


FOREVER CASH

The Monthly Publication for Jack Bosch Members

October 2013



The “10,000 Hour Rule” - Most People get it All Wrong!



What is the “Wealth Wheel Process”?

INSIDE THIS ISSUE:
You are not the Market!

Forever
CASH CLUB

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A Message from Jack...



In 2008, celebrated *New Yorker* author Malcolm Gladwell wrote and published a book about incredibly successful people called *Outliers: The Story of Success*.

He looked at the overall life pattern of people like Bill Gates to try and see why so few of us ever reach the truly astounding level of success that Gates has reached. In his book, Gladwell mentioned that along with ability, dedication to their cho-

sen craft is what truly propels a person forward. In fact, he even mentioned the figure of 10,000 hours as being important.

Since his book has come out, many people preach the “10,000 hour rule” as gospel, saying that it is the only sure way to success. If you are just started out on your path to wealth creation, 10,000 hours might seem like a huge number to strive towards.

But did Malcolm Gladwell really say that you need to spend 10,000 hours practicing your craft to be “successful”? Actually, you may be surprised to find out that he was making an entirely different point when he mentioned “10,000 hours”.

He used the figure when discussing what it took to become an “elite performer”, a “world-class expert”, or a “chess grandmaster”. In other words, to become the *best* in your chosen field, 10,000 hours (about ten years or so of constant practice) is a good goal to set. But to be successful, much less is required.

Most people take the “10,000 hour” quote out of context

You can reach your goals in just two or three years

I think that staying motivated as you create wealth is an important component of reaching your goals. If you think that you will have to spend ten years learning the ropes before you begin to see the results of your work, chances are that you will give up early on in the game.

So whenever anyone tells you that you need to spend 10,000 hours doing something before becoming an expert, know that the person is taking Malcolm Gladwell’s information out of context.

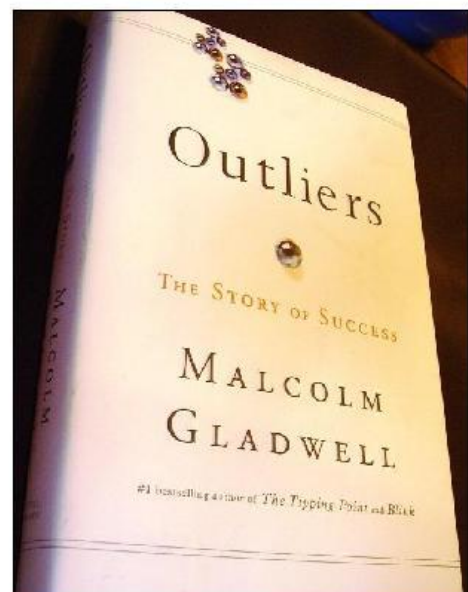
You can become proficient and successful at creating wealth in a short time, and can achieve financial independence in a matter of just two or three years.

In this October 2013 issue of

the *Forever Cash* newsletter, we will be talking about some concrete ideas and methods that can help you get there.

Enjoy the information I have prepared for you, and as always, I wish you success.

Jack Bosch



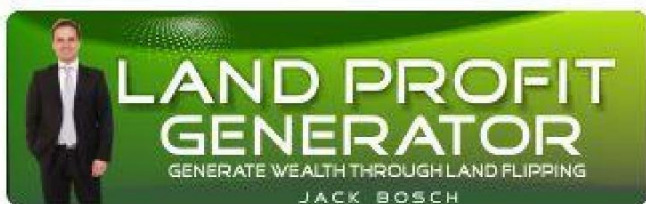
Top 5 of the Month

Once a month, the members of my Land for Pennies program are invited to send me questions at www.askjackbosch.com to learn more about the Land Profit Generator program and tax delinquent investing in general; Gold Members can also choose to have their questions answered live through instant messaging.

The following questions were answered on September 17, 2013.

Carl is working with the Land Profit Generator, a program that requires him to write the owners of vacant parcels of land to see if they are interested in selling.

