HOW I BOUGHT THREE LONDON PROPERTIES FOR A FOOTBALL TICKET

Laurence Lameche

Copyright

Powerhouse Publications

Suite 124
94 London Road
Headington
Oxford
OX3 9FN

Cover design and formatting: Oxford Literary Consultancy
www.oxfordwriters.com

Testimonials

“Laurence started out sleeping in a car in London, then through sheer determination and hard work built up his own property portfolio. No matter what obstacles came along, he always found a way around them. His story is incredibly inspiring for anyone wondering if they can do it too.”

Stephanie J. Hale
Author of “Millionaire Property Author”
and “Property Trendsetters"

“Laurence Lameche persuades the reader in a simple way to buy property with little money. He gives you all the pieces of the puzzle that many people want to know how to buy property with no money and no mortgage. No matter how hard some people work it seems almost impossible to get on the property ladder however Laurence’s book shows you how to do this. Be prepared to be inspired by this book.”

Joel Bauer
Author of “How To Persuade People
Who Don’t Want To Be Persuaded”
www.joelbauer.com

"Laurence Lameche is the go to person for buying property for one pound without the need for a Mortgage or Deposit. He is an eternal ideas person and has unique skills and abilities to transform your life. If you need help with getting on the property ladder, I would highly recommend contacting Laurence."

Cindy Harvey

TV Presenter, CEO & Founder of Famous Branding®

"I like the common sense approach this book gives you on "How I Bought 3 London Properties For A Football Ticket" for no money. You are guided through Laurence's simple processes so you can do this too."

Simon Zutshi

Author of 'Property Magic'

"I think the Million Dollar business card is a fantastic promotional idea, it caught my attention – well done Laurence I think you're awesome."

Mary-Clare Carlyle

Author of "How To Be A Money Magnet"

"I have known Laurence for over 10 years now and I have seen by first-hand experience how he bought "3 London Properties For A Football Ticket". Laurence has also bought many other properties in London and Brighton for just

£1. His determination, hard work and dogged persistence, coupled with his respectful and sincere approach towards people, has enabled him to do the kind of deals that many can only dream of! In his book, he explains how you can also acquire property which generates great cash flow and equity growth. I thoroughly recommend this book to anyone who wants to learn how to own properties without the need to invest large deposits."

Heath Williams

Millionaire Property Investor & Business Owner

With over 12 years' experience in the banking and asset finance industry, I really thought that no one and especially no book could alter my opinion on how I buy property. But after reading this book my perspective has completely changed and I have realized that it's skill and innovation that creates the right deals not large deposits. This book is a great tool that will guide you step by step to change your life though property and Laurence's unique ideas and concepts really set him apart in the industry as a real innovator and mentor who has created strategies for the masses and not just for the Rich.

Paul Fletcher

Managing Director, Affinity Funding

Millionaire Investor

"When I first met Laurence and he told me that he buys properties in London for £1, I have to admit I didn't believe it was possible but after getting to know him I have seen for myself first-hand all the properties that he has bought because he showed me all of them. His clever marketing techniques work as I can tell you that he does 'Network Without Talking To People' and he has a 'Million Dollar Business Card' so all the principles he talks about in this book he has done and continues to do them. This book is a go-to bible on how to buy property with No Money and No Mortgage, I just pray that you buy it because it could change your life."

Sandra Apan

"I met someone who really stands out at an event with 7,000 people: I saw Laurence with his Million Dollar Idea, that's just a genius idea. I think it is one of the most brilliant ways to Network I have ever seen. I thought: what an absolutely great strategy, making a difference with intelligent marketing."

Paul Preston

Property Investor / Developer & Speaker

"I really thoroughly recommend you Laurence as a person to transform the lives of people who are maybe in great need of help. I think you're an agent for good and you

perform great tasks and achieve great things for a great many people given the opportunity.

I got the impression that from the moment when we first spoke that you were on my wavelength and that you were committed in assisting me in the best way you could which is exactly what you have done and I respect you for that.

Any person you contact in the future in a similar situation to me, who has financial problems or meeting their commitments is a big problem for them, I think you're got the ultimate solution. Your services are 100% superior to anyone else in this particular area that you operate in and they are the best. You have got the solution to anyone's problems and I will be enterally grateful to you Laurence and I wish you the best of luck and thank you personally from my heart for all you have done for me.

It's fantastic meeting you Laurence and you have solved all my problems."

Michael Mclean
Property owner who sold his two Brighton flats to Laurence for £1 each

"Thanks to Laurence and The London Property Buyers, I actually got a deal with my flat that is actually higher for the going rate at the moment, so I did pretty well. As it stands I've got a debt out of the way and that's the best

thing, I don't have to worry about it and it's a big burden off my shoulders. Laurence helped me out immensely, he is very easy to deal with: the best thing about it is I don't have to deal with a tenant, I'm not a landlord anymore. Anyone wanting to get rid of their property quick and hassle free whether you've got tenants or it's empty or whether you've got equity or not, as long as you're happy, they're happy, everyone's happy.

If you want to get rid of your property for any reason get in touch with Laurence and The London Property Buyers and I am sure they can help you. I recommend him."

Wayne Swords

Property owner who sold his London Flat to
Laurence for £1 each

"Laurence thank you very much– because of you I got a free ticket to go and watch the play off final at Wembley Stadium. You proved to me that you should never pay more than face value and sometimes you get lucky and people just give you a free ticket, thank you once again."

