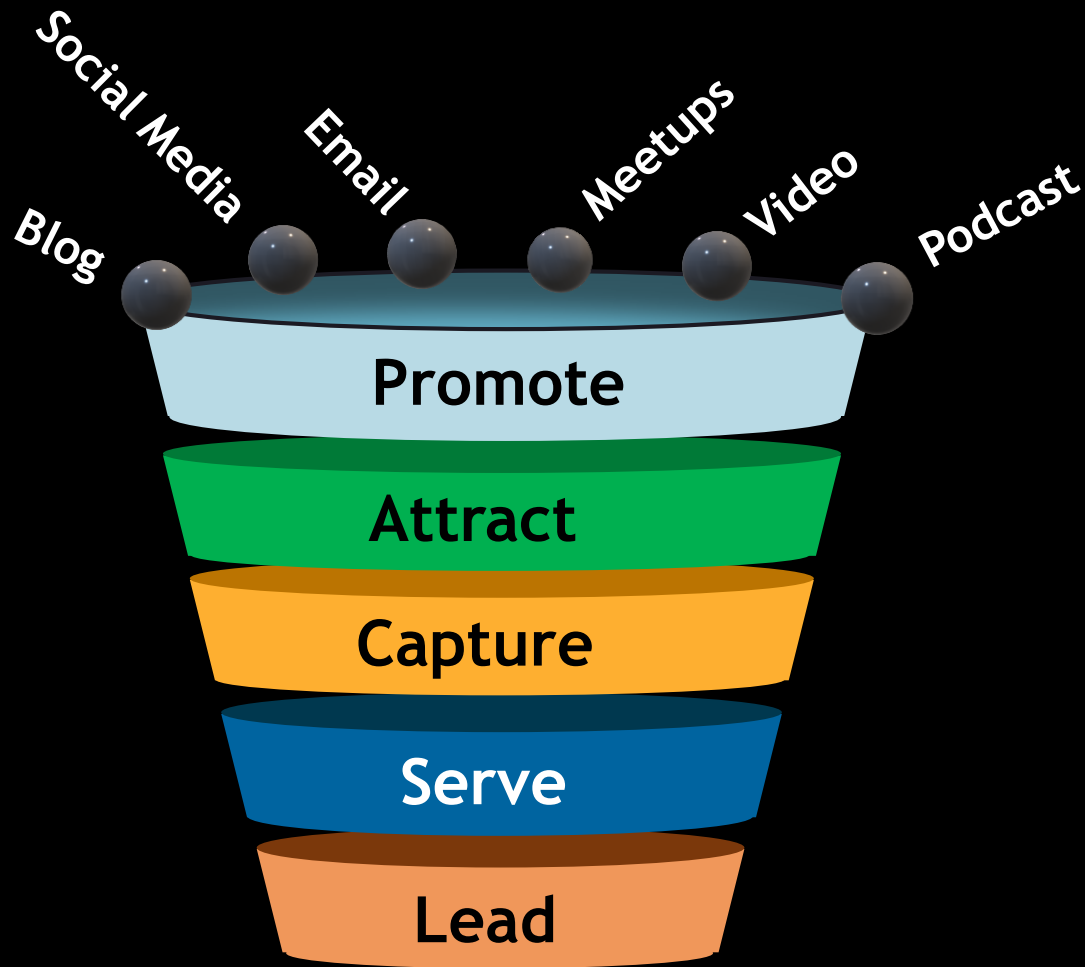
[▶ PLAY](#) 38 min

The **Biggest** Mistakes

- ▶ **NOT** building your list with a lead magnet
- ▶ **NOT** communicating with people afterwards
- ▶ **NOT** building the platform in the right sequence
- ▶ Trying to do everything at **once**
- ▶ Striving for **perfection**
- ▶ **Overwhelmed** by the tech