He wanted to know how to get a list of owners of record for any given area. I told him that while some counties make that information available online, it can be time-consuming to copy and paste each individual owner's information into an editable document. For that reason, I recommended that Carl do one of two things: 1) Contact the county IT department and have them extract the info you want and put it into an Excel file, or 2) Use a paid service like Agentpro247.com, which does the same thing.



Duncan purchased a vacant lot during a recent tax sale and wants to flip it for a profit, but wonders if he should file a quiet title action to make sure that the transaction goes smoothly. I told him that I didn't think that a quiet title action should be neces-

sary, since the county sale made it clear that no previous owners have a legal interest in the lot. Duncan also wanted to know if he should use a warranty deed or if he should close through a title company.

I told him that the instrument he should use varies from state to state (and from one situation to the next), but that most of the time it's okay not to use a title company and thus avoid paying several hundred dollars for their services.

Q&A HIGHLIGHTS FROM THIS MONTH:

- How can Carl get "the list"?
- Should Duncan use a Quiet Title Action?
- How can Aaron avoid losing money?
- Should Doyle use more than one method?
- Should Helene buy a ¼ acre parcel?

Duncan could go to the county and see what local construction companies use to transfer property and use the same kind of instrument himself.

Aaron feels like he is losing money by selling

his land with owner financing and that he isn't covering his initial expenses. I told him that for his first deal, he should sell low and just focus on generating cash, which could then be reinvested into two or three seller-financing deals. For example, if Aaron buys a lot for \$1,500 and flips it for \$6,000 cash, he can reinvest that \$6,000 into four more comparable lots, each of which can provide him with a monthly income stream. Then, as the money comes in, he can repeat the process, increase his cash flow, and stop feeling like he is losing money in the short term.

Doyle asked if he should consider using more than one of my methods at a time, for example using the Land Profit Generator and the Flip it Fast Formula. I told him that anyone certainly could use more than one of my methods at the same time, as many of them use similar steps for contacting owners and making them an offer on their house or vacant land.

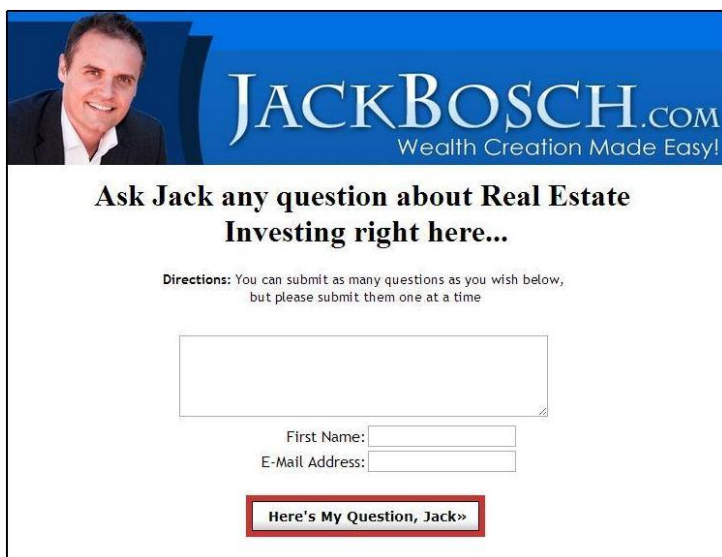
However, for most people, it would be best to focus on using just one method at first to become proficient with it before trying a (*continued next page*)

...second or even third program. Then, once they feel that they are ready, they are certainly welcome to try using two methods at once, even attacking the same county list twice (once for land and once for houses).

Helene is a student of my Land Profit Generator program. In the LPG, I tell my students that the best way to flip vacant land quickly is to focus on large parcels located about 50 miles outside of a city. In fact, the bigger the parcel is the better. Parcels of vacant land closer to city areas are normally too expensive, and anything less than five acres is almost a waste of your time.

Helene wanted to know about the small lots in urban areas that are sometimes available for purchase. Counties sometimes leave odd-sized lots in certain neighborhoods and owners often don't know what to do with a triangle-shaped ¼ acre lot.

I told Helene that a small lot, even one measuring only ¼ of an acre, can be gold *if* it is surrounded by neighbors. Chances are that one of those neighbors would be thrilled to expand their own property line – either to build a garage, a workshop, or maybe even to guarantee that no annoying neighbors ever move there in the future.