Sneider Gomez

"Selling my property to Laurence has allowed me to move on, I have been in financial trouble for a while and I was glad when Laurence came along when things started to go a bit bad. Laurence helped me get out of this mess because I was

in arrears with my mortgage company, service charge payments. When Laurence spoke to me, he came across as genuinely wanting to help rather than to take advantage of my situation, whereas estate agents or other investors they were looking to make a quick buck regardless of how badly that affects me.

It's very rare to come across that and compared to other people I think that's what sets him apart. Laurence agreed to pay me £60,000 more for one of my properties; I don't think I would ever be able to achieve that in today's market, certainly not in the next few years. The service that Laurence offered was absolutely fantastic; I would highly recommend Laurence and The London Property Buyers to help solve all your problems.

From what I have experienced, they are the best that I have come across. Anyone who wants to sell their property fast and effectively, contact The London Property Buyers today."

Joynal Hussain

Property owner who sold his '3 London Properties to Laurence For A Football Ticket'

"Amazingly unique business card, and I'm so impressed, I know I will never forget him. It is absolutely awesome and he is very memorable."

Nur Ines

“Thanks to Laurence Lameche’s property course I learnt how to buy a property for £1 in Brighton, England. And now I make £500+ cashflow every month using this creative way to acquire property without the need of a Mortgage or a Deposit”

Sherry Shah

Bought a property for £1 in England

Dedication

To my wonderful son Harrison – Daddy loves you so much. I wrote this book so that you can learn more about me and my journey in life. I am so proud of you and my love for you will live forever and you will always be in my heart.

Thank you to my heroes: John Lennon, Paul McCartney, George Harrison and Ringo Star. You have made the world a better place with your beautiful songs. Thank you for inspiring me to be a Paperback Writer!

This book is also dedicated to you, the reader. I wish you every success in your life.

Foreword

I have known Laurence Lameche for almost twenty years now. What started as a mutual love for both The Beatles and Arsenal Football Club has developed into, I'm pleased to say, a most rewarding friendship.

Back in 2001, I interviewed him for my book *The Beatles: "The Dream Is Over"* (about his part in getting Sir Paul McCartney his knighthood). Since then, I have seen his business grow from being a London tour bus guide, to becoming a night club ticket seller (in a small booth situated in Piccadilly Circus) to a highly successful property magnate.

In hindsight, it was obvious he would dip his hand into buying and selling houses. With his charming, most relaxed persona, he is well equipped (and most capable) of dealing with (and solving) many people's property problems that arise from this already, most pressurized industry. As others have quite rightly verified, he has been, quite simply, a breath of fresh air to the London property scene.

Remaining humble throughout, and with his ascendency in this endeavour showing no signs of faltering, you cannot help but admire how much he has achieved in such a relatively short space of time. I often joke with Laurence that, at the rate he is going, he will, one day, own half of the Capital. And I believe he will.

So how did he do it? Well, you are about to find out. Sitting here, within the pages of this book you are about to read, are the secrets of his success. The book presents you with the information of how you, yourself, can buy "Three London Properties For A Football Ticket."

And the fact he is willing to divulge all this with you is the mark of a thoroughly decent man, I think you will agree. He deserves his success, and now you can share in it too.

Keith Badman,
Best-Selling Author of "Marilyn Monroe: The Final Years" and
The Beatles books, "After The Break-Up",
"Off The Record", and "The Dream Is Over"

London, England
November 2017

Contents

Chapter 1
A Secret in This Book

The purpose of writing this book is to show you how I bought three London properties for a football ticket and how you can do it, too. The great news is that anyone can invest in property.

What I am explaining is not rocket science; it's straightforward and my simple processes will explain how I did this.

Property investment is quite simple if you know what to do. All the information you need is in this book, and I will help you along the way by explaining exactly what I did so that you can buy properties this way as well.

In this book, I talk about Money-Making Secrets that I have used in my life and the Famous Success Formula. You, too, can apply these strategies to your life and become even more successful if you follow these simple principles. Those who are searching for it and open to these ideas may pick it up. If you're ready to use it in your life, you will recognise this Secret.

Humble beginnings

I was raised in a single-parent family, so we never had any money and we couldn't afford to go on holiday. I was never good at school and I didn't get any qualifications. As a child, I always dreamed of moving to London one day, where I imagined the streets were paved with gold. I would love to watch films like *Mary Poppins* because they inspired me to live on a street like Cherry Tree Lane, with its beautiful Georgian properties, and to think that hopefully one day I could move to London and buy a property there. It was always my dream as a child to be successful and have my own business, but I had no idea how to do that.

My mum didn't have any money, and she had different jobs to try to make ends meet. My grandmother lived through the Second World War, and even in her later life she couldn't afford to buy a television or even a washing machine—she would wash all her clothes by hand. She never went on any holidays and lived off a state pension.

I just remember thinking as a child that there must be more to life than this, only to retire on pennies and not be able to afford or enjoy life to the fullest. Reflecting on my grandmother’s situation made me want to have something better and to try to achieve more with my life.

I never liked school. I was never good at it and struggled. I found it difficult to even read and write. I found it very difficult to learn. I just was not good at school whatsoever.

