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Plus how the same page can lead to 100k/month with no extra work...

# Public Rolodex Model: **BigReia.com/people**

## **The Public Rolodex Model: BigReia.com/people**

- Make a **list** of professionals in your given area/industry
- Make this a truly **helpful resource** for people in that business
- Constantly follow up and make sure people are **loving** what they get

## **Self Serve - some real estate folks make full time income from that page alone and following protocol.**

- They can find contractors who need money
- They can find PML who have shaky investors and need **work**
- They can also have contractors bring them deals and get them money they need to **do the deals**

# Public Rolodex Model: **BigReia.com/people**

**Not just real estate** - take your Ideal Target and put together a page that will help them do just about anything that they want and regularly need help with.

- **Car dealers** - list of buyers, auctions, detailers, collectors, bad credit lenders, etc.

- **Medical field** - buyers, equipment providers, financiers, advertisers, referrals, consultants, CE, etc.

- **Schools/Edu/Law** - list of of legal challenges, local/international attorneys, case filings and legal templates, "Homeys" who can help when called, other success stories, etc.t

# Public Rolodex Model: **BigReia.com/people**

**Make the page so good that others use it, share it and ask for it:**

- Share it with everybody and ONLY put people on there who ask for it
- Follow up with people and make sure they are helped and find it useful and/or calibrate
- Just keep repeating the process, ask for feedback and keep focused on the Fanbase Formula are loving what they get

**How is she making money from it?**

- About 5 new hits a day ALL from "viral" and sharing
- That creates texts/calls and about 1-2 money calls a week
- They would rather her deal with everything (immediate Positioning and Authority)

**Connect to the  
Deep Current.**