JACK BOSCH.COM
Wealth Creation Made Easy!

Ask Jack any question about Real Estate Investing right here...

Directions: You can submit as many questions as you wish below, but please submit them one at a time

First Name:

E-Mail Address:

Here's My Question, Jack>>

This month, I answered 11 questions, and one of them could have been yours. Don't miss out on this expert help!

Did you know?

Be persistent when contacting potential clients.

Have you ever noticed how aggressive some large companies are when they promote a new product or film? You may see their ads on billboards or on the sides of buses; you might see pictures in magazines; and you may even hear a jingle on the radio or see a spot on TV. Why do large companies advertise so heavily? Two reasons: 1) they want to reach as many people as possible with their message, and 2) they know that most people will not purchase a product after only being exposed to it one time.

When you are trying to cultivate new clients for your small business or trying to flip a piece of land, you may want to try and copy what the big boys do. Although you probably can't afford a huge publicity campaign like they do, you can imitate the spirit of big business advertising by getting in touch multiple times with potential clients and customers.

For example, start by putting together a mailing list or getting as many Twitter followers as you can. Then, try to get out your message at least three times to each client. In an age when people are so busy, they may not even take the time to read your first message. You can also try using different methods in combination, like posting a new product or service announcement on Twitter, emailing a client to set up a date for a phone call, and then actually calling them with more details.

Potential clients are busy, and they have a lot of people fighting for their time. Make yourself stand out from the crowd by contacting clients and potential buyers multiple times and using a variety of methods.

Market Watch

You are not the market!

Have you ever seen a product and wondered: “Who in the world would pay for *that*?” In the winter of 1975, a lot of people started scratching their heads when they saw that the hottest item for Christmas was the Pet Rock, marketed by advertising executive Gary Dahl.

Gary Dahl made over \$2 million in just six months from his idea, teaching all of us an important lesson: You are not the market.

In my Land Profit Generator program, I remind my students that the pieces of land that they are flipping may not look like much to them, but it doesn't matter – they are not the market. That piece of land, even if it is in the middle of the Nevada desert, is just right for *someone* out there.

When you own a business or market a product, remember that you are filling a need that *someone else* has. So whether you want to rent out [floor space](#) for someone to sleep on, sell insurance for [fantasy sport](#) leagues, or package up a beach rock and sell it for \$4, chances are that there is someone out there willing to give you their money for your product or service.

If you have done your research, then you can move forward with confidence, remembering that “You are not the market”.



How To...

What counties should you be investing in?

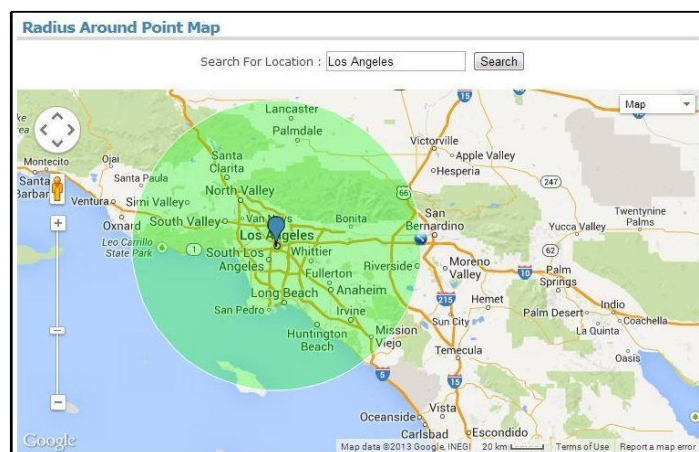
Each month, I put up a video for the gold members of my Land for Pennies program and go into depth on different methods for flipping pieces of vacant land.

A few months back, I answered a basic question that a lot of people have when starting out investing in real estate: “What counties should I be investing in?”

In the video, I mentioned that the ideal counties in which to purchase vacant land are the ones located about 50 miles outside of large urban areas.

You can use the website www.freemaptools.com to draw a 50 miles radius around the large city of your choice and then focus on the counties lying just outside of it.