I grew up in the countryside, so even as a very young child, I made a decision to not make friends at school because I didn’t want anything to tie me down to that area (since my dream was always to move to London). It was easy because I didn’t have many friends. I was quite bad at school and struggled to read anything.

What Stephen Hendry taught me

I loved snooker and played it a lot as a child. My hero was Steve Davis—to me, he is the greatest snooker player of all time. During the 90s, Stephen Hendry came onto the scene, and people classed him as the greatest, which annoyed me. A few months before, I was lucky enough to meet Steve Davis for the very first time. I had a great photograph with me and Steve Davis and so I had that printed on the front and back of my t-shirt which also stated “Steve Davis: Snooker’s Greatest World Champion.”

A few weeks later I found out that Stephen Hendry was going to be signing autographs at a John Lewis store near where we lived in Norwich and I thought, “Well there’s going to be loads of people, it’s going to be packed,” but no one turned up except me! So I went up and asked Stephen Hendry to hold my t-shirt – so he held it up and got someone to take a photo. All the passers-by in the shop were walking past laughing. I just wanted to prove to the kids at school and people that I knew who told me that Stephen Hendry was the greatest that he was not, as Steve Davis was and will always be, the greatest snooker player of all time.

I’m not a fan of Stephen Hendry as you may tell, but when no one turned up to his autograph-signing event he kind of got a little annoyed and he saw people laughing at him holding my t-shirt. Then, he read it and looked at me and said, “You know what this is good for? Cleaning windows.” I replied, “No Stephen, if I had your face and name on the front of the t-shirt, that’s what I would use to clean windows.” I began to walk off − I was just a little boy at the time − and then his manager actually said to me, “Well, if you think you’re so good at snooker, why don’t you play him?” Stephen Hendry started taking off his leather jacket and said, “Yeah, come on then, if you think you’re so good I’ll give you a game.” The thought of losing against him wasn’t an option, so I politely turned him down, saying, “No thanks, I think I’m busy tonight Stephen, I’m thinking about washing my hair, or something like that, so can’t play.” I was maybe twelve or thirteen years old at the time!

The power of dreaming big

I supported Arsenal as a young boy after watching them on television. Back then, they would show games every Saturday; the first match they played was probably against Norwich. I went there to watch them, and then I would go with the Arsenal supporters’ club, and every other weekend I would travel to London by myself as a teenager to watch Arsenal play. I remember watching them play Liverpool on 25th May 1989 to win the League in the last minute when Michael Thomas scored the winner; it was just amazing.

I liked the atmosphere at Arsenal. I liked the uncertainty around whether they were going to win or lose, and I liked the celebrations. The greatest thing is when they score and the whole crowd goes crazy—there is nothing quite like it for me.

I originally picked Arsenal to support when I saw them on TV. In fact, the very first time I ever saw football on TV was Arsenal, and they won. A few weekends later, I saw them on TV and they won again, so I thought, "Wow, they're good." The third time—I think a few months later—they played and won again. I just thought it was fate; I thought that they were the team for me.

Ian Wright was my hero along with Dennis Bergkamp and Thierry Henry—they were all my heroes. I just thought they were in a different class. At the time, Ian Wright was the all-time leading scorer in Arsenal's history. Dennis Bergkamp was an absolute genius and Thierry Henry then became Arsenal's leading goal scorer of all time. I just thought the way they played football was just out of this world.

I wanted to be a footballer myself, but I had asthma and struggled. I always like to win at whatever I do. I would have loved to have played for them but was sad that I couldn’t. I used to play football at school and then would play in the street or in the park. I remember I just used to imagine the crowds and that I was playing at Highbury and scoring the winning goal or I was playing in the World Cup final and had scored the winning goal for England.

I think every schoolboy imagines one day playing for the team he supports and that his team would eventually play for their country. I use to envision myself playing in the World Cup, holding up the trophy, and also holding up the FA Cup at Wembley and winning the Premiership.

If you couldn’t tell by now, I’m a dreamer. I would listen to The Beatles and collect Beatles records when I was younger. My whole room was covered with photos, newspaper cuttings, and posters of The Beatles and Arsenal. I loved their songs and would enter my own world when I listened to them. In terms of my formative years, my ideas were mainly coming from television programmes and films I watched as a kid. It began to get my imagination running wild watching films like *Superman, Rocky, James Bond,* *Indiana Jones, Back to the Future, The Great Escape, Willy Wonka & the Chocolate Factory, Forrest Gump,* and *The King of Comedy* as well as TV shows like *Lovejoy, Antiques Roadshow, Only Fools and Horses.*

I had a little TV in my bedroom, so I would do some schoolwork and watch TV. I also had a record player, so I'd put on Beatle vinyl records or cassettes and listen to them. I would listen to them so much that the records and cassettes would wear out.

It was magical. As I said, I heard The Beatles on the radio and then my mum bought me *Yellow Submarine* as my first-ever album. I use to play it repeatedly, and every night it would take my mind away, how they sang the songs. It was as if I entered a fantasy world, I had just never heard music like that and it was so incredible. I loved listening to The Beatles every single day. From that age, I decided that one day I wanted to have the largest Beatles collection on earth. Collecting memorabilia was my dream, and I would go every weekend to record fairs and buy new albums and singles from the pocket money I saved up.