The Platform Builder™ Framework

For Capital Raisers



ACTIVITY

Expand Your Reach

Build Your Brand

Build Your List

Add Value

Ask Them to Invest

OUTCOME

Millions in Days

Attract The
"Right" Investors

Know Who's In Your Tribe

Raving Fans

\$ for Your Deals

The Platform Builder™ Framework Step-By-Step For Capital Raisers

ATTRACT

- ▶ Define Your Brand
- ▶ Create Your Home Base

CAPTURE

- ▶ Build Your List with a Lead Magnet

SERVE

- ▶ Welcome and Indoctrinate
- ▶ Produce High-Value (Free) Content

LEAD

- ▶ Create a Compelling Product
- ▶ Onboard Your Investors
- ▶ Ask Them to Invest

PROMOTE

- ▶ Expand Your Reach



ATTRACT

STEP 1: Define Your Brand

- ▶ What's your story?
- ▶ What's your secret sauce?
 - ▶ Good/Enjoy/Successes/Others/For/Against
- ▶ Who are you going to serve?
- ▶ How are you going to serve them?
- ▶ What's your mission?
- ▶ Create a tagline
 - ▶ **“To help people become financially free with real estate”**
- ▶ Create a company name, logo and “mood board”

ATTRACT

STEP 2: Create Your Home Base

- ▶ Set up your One-Page web site
 - ▶ Divi theme
 - ▶ Why invest in Multifamily?
 - ▶ Why invest with you?
 - ▶ About the Team
 - ▶ Track Record and Portfolio
 - ▶ What Others Are Saying
 - ▶ Investment Process / How it Works
 - ▶ Call to action

- ▶ www.RealWebSiteHints.com

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CAPTURE

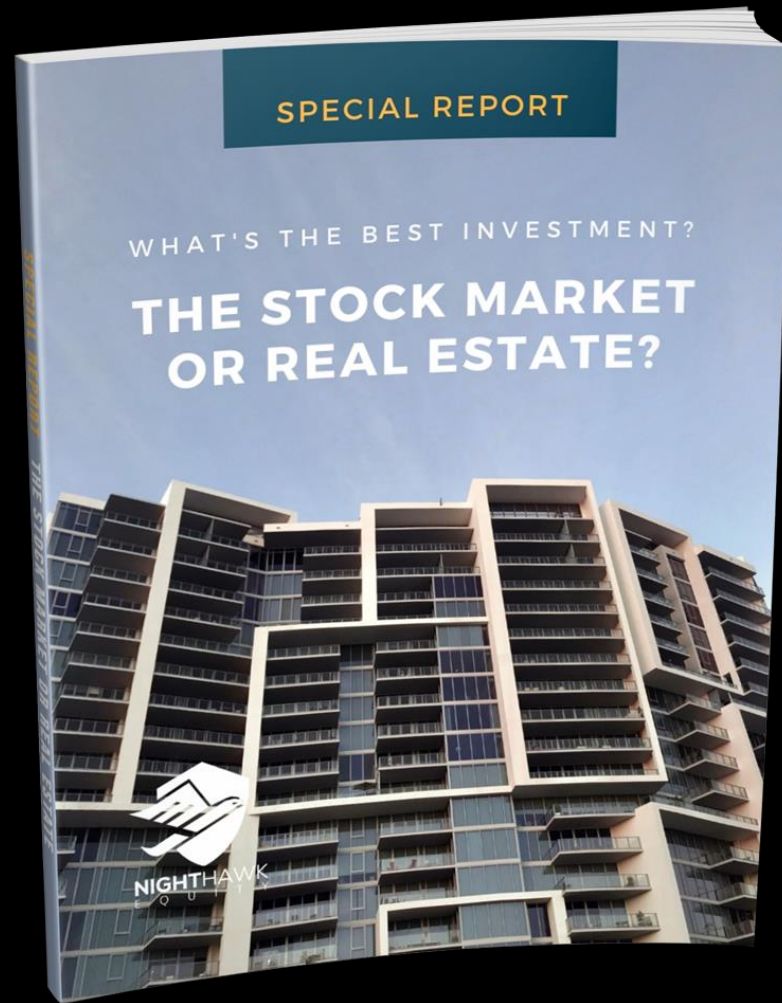
Build Your List

- ▶ **STEP # 1:** Create a Lead Magnet
- ▶ **STEP # 2:** Set up your Email System
- ▶ **STEP # 3:** Capture leads via an opt-in form