Of course, if you are focusing on purchasing homes at a tax sale, then the opposite would be true – looking closer to the city center is your best option.



Once you have found your ideal county, get a hold of a property owner list and start getting in contact with the property owners. The advantage of choosing your county well is that it will maximize your chances of being able to flip that property quickly down the road.

Monthly Spotlight



Interview with Christine McLaurin

Christine McLaurin has been a key person in my office for about nine years, and she is an expert at han-

dling the paperwork side of flipping real estate. This month, I wanted to share an interview that I did with her a little while back so that you could see the most efficient way of purchasing and flipping real estate.

After a buyer has accepted an offer, Christine broke down the rest of the process into three stages:

1) Performing a title search. In the case of properties that you are only paying a few hundred dollars for, it doesn't make sense to pay a title company a large amount of money to check the title. You can often use public records to perform a basic title search yourself. Christine told us how she visits the county recorder's office or website to see if there are any liens or mortgages associated with the current or previous owners of the property, and she also tries to establish a chain of ownership as far back as she

can go. Finally, she uses a legal website (LexisNexis) to make sure that there aren't any bankruptcies or judicial proceedings against the owner of the parcel, which would complicate a sale.

2) Purchasing the property. When it comes to purchasing and recording the property, Christine likes to prepare a packet of documents and send them to the notary that she will be using. Beforehand, she calls the county and asks exactly what documents they need, where she can get them, and how much the recording fees are. She also calls the seller to verify the address and to make sure that they understand exactly how the transaction will work.

3) Selling the property. Once a buyer for the property has been found, Christine is sure to include a Sale Agreement in the package she sends the buyer, detailing everything about the transaction, and then she simply sends a notary near the buyer a copy of the transfer document, which may be a Warranty Deed or any other type of instrument accepted by the county.

Christine has been a key player in many of the thousands of real estate transactions that I have carried out, and I really appreciated her taking the time out to show us how the paperwork of real estate investment should be handled.

Thanks Christine!

Special Promotion

Here's Your Chance to Join Jack Bosch LIVE!

Who Else Wants To Spend 3 Days With A Millionaire As He Reveals His Secrets To Success!

(My Gift FREE To You Worth \$5000.)

Years ago I made it my personal mission to help others find wealth, freedom, and happiness.

You see, it was a struggle for me to find financial success at first. But if it wasn't the help of some mentors and some very influential seminars I attended, my journey to financial freedom would have been a long and rocky road.

These seminars, where I not only learned new strategies I could apply but also met people who changed my life, where the turning point for me.

I attend events regularly – even today. I consider events the most effective way to...

Fast-Track Your Progress, Accelerate Your Success & Launch Your Empire Like A Rocket!

Now most of the events I attended often cost \$5,000 or more. And some are good and others not so good.

But investing my time and money paid off over the years and it made me millions when I applied what I learned matched with my own discovery and trial and error.

Since then I've distilled what I've learned as well as discovered new methods that work faster, easier and safer.

Today I would like YOU to join me for a life-changing event I'm personally instructing. It's my hope to be the light on the path of your journey.

**But Instead Of A \$5,000 Tuition, Because You're A
Forever Cash Club Member You Attend As My Guest
– FREE!**

Introducing Jack Bosch Live!

This is an event you won't want to miss. My seminars are three full days, and are comprehensive.

For three days, it will be ME, not a parade of speakers teaching you how this business works and answering all of your questions. Nothing wrong with having other speakers at events, but that is not my model.

I want to make sure I utilize the time I have during these three days to prepare you for Maximum Success using MY system, not someone else's. It's really that simple.

And because I have done over 3,194 deals I think I have a thing or two to say and have no problem filling a weekend with Killer good content that allows you to:

- Get your business started faster
- Make money in less time
- Take your already existing business to the next level
- Get the inspiration we sometimes need to finally do what we know is necessary to reach the success we deep down know we deserve

Have you ever taken a home study course and wished you could ask the teacher YOUR questions? This is your opportunity to do so. You'll listen to the teaching sessions, take notes, and design your own business and success.

And during the entire event during my presentations and also in specialized Q&A Sessions you'll be able to ask YOUR questions to tailor this program to your SPECIFIC situation.