I'd collect antiques, art and memorabilia, coins and stamps, pocket watches, and Toby Jugs. I would go to antique fairs and charity shops and really spend all my time collecting things. My hobbies went in stages: maybe one year I would be collecting coins, and then the next few years stamps, and the next year pocket watches, and the year after Toby Jugs. (I found some rare Toby Jugs at a charity shop once.) I'd travel all around to find these things.

I was always interested in making money and thought that if I could buy these items as a kid, then maybe in the future they might be worth something. I was always collecting things to hold onto and maybe sell later for profit. I eventually began collecting war medals from the First and Second World War. I would read books and magazines on antiques and Beatles memorabilia to learn about them and try to help me discover that rare find.

I always wanted to be successful and do well in life, and I just thought that since I was always buying and selling antiques, I could maybe one day open up an antique shop. I was fascinated by old things and loved collecting them; I was excited by the idea of buying something for a few pounds that years later would be worth hundreds (if not thousands) of pounds.

I was always looking for antiques at these collectors' fairs and car boot sales. I was always on the lookout for the George Cross or the Victoria Cross, which are extremely rare medals. I don't know why, but for some reason I always had hope that one day I would come across them. People sometimes get lucky at car boot sales, charity shops, and art fairs, but if you know what you're looking for, then you're ahead of the majority of people. (Of course, I also bought things because I liked them).

Shows like *Lovejoy* and *Only Fools and Horses* inspired me as a kid. They would buy these antiques and they would be worth a lot more, or as Del Boy would say, "this time next year, we'll be millionaires". I know these were just TV shows, but I was always inspired by the idea that these people were working-class men who just kept on working with that dream that one day they would be rich. I love the *Antiques Roadshow* and used to watch it every Sunday just to try and understand where people bought things from and their history. I went to the Roadshow a couple of times to show them some of the pocket watches and medals that I bought; I had them reappraised, and they told me they were worth more than I paid.

Watching the pennies

My mum had to work several jobs to make ends meet. She couldn't afford a cooked meal for me at school, so she'd always make me sandwiches, reminding me not to throw away the foil that she'd wrapped the sandwiches in. I'd have to unwrap my sandwich nicely and then fold it back nicely and bring back the foil each day so she could reuse it for the next week.

She wouldn't have any money to buy clothes, so I'd just have to be very careful. I wasn't one of those kids that would scuff their shoes; I'd really look after them and always try to make all of my clothes last as long as possible. I'd stretch my socks and jumpers so that she wouldn't have to buy them again and would reuse all of my clothes until I couldn't use them any longer.

When there would be school trips away, I would never ask my mum if I could attend because I knew she couldn't afford to send me. There were times at school where you used to pay a little money and you could come in without your school uniform. Now, for all of the other kids, it was a joy since they didn't like wearing their uniform (but who does?). But I didn't want my mum to have to pay that because I knew she couldn’t afford it. I would be the only kid in the whole school that would go that day in my school uniform. Yes, everyone gets bullied at school, but I didn’t care—they could tease me, they could call me names, it didn’t matter. I was just looking out for my mother who didn’t have any money and I thought it would be irresponsible of me as her child to ask her to pay for something I didn’t really need.

As you can see, I was always conscious of the value of money from very early on. My mum would treat me now and again, taking me to restaurants on very rare occasions. I love dessert, but because I knew sometimes she couldn’t really afford it, I would say, “Oh no, I’m full, thank you. I don’t want dessert,” or I would try to choose the cheapest meal on the menu to help her save a little money.

This even reflected in my holiday gifts: I wouldn’t be interested in designer or brand name clothes, but I would always look out for the cheapest thing instead. Even at Christmas, I would say to her, “Please just buy me one present.” She would always try to treat me with presents, but I just would ask for maybe one and would be happy with that. I knew it cost too much money buying things, and I didn't really need anything I didn't ask for and just wanted to save her money.

As a child, I often thought there must be a better way to life than this and I made myself a promise not to retire poor, but to retire a millionaire.

I used to mow the grass, wash cars, and bring cookies into school to sell them. On hot sunny days, I would take fruit juices into school and I would sell them to the other kids for a profit. Sometimes I would share my cookies and the kids would say, "Oh wow, these are amazing cookies, where did you get them from?" I'd reply, "If you want, I can bring some back tomorrow and you can pay for them." I would give things away freely, and then other kids would hear about them and would want to buy from me, so I would then sell them for double the price my mum paid.

I ended up giving my mum back the money that she spent on them and keeping some pocket money of my own to re-invest in buying more. Every weekend, I'd go and buy sweets and cookies and stock up on them and would just go into school on a Monday and sell them all throughout the week.

From childhood, I always wanted to be a millionaire; that was the dream. I would tell my mum that and she would always encourage me, "Oh yes, you can do anything." She'd tell me that Richard Branson, Albert Einstein, Henry Ford, and Steve Jobs were all dyslexic: "They didn't know how to read and write." She would always put it in a way to mean, "*Look, you're no different from them, they failed at school, they didn't get any qualifications.*" She would always try to inspire me to be like these brilliant people who left school with no qualifications: *"Don't worry about it," she would say*. I found school very tough. She would always look to encourage me to think that the most successful people in life didn't always do well at school.

