

Don't "Short Sell" Yourself

She went to Kentucky not knowing. She came home fully aware.

Kim is one of the brightest, nicest, most determined, won't-take-no-for-an-answer people I've ever met. Not a day passes that I am not completely awed by her abilities.

But until we took a recent trip to Kentucky, there was one person who doubted Kim's tremendous abilities. Who was this doubting Thomas? Who was this person who "short sold" Kim's tremendous abilities? It was Kim. Sadly, she didn't truly believe in her own greatness.

You may not know this, but Kim is one of the best real estate investors on the planet. In particular, her ability to successfully short sell a mortgage is equaled by only a handful of other investors in the country. (**NOTE:** For more information about short sales, please visit our website at REIoutpost.com, click on "Articles", and then click on "Short Sales".)

Still, she didn't see herself in this light. In Kim's eyes, she's just a simple country girl from Marietta, Georgia; she's nothing special.

A trip to Kentucky a few weeks ago changed all of this.

Back in February, while attending Jack Miller's trust seminar in Tampa, I met a really nice couple, Brad and Cindy Simmons. Turned out they had a successful short sale business in Kentucky. We exchanged cards and promised to stay in touch.

A few weeks later Brad called. He and Cindy were forming a short sale mastermind group and wanted us (i.e. Kim – I'm forever riding on her coattails) to join. They were putting together a four day meeting in Kentucky. They were inviting some of the most successful short sellers in the country to attend. Including us, the group would be limited to only thirteen people. We immediately accepted.

It only took ten seconds after saying yes before Kim asked, "Honey, do you really think I belong in that group?"

In a way, I understood Kim's doubt. Brad and Cindy, along with the other investors they had invited, had met at a \$20,000 short sale seminar. Together, they had attended a number of other \$4,000 short sale seminars. They each kept between twenty and forty short sales in the pipeline.

On the other hand, Kim had only attended one \$300 short sale seminar. She usually had between three and six short sales in the pipeline. Kim was positive that she would be totally overwhelmed by the other investors in this mastermind group.

Because Kim was more focused on becoming a better investor rather than being thought a fool, she never thought about backing out of the trip.

On the way to Kentucky, Kim reviewed the short sale manual she had written, she studied many of her past deals, and she looked through her notes. Still, she didn't think she would be able to hold a candle to the other investors.

Then it happened. About two hours into the first day's meeting, Kim realized that she was on the same level as the other investors in the room. She not only knew what everyone was talking about, she was able to add her own unique spin to the discussion.

True, Kim hadn't taken a lot of expensive short selling seminars. Instead, over four or five years, she had learned by doing. It was her hands-on experience, along with her unwillingness to take no for an answer, that allowed her to shine and develop her on successful short selling techniques.

Over the next four days I watched Kim's belief in her abilities replace any doubts she had ever had. During this get together, Kim quit short selling herself and could finally look in the mirror and see her true abilities.

Without a doubt, Kim went to Kentucky not knowing, but came home fully aware.

How can we ever compensate Brad and Cindy and the rest of the wonderful folks in this mastermind group for this gift to Kim?

Many of us short sell our own abilities. This is one of the biggest sins on earth. As my momma always says, God don't make junk. In all that you do, whether you are a real estate investor or a vacuum cleaner salesman, believe in your abilities and let your greatness shine through.

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