Where else do you get that level of attention to you and your business?

Right: Nowhere.

During the 3-day Seminar I'll have time to go into detail about every phase of Making Money without any money.

We will talk about how:

- Tax Deed and Tax Lien Investing works
- The Hidden Tax Sale Cash Program works (in detail)
- The Land Profit Generator method (in detail)
- And you will learn how ALL these techniques (and some more) work together so you can do deals with little money and make a lot on each deal!!

You will learn:

- How to locate a list LOADED with motivated sellers who can offer you their property for pennies on the dollar.

- How to contact these sellers in a way that will motivate them even more to sell their property to YOU.

- Not only will I walk you through the purchase of your new properties, but you will also be provided with the contracts to complete these purchases -- all of which
(cont. next page...)

have been examined by an attorney for their legal validity.

1. You will be shown why the profits are made not in the sale of your property, but in the purchase and how in many cases you can have them sold with little or NO effort on your side.

And...

2. **How to find the best areas to invest in**
3. **All the different ways to profit from your properties once you own them**
4. **When to use which one of my letters... And when NOT to.**
5. **When to rather just attend the auction and buy at auction...**
6. **When to NOT let a property go for auction...**
7. **How to use my secret marketing material to dramatically increase results**
 - o You don't even have to go see the property yourself. I will teach you how to do this from home, with just a cheap computer and access to the internet (and with VERY little effort).

Plus I will show you why some people succeed and some don't... and how you can make sure you are part of the "succeeding" group.

**Come out of this seminar feeling
"10-foot-tall and bulletproof"!**

Seating is EXTREMELY LIMITED. This is your chance to join me for 3 full days as I move you and your business from just surviving to THRIVING!

I want you to be as successful as possible. We get one shot at this crazy game called life. Start thriving now with my Land For Pennies LIVE seminar.

I told you before, most seminars such as this charge about

\$5000 a head.

I'm going to give you admission for free!

Not only am I going to give you admission to this seminar for free... I'm going to let you bring a friend.

For only a \$97 deposit that will be refunded IMMEDIATELY upon your arrival at the seminar I'm going to let you and a friend change your lives, and start thriving now.

Yes you heard that right. For the low deposit of \$97 you get TWO TICKETS to my next upcoming seminar! (And your \$97 back!)

For more details, to see what others have to say about the event, and to REGISTER visit:

www.jackbosch.com/FreeSeminarTickets

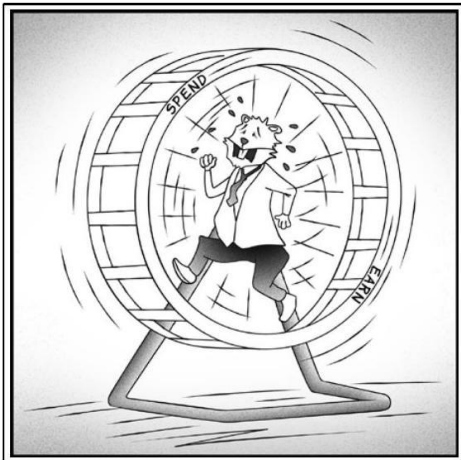


Forever Cash Corner

What is the Wealth Wheel Process?

I hope that you have had a chance to pick up your copy of my new book *Forever Cash*, available through many different [websites and storefronts](#). However, if you haven't read my book yet, you may not be familiar with one of the core tenets of the Forever Cash method – The Wealth Wheel. Let me take a second to explain the basics of the method to you, although Chapter 9 of the book goes into greater detail.

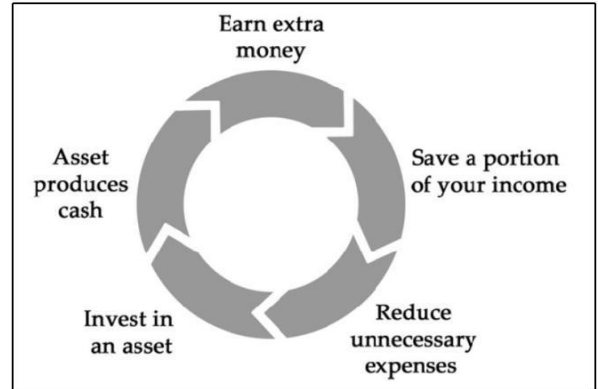
Basically, the Wealth Wheel Process is the total opposite of what I call the Hamster Wheel of Financial Hell, where you earn just to spend, which makes you have to earn even more, only to spend even more, *ad nauseam*.