She would always try to turn it around, telling me not to worry. She knew I struggled at school and wanted me to do my best. She would always be very positive and try to encourage me, so I used to sell things at school, which gave me the pocket money to buy stamps, medals, Toby Jugs, Beatles memorabilia, and all the other antiques I was buying.

I would tell my classmates at school and also my mum’s friends about what I wanted to do when I grew up, when they asked, “What do you want to do when you grow up?” Most kids are asked that question, and I would normally say, “A millionaire.” Some of them would laugh at me and say, “Come on, how are you going to do that?” And I would say, “I don’t know, but I’m going to try and find a way.” I didn’t know how, but my mum would say to me, “Look, if other people can do it, so can you. They’re no different from you: they have a brain, you have a brain. You’ll work it out.”

It Doesn’t Matter Whether You Are The Smartest Or Bravest Person – But If You Are Courageous To Take Bold Risks, Challenge Yourself And Dream Big, Mixed With An Attitude Of Let’s Do It, You Can Accomplish Anything

Laurence Lameche

Inspirational heroes

I was quite inspired by Richard Branson and other famous businessmen at the time. The stories of people that came from nothing to achieve greatness really inspired me. He started his student magazine and would call from a telephone box to get advertising, but he would have to be quick to speak as he would run out of money. Then he went on to develop a mail order record company, which went onto become Virgin Records. Then he started the Virgin Atlantic airline and many other different businesses.

For example, someone that jumps out in my mind, (I don't know if I want to say this because I'm a vegetarian now), was Bernard Matthews, with his chickens and turkeys. I think the story was that he started with two chickens and bred them in his back garden. He would sit there all night to stop the foxes from getting them. It would be inspirational stories like this I would read about in the newspaper or watch on TV that made me start to think, "Well, if they can do it so can I." I would think, "But how?"

I would always look up at the stars at night when I was young and think *I needed to aim for the stars.*

As a child, I was always inspired by stories of people who, no matter what happened to them in life, never gave up. Stories like those about:

Sylvester Stallone

People told him he talked funny and he couldn’t act. He was broke, and he was rejected 1,500 times by agents, talent scouts, and everyone in the film industry. Nevertheless, he never gave up, and he thought if no one would hire him as an actor that he would need to write a movie and star in it. He was so poor that he even had to sell his dog for $25. He was once homeless, and he was broke when he wrote the script for Rocky. At first, he was offered $125,000 but was told he couldn’t star in the movie, so he said, “no”. Then a few weeks later they offered him $250,000 but he still could not star in the movie so he said, “no”. The third offer was for $350,000 but he still rejected that offer because he really wanted to be an actor. He turned down the offers and eventually accepted $35,000 for the script and starring in the movie, as well as a percentage of the films sales. That movie grossed $200 million at the box office. The first thing he did was to buy his dog back for $15,000, and he gave the man a walk on role in the first Rocky movie along with his dog.

The Beatles

The Fab Four were turned down by almost every record label until George Martin signed them to Parlophone. Even Decca Records said, "guitar groups are on the way out," but The Beatles didn't give up. As John Lennon often used to say to the other members of the group, "Where are we going, fellas?" and they would reply "To the top, Jonny," and he would say "Where's that fellas?" and they say, "To the topper-most of the popper-most" and then he would say "Right." This would cheer them up. Even their manager, Brian Epstein, believed in them so much that he told them they were going to be bigger than Elvis – and they were. The Beatles are the most successful group of all time.

Michael Jordan

Jordan was cut from his high school team, but the good thing about failure is that it only inspired him to work harder. He said about failure, "I missed more than 9,000 shots in my career. I have lost almost 300 games. On 26 occasions I have been entrusted to take the game winning shot, and I missed. I have failed over and over again in my life. And that is why I succeed." He then went on to become the greatest player in NBA history.

Walt Disney

Disney was sacked by a newspaper editor for a "lack of creativity and because he had no good ideas." No one would employ him as an artist, so he founded his first animation studio called Laugh-O-Gram, which later went bankrupt. More than 300 banks rejected his application for a loan to start Disney World. However, today more than 116 million people visit the Disney theme parks every year. He went on to create Micky Mouse and he won 22 Academy Awards.

Colonel Sanders

The colonel was a school drop-out and at the ripe old age of sixty-five, he began to sell his secret fried chicken recipe and franchise idea. He was rejected over 1000 times before building KFC into over 15,000 restaurants worldwide.

Thomas Edison

The famous scientist was the brains behind many inventions, including the light bulb. He said, “I have not failed once. I have succeeded in proving that those 10,000 ways will not work. When I have eliminated the ways that will not work, I will find the way that will work.” He went on to hold 1,093 patents. He suffered many failures on many occasions, but where others quit, he ‘never gave up’.

Albert Einstein

Einstein was one of the most brilliant minds that ever lived, but he didn’t speak a word until he was four years old. He couldn’t read until he was eight years old. His teachers and parents thought he was mentally handicapped, anti-social, and slow. This resulted in his expulsion from school. He later went on to win a Noble Peace Prize and changed the face of modern physics.

J. K. Rowling

The author, divorced at 38 years old, moved back to her sister’s home in Scotland. At this time, she was suicidal and diagnosed with clinical depression. She thought of the idea of Harry Potter and it took her five years to write the book. After one year of trying to get it published, all the major publishing houses turned her down and rejected the book. Eight years after first publishing the book, J.K. Rowling became the first author to become a billionaire.

