



Snowing in Vancouver

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Issue 15

REFOCUSING

For over a year the **Sunny-Side** has been the vehicle that Joe and I have created to share with you what we have learned about Real Estate Investing. That path has taken us into an adventure that is expanding as we speak. Our newsletter could have a subtitle now: **The making of a businessperson.** A new era of the **SunnySide** is starting with this issue, which we are proud to present to you. You will see changes in the format, content, structure and a switch in the roles that Joe and I played in the making of it. Following one of [Raymond Aaron's](#) suggestion, Joe and I decided to focus on the top three things that each one of enjoys the most and excel at doing. With surprise and pleasure, we found out that Joe loved writing and would love to contribute more to the newsletter. While I loved sharing ideas, it was evident that the **SunnySide** was becoming inconsistent. I realized that writing was on a secondary list of skills for me and that I preferred to do the formatting. We happily switched roles. He will be contributing with content and I will do editing and formatting. We really hope that you find our new presentation interesting, informative and fun to read.

Estela



Monthly Newsletter by **Joe MacKinnon and Estela Torres**

Our Journey

The time has come for a bit of review and summary of ideas, lessons, and practices. This information goes beyond Real Estate investing, and is a **GUIDE** to our discoveries regarding success. Absorb what feels right and disregard the rest....so here goes!

1) You want to change your thinking to change your life.

I cannot stress enough how important this one idea is. The way you think and act now (if unchanged) *will* lead to more of the same. Educate yourself and fearlessly examine even your most cherished beliefs.

2) You can win with others, you WANT the input, ideas, and skills of others. Network, go to seminars (many are free), talk to other people, and learn all that you can.

3) Plan your future the way you want it, and be as specific as possible. Put together your 1,3,5, and 10 year goals. Every extra hour spent on this

will save you 100 times more and get you to your goals faster. Don't believe you can do it? (See # 1).

4) **Be selective** before rushing to partner with people, or investing time, money, or resources to projects. Know the people and the market better beforehand. There will ALWAYS be more deals and opportunities.

5) **Get organized.** Yes you! You can do it. Develop a file system or copy one from someone who's good at it.

6) **Learn to manage money better!** Even if you THINK you already do, there are more ways to use it than you realize now (see # 1). It is a TOOL to be used, and you can use it to leverage your way to your dreams.

7) **Concentrate on helping others,** because the more people you can help, the more you will get what you want in return. Spread your knowledge and help others get what they want.

8) **Diversify your talent pool.** Team up with people that have different skill sets than you. The whole becomes stronger than the parts. (see #2).

9) **Take time out to enjoy life.** This does not mean spend your way to oblivion. There are at least a thousand enjoyable things you can do that will improve your health and make friends too. Seek balance, be creative!

10) **Take action!** When the right person, idea, or, investment comes along, and you have done your due diligence, **GO FOR IT!**

In the upcoming issues we will expand on this **GUIDE** and give you tips and strategies for accomplishing each one. We are starting up a website that will have links, info, and resources to help you make the changes you want. Stay tuned, the future is closer than it seems!.....

Lead a life of purpose

Owning real estate can, in time, provide great *passive* income and until then you will probably have a JOB. The fact is, right now my construction business (or JOB) leaves me with little time and energy to pursue other worthwhile goals.

We believe passive business income is the answer. We are very focused on this theme and will produce results within the next 12 months. Stay tuned to our progress.

Joe



E-mail: joestela@shaw.ca