CAPTURE > Build Your List with a Lead Magnet

STEP 1: Create a Lead Magnet

- ▶ Pick a topic and create an outline
- ▶ Create the content
 - ▶ Word or Google Doc
- ▶ Produce the content
 - ▶ Canva.com
- ▶ Upload to your web site



www.TheMichaelBlank.com/report

CAPTURE > Build Your List with a Lead Magnet

STEP 2: Set Up Your Email System

- ▶ Pick the best email system
 - ▶ Constant Contact
 - ▶ Mailchimp
 - ▶ aWeber
 - ▶ ConvertKit
 - ▶ **Active Campaign**

CAPTURE > Build Your List with a Lead Magnet

STEP 3: Capture Leads via an Opt-In Form

- ▶ Create the opt-in form
- ▶ Create your download page
- ▶ Create your thank-you page
- ▶ Embed the form into your download page

- ▶ **CAUTION:** High Tech Ahead!



Search

Contacts >

Campaigns >

Automations >

Deals >

Conversations >

Lists >

Forms >

Reports >

Refer Friends >

Apps >

Settings >

1 Michael >

Active Contacts

Active

22,611 +3%

News

Send Messages at the Perfect Moment with Predictive Sending

Automations

Create New

Blueprint Ascension

ACTIVE

DM LIVE Dallas

ACTIVE

DM LIVE Dallas VIP

ACTIVE

Engagement Tagging - Part 1

ACTIVE

Engagement Tagging - Part 2

ACTIVE

Top Contacts

Interaction

themccoys1227@gmail.com

smsims21@gmail.com

Contact Trend

Campaigns

Create New

Segment- Capital Raisers Registered: Fin... DRAFT

Mentoring (12/12/18) DRAFT

Money Raiser El Paso Call 12/19/18 DRAFT

Test DRAFT

LiveWebinar[12/6/18] Sunday (REPLAY) (Co... DRAFT

Manage Templates



The Platform Builder™ Framework Step-By-Step For Capital Raisers



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SERVE

STEP 1: Welcome and Indoctrinate New Subscribers

- ▶ Create an automated email series
- ▶ Welcome!
- ▶ Who are you?
- ▶ What's your mission?
- ▶ What to expect?

SERVE

STEP 2: Provide High-Value (Free) Content

- ▶ Emails
- ▶ Blog
- ▶ Video
- ▶ Webinars
- ▶ Meetups



Raving Fans

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- ▶ Create a Compelling Product
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STEP 1: Create a Compelling Product