Vincent Van Gogh

The painter created over 2,100 pieces of art, but he only sold one painting during his lifetime to a friend. He considered himself a failure and committed suicide when he was 37 years old.

Winston Churchill

The British Prime Minister during the Second World War failed twice to get into college. He lost five elections and he had clinical depression. He had a severe lisp and he had trouble making speeches and speaking. However Churchill went on to become one of the most successful politicians to have ever lived. He was known for saying that, “Success is not final, failure is not fatal: it is the courage to continue that counts,” and “Success consists of going from failure to failure without loss of enthusiasm.”

There is no success without failure. What did these people teach us? Nothing of value ever comes easy. Stories like these are what kept me going. They made me think that I, too, should never give up on my dreams. I hope they inspire you too.

Sleeping in my car

Though Frank Sinatra sang, “If I can make it here, I can make it anywhere,” I always thought he was singing about London! I had always dreamed of moving to London. As a little boy, my favourite game was Monopoly. I absolutely love that game. I’d always win; I won so much no one else wanted to play with me. When playing I would think, “Wow, wouldn’t it be amazing to one day own properties in real life in London in those areas.”

I came to London. I would sleep in my car – it was a second-hand old Ford Fiesta. I managed to save up to buy it with the help of my mum and nanny. I use to drive everywhere in it, and it’s what brought me to London. I would hang a shirt and a suit in the back of the car and would just dress casually unless I was going to an interview. I would go to hotels to wash from the sink in the toilets.

Once, a police officer knocked on the window and asked me to come out of the car in the freezing cold winter. I would sleep in my sleeping bag inside of my car so the windows were all steamed up. I asked, “What’s the problem?” He said, “Sir, can you step out of your vehicle?” I just replied, “Yes, but I’m just trying to sleep in my car.” He gave me a strange look, and then asked me, “Well, don’t you have anywhere to live?” and I replied, “Yes officer, this is my home, would you like a guided tour of my car?”

The police would often move me on because I would be sleeping in hotel car parks. They would see me on the CCTV walking into the car and not getting out; I’d use a little torch, so maybe it did look a bit weird. When I’d come back really tired after interviewing all day, the car would be absolutely iced over and freezing cold inside. I would have to drive the car around for half an hour to warm it up and put the heaters on full blast before I would try to find another car park or quiet road to park on so I could sleep there for the night. I would just sleep on the backseat with my sleeping bag and pillow. I’d be all crumpled up and would try my best to get a little sleep.

Every morning, I would buy the *Loot* newspaper just to look up jobs and would call them up from a telephone box with the spare change I had. Sometimes I would run out of time on the phone so I had to learn to talk quickly: "Hi, I've seen your job advert in the Loot, when can I come in for an interview?" I got many interviews. I'd finally get offered a job and they would ask me where I lived. When I told them I lived in my car, they thought I was taking them for a ride. And they would tell me: "Well, get back to us when you have a permanent address."

When they said that, I changed my approach to look for somewhere to live first before I looked for a job. Then, every letting agent I met would ask if I worked, even before I could rent a flat. When I told them I needed somewhere to live before I could get a job, they would tell me that I should come back when I found a job. It was a vicious cycle. Luckily, I met a very kind landlord. He believed in me. I begged him for a chance, and luckily, he gave it to me. I've been living in London ever since.

Early days in London

When I managed to rent my first property in London, it was May 1998 and I was so excited that I packed my car with all my possessions and drove to London to collect the keys. Arsenal was playing that day. I didn't even unpack my car or go into 'my new room' in a shared house; I just wanted to go and watch Arsenal play. At the time, I lived within walking to their stadium in Highbury.

That was one thing I wanted: to live near Arsenal so I could walk to games to see them play. I could hear the crowd cheer when they scored a goal. I wanted to be around it. Arsenal won the game that day against Everton, which meant they won the Premiership. I didn't have a ticket so I went to the ground last minute and I stood outside the stadium. Obviously, no Arsenal fan wanted to sell their ticket and I quickly decided it would be better to stand in the away section where the away fans were and I managed to buy a ticket from an Everton supporter for only £15 which was face value to a completely sold out match.

I worked part-time at different places on temporary contracts. I also had full-time jobs, but nothing was working. In London, you work to live: all your money is going towards rent, travel and food. I was just going from job to job to job. Contracts were not being extended and I was sacked from many jobs. I was working in offices, banks, department stores. I would take whatever I could just to pay the rent.

It wasn't something I was happy doing, but you have to start somewhere and I didn't really know what I wanted to do, so I just really had to take any offer. I would go to temping agencies, but most of the jobs I got were mainly down to myself from looking in the *Loot newspaper* and applying for jobs that way, to going to job centres, to looking at postcards in newsagents' windows.

Every job that I took, I just always wanted to do the best that I could. I would work longer hours and bend over backwards to help the customer.

A helping hand led to my first home in London

My first landlord was a very kind, retired man with lots of properties in London. As a company policy, their tenants were all working people and they didn't accept people on benefit or the unemployed. He gave me a break as he rented me a room in a shared house. When his daughter (who ran the business) came back from maternity leave, she informed me that I was lucky I met her father because she wouldn't have given me a break.

It was a very small place, just a bit bigger than a shoebox but smaller than a telephone box. It did have its own kitchen and I had to share the toilet and shower with other housemates. I tried to make it cosy, and I did enjoy my time there. It was just down the road from Arsenal's Stadium, which is why I moved there.

