

## **THERE AIN'T NO JAR LID!**

**WRITTEN BY: Bill and Kim Cook**

Have you ever met someone who you knew could - without any doubt – do your job about a thousand times better than you? It's a little unnerving, is it not? Well, this just happened to me. Todd, a guy who has been trying to succeed at real estate investing for two years wanted to spend the day together. He was trying to figure out what he was doing wrong. In two years, Todd had only been able to buy three properties.

We met for breakfast at the Highway 41 Diner in Adairsville. Todd graduated from Brown University, an Ivy League college. Todd made about straight A's. He was a computer major. When he graduated, he went to work for World Com. Unfortunately, World Com went belly up about two years ago and Todd lost his job. He made the decision to go to work for himself. Todd chose real estate investing as his career path.

To say this guy could do circles around me is an understatement. His SAT scores would probably bring Georgia's overall SAT average up by 10 points! How were my SAT scores? I wasn't called "The Anchor" for nothing. To steal a line from Good Will Hunting, Todd is "wicked smart". So why was a guy this smart having so much trouble succeeding at real estate investing? Simple, he didn't want to hit his head on the jar lid.

"What in the heck does this mean?" you ask...and so does my wife. Fleas can jump incredibly high. A little tiny flea can jump about eight feet straight up. However, let's put that high jumping flea in a small jar and cover it with a lid. When the flea jumps to escape, it hits its head on the jar's lid. Quickly the flea learns to jump just short of the lid thus avoiding hitting its head. Now comes the amazing part. After the flea has hit its head a few times, you can take the lid off of the jar. With the lid removed there is nothing keeping the flea in the jar. Still the flea cannot escape. Want to guess why? The flea has been conditioned to jump only so high. If it jumps any higher, the flea thinks it will hit its head on a lid that is no longer there. What is really sad is that the flea will probably die in a lidless jar that it can easily jump out of. The flea has been trained to expect failure, so why try.

The point of this flea story is not to make you itch. Rather, it is to point out that when you are trying to learn something new, no matter what it is, you can expect to hit your head on the jar's lid a bunch of times. Don't worry about it. Keep trying. Keep your thoughts focused on succeeding, not failing.

It turned out that when Todd first began making offers to buy investment property, he had several bad experiences with homeowners getting angry at him. These bad experiences caused Todd to become scared of making offers. This became his lid. Todd had mistakenly reached the conclusion that everyone who was trying to sell their property would get angry at his offer. It turned out that Todd's main problem was that he had just about quit making offers to buy investment property.

Real estate investing (REI) is not easy, but it is simple. You need to continually do three things. First, you must continue to study and become more knowledgeable. Second, you must make a lot of offers. We can't begin to tell you how important this step is. Third, when a seller tells you "yes", and you've done all of your Due Diligence, and it's a good deal, then pull the trigger. In other words, buy the property.

Remember, with real estate investing, as with life, there ain't no lid!!!