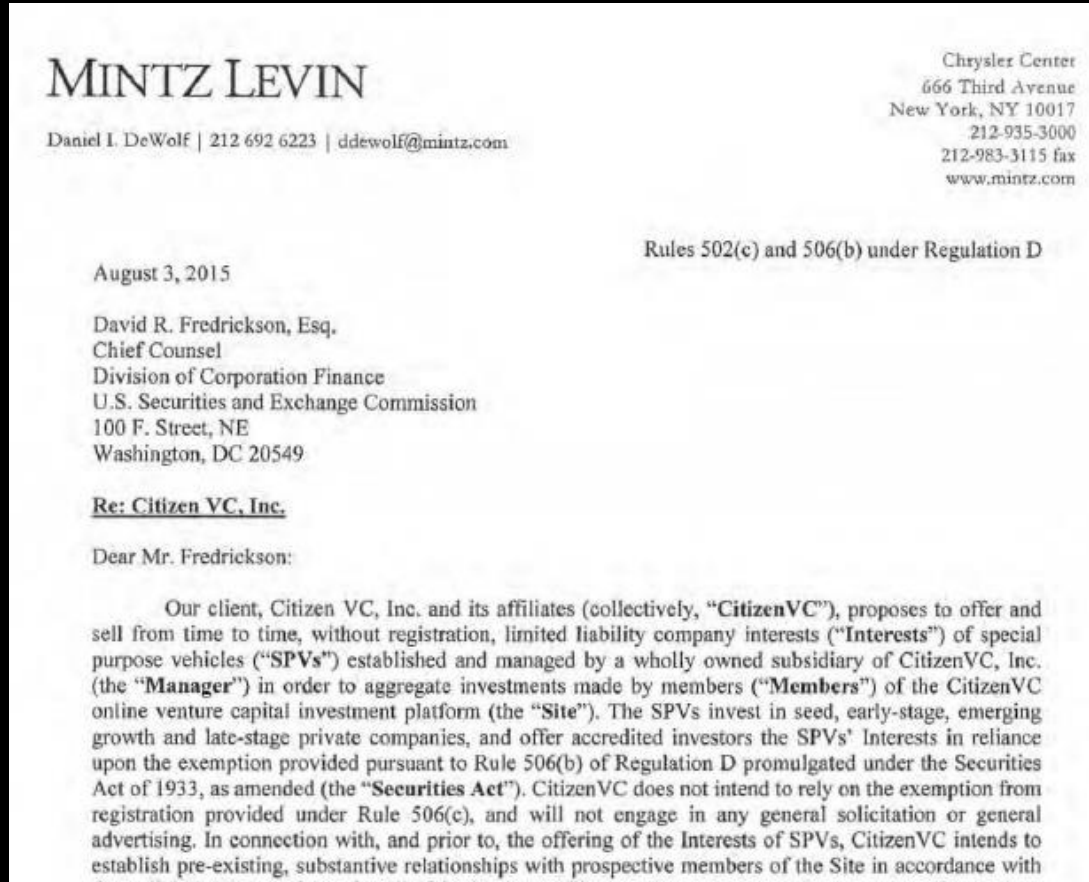
- ▶ You already have the best financial product on the planet ...
- ▶ **Multifamily Syndications**
 - ▶ Cash flow
 - ▶ Above Average Returns
 - ▶ Low Risk Profile
 - ▶ Extraordinary Tax Benefits

LEAD

STEP 2: Onboard Your Investors

- ▶ Must create a “Substantive Relationship” before presenting deals

Don't Break SEC Regulations



Google "SEC no action letter citizen vc"

How to Create a “Substantive Relationship”

The Cliff Notes

- ▶ Complete questionnaire
- ▶ Phone call
- ▶ Welcome emails
- ▶ Encourage site visits and questions
- ▶ Answer questions online or offline

LEAD

STEP 2: Onboard Your Investors

- ▶ Join the Club!
- ▶ Qualification Form
- ▶ Phone Call
- ▶ Email(s)
- ▶ Track everything

LEAD

STEP 2: Onboard Your Investors (cont'd)

- ▶ Join the Club!
- ▶ Qualification Form
- ▶ Phone Call
- ▶ Email(s)
- ▶ Track everything
- ▶ Link in Email or Web Site
- ▶ From Your Email System
- ▶ Calendly
- ▶ Automated Emails
- ▶ Your Email System

LEAD

STEP 3: Ask Them to Invest

- ▶ Create an Executive Summary
- ▶ Host a Live Webinar
- ▶ Get Soft Commits
- ▶ Sign the Legal Docs
- ▶ Wire the Funds
- ▶ Close the Transaction