Soon after moving in, I had about three different jobs, and I also applied to Arsenal to be a steward. Because I didn't have any money to go watch Arsenal play, I thought if I could work for them as a steward that at least I could watch them for free, so that's exactly what I did. I applied, got a job, and worked as a steward and in the turnstiles at Highbury. I got to watch my beloved team for free and I got paid for it. It was a great job.

I would also sell tickets on the street for an open top bus company in London at weekends. Because I liked sales and talking to people, I thought that seemed like a fun job, selling tickets to tourists. I wanted to be the best at it – and I was always competing with other ticket sales representatives from other companies. The company placed us in different locations all over London and my goal was always to get more sales than the competition.

One time when I was working in a bank, whenever I would go to the toilet and come back to work my manager would say, “Where have you been for three minutes?” I didn’t know he was timing me. I really hated being told what I could and could not do and most of my bosses seemed to have an attitude, which I didn’t like.

I then got sacked from different jobs and was quite unhappy; I didn’t do anything wrong it’s just that I guess I wasn’t that good at the job and maybe I didn’t fit in because I didn’t go to the pub with them after work. I was stuck in a rut for almost three years, in and out of jobs.

The last straw was when I worked for a farmer and I had to carry hay… no, I’m only kidding, I was working for a well-known department store in London. The customers loved me – most of the times I served a customer on a till or around the store they would give me their business card. It was a very high-end department store, and the customers would tell me, “Wow, you are great, you’re fantastic. Whenever you want to come visit my country you can come stay with me, give me a call.”

I had contacts from people all over the world. Obviously, I was doing something right, despite it being quite unusual; when you go into a shop to buy something, you don’t usually give the person selling the goods your business card.

However, I wasn’t asking for it, I was just being polite and being myself. The customers responded well to me being nice. I wanted to do everything I could to help them and to make their experience enjoyable. I wanted to do my job to the best of my ability. I was transferred into another department and after the manager returned from holiday, I was sacked because for some reason she didn’t like the fact that all these customers were so happy that they gave me their business cards.

I felt I was treated quite badly by the manager because she didn't like me and wanted to get rid of me because she said, "Your face doesn't fit in my team and I didn't sanction any more staff to be working in my department, so you have to leave."

I left and then thought to myself, "What am I doing? I came to London to be successful, but I've been here for three years in the rat race, I'm panicking. I'm trying my best and working hard, and I feel like a hamster running fast in a wheel yet getting nowhere and I'm just trying to keep up, to keep my head above water. I didn't come to London to just work in all these terrible jobs."

So I took about a month off. I then went back home to my mum, even though I still kept my little room in London. I still paid the rent, but I did have to get out of London to clear my mind in the countryside for one month to think about what I wanted to do, what my perfect job would be.

I kept asking myself that question and I thought I wanted to be a tour guide. I actually asked myself to think about what my greatest fear is − public speaking − and how I could overcome it. When I saw tour guides on the open-top buses, they all seemed to be having so much fun, loving their work as their own boss with no desk job and no 9 to 5, with no one really telling them what to do.

Fear Is Nothing But A State Of Mind

Laurence Lameche

Becoming a tour guide

I thought I would try to become a tour guide and overcome my fear of public speaking as I thought it seemed like a fun job to do. So I changed my approach and focused on doing something that I would enjoy if I could overcome my fear, rather than just working in a dead-end job which I had been doing for years, which I never enjoyed but I only did it so I could pay my rent.

I thought it over and decided I wanted to set up my own tour in London one day. I went on a two-week training course with an open-top bus company in London. There were 30 people on the course and we all got up to speak many times each day on the microphone. I would even practise in my bedroom when I got back home each night by standing on top of a chair and holding a pen as a pretend microphone and visualising the route and talking about the history and what I learnt that day.

We received information on the famous tourist attractions, the history, and the buildings, as well as what to say along the route. I took loads of notes and almost everyone passed the course, but two people failed and I was one of them. The other guy that failed didn't even speak English, which didn't make me feel too good. Everyone thought we had all passed and went to the pub to celebrate; I had to go knowing I failed, putting on a brave face to smile and be jolly with everyone else. I couldn't just leave because then they would have known that I didn't pass, so I had to do that, and I thought, "I'm not going to let that be a 'no'," because I didn't have another job at the time.

Rock Circus offered me a job; the place was a Madame Tussauds wax museum at Piccadilly Circus. They played music like *The Beatles*, and I thought it was a dream job, but it really didn't challenge or push me. It was an easy job to just guide people around and talk about music, which no doubt I do love, but I just kept thinking the tour bus company would challenge me to improve my public speaking skills which I thought would be useful later in life.

I went back the next day, spoke to the manager and said, “Look, you have got to give me a chance. I know I can be the best tour guide in London, I’m just nervous. I’ve never done this before, but I know I can be great, so please give me a chance. I’ll not let you down, you’ll have great reviews about my tour.” He said, “Ok Laurence, we will give you a chance, and we were hoping you’d come back and say that.” They put me on the bus the next day.

I did the job for a year and a half and I was the best tour guide they had. I had hundreds and hundreds of people from all over the world come on my tour that wrote to the company saying what an amazing job I did and that I was the best tour guide they’d ever come across. The comments were all very kind and positive because I really did try to make it fun and entertaining.