The Wealth Wheel Process is a series of steps that you take to *increase* the amount of money you have coming in each month through work and investments. Here is the basic outline:

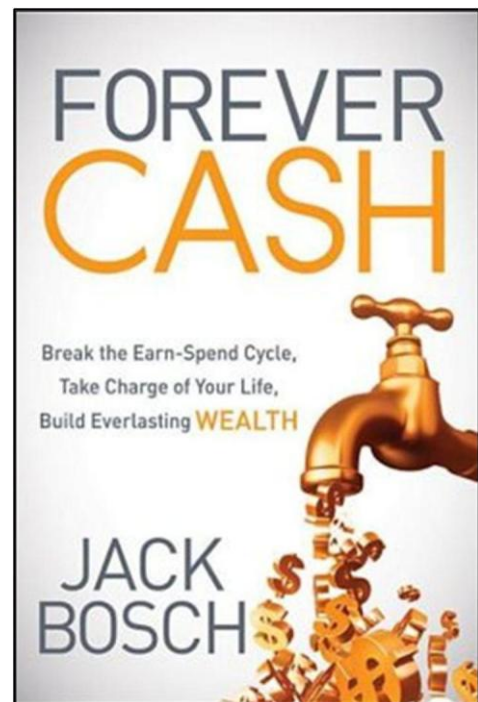
8. Earn a little extra money outside of your job
9. Save a percentage of your current income
10. Reduce living expenses where possible
11. Invest all the money you have saved into a cash-producing asset
12. Take the cash from the asset and put 95% of it in a special savings account to be re-invested
13. Repeat

Have a look at this nifty graphic that illustrates the concept:



This Wealth Wheel Process can help you to increase ever greater amounts of money in ever-better assets that will produce more and more cash flow each month. As you invest in better quality assets, you will soon find that all of your needs will be taken care of by your investments and you can stay at your job (if you really love it) or quit and focus on growing your wealth through more investing.

The Wealth Wheel Process is everything that the Hamster Wheel of financial hell is not – it earns you money and helps you get to where you want to go.



Bonus Section

Make your mornings more productive

When you have a lot on your plate, sometimes it can seem like there are never enough hours in the day to accomplish all that you have to. The phone is always ringing, your email inbox is always full, and someone always is demanding something of you. How can you get more done in less time? By imitating the example of many business owners and maximizing the productivity of your mornings.

Mornings tend to have fewer distractions, especially if the family is still asleep and the business day has not begun yet. So why not plan to do some work early in the morning? Those two or three hours can end up being the most productive of your schedule and can get your day off to a great start. (Just ask Starbucks president [Michelle Gaas](#) who regularly starts her day at 4:30 AM).

The night before, make a list of what you want to accomplish, with the most challenging task at the top. Have a pot of coffee or tea ready to brew, and lay out any materials that you might need. If the idea of waking up at 4 AM scares you (as it does most of us), start small – waking up just 15 minutes earlier for a week or two, and then gradually set your alarm closer and closer to your final goal.



Breaking out of the traditional schedule and making your time count can be challenging, but it is an important skill to learn if you are to benefit from the Forever Cash lifestyle.

Special Report

Investor Wanted Boards

The Forever Cash lifestyle is all about finding great assets to invest in. But how can you go about finding a great investment?

Chapter 13 of my book *Forever Cash* shows you how to identify a good asset by focusing on how long the asset will produce cash and whether or not it will go up in value. But other than skimming the classifieds of your local paper for investment opportunities, where can you find assets to invest in?



One good option would be a website like www.globalbx.com, where franchises and investment opportunities are listed. You may find opportunities to get in on the ground floor of a new business or help an existing one expand. You can even become the sole owner of a business.

By applying the principles that I teach in my book, you can sift through the options available and choose the best one for your goals.