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Expand Your Reach

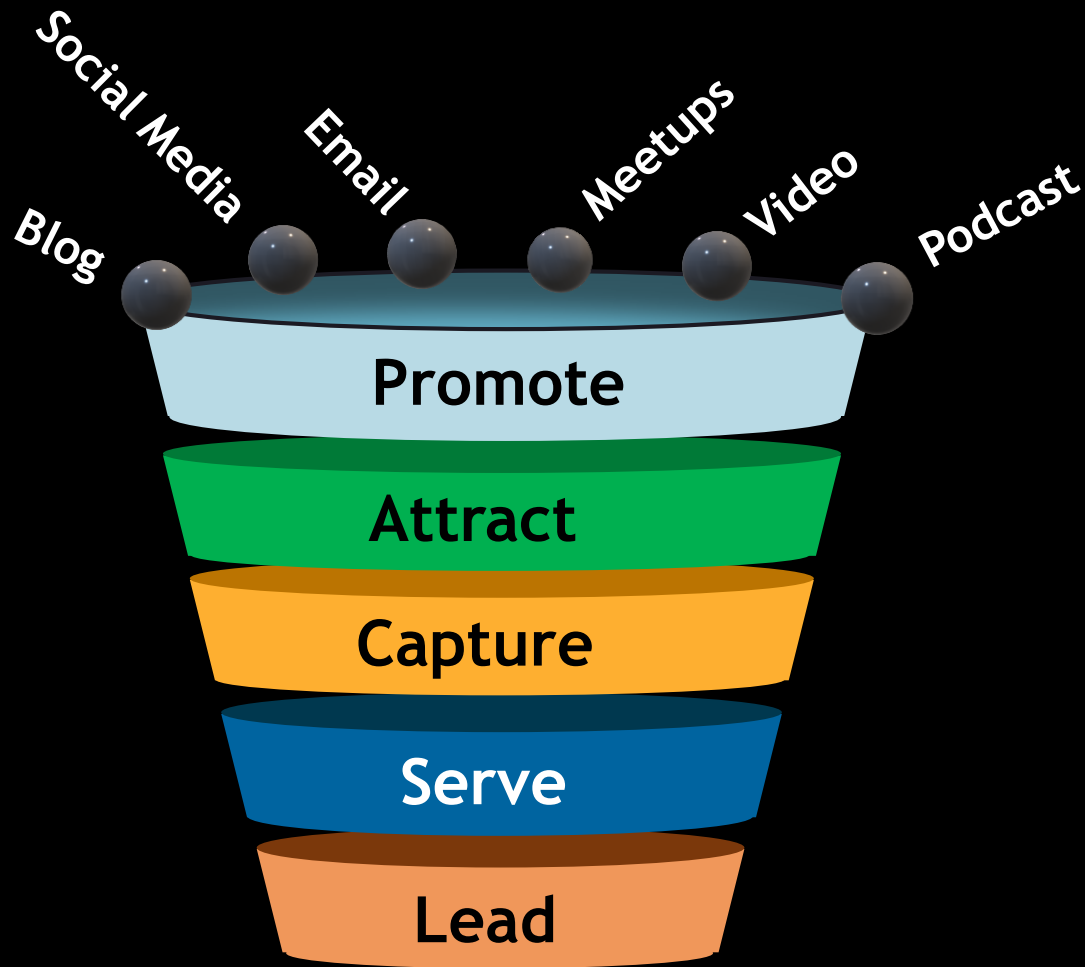
- ▶ SEO
- ▶ Guest Blogging
- ▶ Podcast Guest
- ▶ Start Podcast
- ▶ Youtube Channel
- ▶ Social Media
- ▶ Start Meetup
- ▶ Speak at Events
- ▶ Book
- ▶ Paid Traffic



**Lead
Magnet**

The Platform Builder™ Framework

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Raise **Millions** in Days

Financial Freedom For Your Investors

Become a **Thought Leader**

MAKE AN IMPACT

The **Platform Builder™** Framework

How to Build Your List To Raise Millions In Days

Michael Blank

michael@TheMichaelBlank.com

Additional Resources

- ▶ Book “Platform” by Michael Hyatt
- ▶ Book “Tribes” by Seth Godin
- ▶ SmartPassiveIncome.com by Pat Flynn
 - ▶ The BEST Online Marketing Resource
- ▶ Amy Porterfield
 - ▶ List Building, Online Courses
- ▶ Digital Marketer > Perpetual Traffic
 - ▶ Paid Facebook Traffic