I thought about how I could make my tour different from everyone else’s because we were all taught the same thing. I would not take any time off work and I would instead go back on tour to listen to what other tour guides were saying. I wanted to listen to my competitors and find out what they were saying and work out how I could do it better; what other things they would say, so I could pick up on different jokes, new ideas and interesting history.

I’ve always loved doing impressions and did lots of them as a kid, so on my tour I tried to do impressions of the Queen, (I’m sorry Your Majesty) and throw in fun jokes to make it interesting and not boring or dull, so I think that’s why people liked me. I was enthusiastic about London, and it was an honour to be a tour guide.

I felt like an ambassador of London as I showed all the amazing historical monuments and history. London is like no other city on earth and I truly love it, so it was a pleasure to do.

What we covered was all Central London: Buckingham Palace, Big Ben, St. Paul’s Cathedral, Tower of London, Tower Bridge, and London Bridge. I would tell them the history, trying to imagine myself as a tourist and what I might like to hear from my tour guide.

At that time, I'd have rather jumped out of a plane than speak in public. I was very, very scared. I'm a very shy person naturally. I don't even drink, but to get the courage to do my first tour I had to have something strong to try and give me the courage to just get up on the microphone because my hand was shaking, but I knew I had to overcome my fear. I thought it would be good for me to overcome and master this fear I had.

Still to this day, one of my dreams is to operate my own tour in London. I already have the route and script planned out for a two-hour tour. To make this happen I had to learn how to sell tickets on the street, how to market myself as a company with a website, what the tourists wanted, and logistics, such as how to organise the bus stops. I wanted to make this *my tour*; I wanted to learn everything about the business so I could train up others.

Back to Walt Disney's story − he was so passionate about his mouse, more passionate than anyone else about his Disney drawings because he was the one who created them. They had a TV show and they wanted Walt Disney to host it and talk about his cartoons but he didn't really want to do it. When he quit the show it was never the same because he was truly so passionate about what he loved. I wanted to emulate that passion; I truly loved my job as a tour guide in London. It shone through my personality and I wanted to constantly be so excited every single day, I would say, "Ladies and gentlemen, coming up now on our left is Big Ben," every time I saw it and other great monuments in London I kept thinking "Wow!" It was exciting for me. I wanted to make it fun for all the people who came on my tour, whether they were children or adults or even people who didn't speak any English—I just wanted them all to have fun and to remember me when they thought of their time in London. I tried to make it the best tour of their lives.

As Samuel Johnson once said, "When a man is tired of London, he is tired of life."

Chapter 2
The Law of Attraction and Mindset

My mother worked for a company where she would have to hire different speakers to talk at events she would organise every few months, and business people would pay to go along to listen to them. I was a teenager at the time, and she would sneak me into the room along with all the business people so I could also learn. I started thinking about how amazing these people were and how differently they thought.

As a teenager, I would have to dress up in a suit for the day to go along with my mum to her events. I was so shy at the time that I really didn’t talk to anyone, so I would just kind of sit at the back of the room, listening.

The best motivational speaker I have ever seen in my life was a Scottish man named Watt Nicoll MP (which he told me stands for ‘Motivated Person’), truly a one-off character who was a folk singer during the sixties. He had so much energy and was so inspiring. He was in his sixties and known as The Guru of Personal

Reinvention and was voted The World's Best Motivational Speaker in 1997 in America.

I remember attending one event in particular where this guy was speaking with such a big, booming voice that it came through the walls. The event had separate rooms with other speakers, and I was in a different room listening to some dull speaker when suddenly, through the walls of the next room, you could hear someone shouting the words "Yes, Yes, Yes." He was saying things like, "You can have anything you want in life. Be anything you want, do anything you want", "Your dreams can become reality, once you know the secret", "Opportunities are all around us", "Visualise thinking as a winner." It made me curious to find out who this was because he was so inspiring and motivating, and I came to find out that it was Watt Nicoll.

Luckily, I had time to catch his talk, and he was fantastic. I told my mum about him and she hired him for quite a few events. I asked her if she could go pick him up from the airport, so I could at least spend some time in the car with him. I needed to talk to him so I could learn some of his secrets about life, motivation, and finding success. I got to ask him a question: "What would you do differently looking back on your life now?" I wanted to know how I could get started; I was just a kid at the time. He replied to me that he "would have done things a lot, lot sooner." He only became a motivational speaker once he reached the age of sixty, after having written his first book around the same time. I always found him so inspirational.

He had written this book called '*Twisted Knickers and Stolen Scones'* and he wanted the book to be a number one best seller, but couldn't get it published. I believe he self-published it, and he stood outside the front of bookshops selling the book and pitching it to people walking by as "The greatest book ever written" and he would say things like, "This book will change your life" and "I personally know the author." (Of course, he was the author!)

He would sell many of his books outside the front of bookshops, and one day he was speaking on stage telling his story about how he wrote this book, and how it was his dream to have a number one best seller. Richard Branson was in the audience: he heard the story and was so inspired and impressed with him that he ordered his book for every single member of his staff that worked for Virgin around the world as a Christmas present. Thanks to Richard Branson and Virgin, Watt Nicoll's book became a number one best seller.

Watt Nicoll was always so amazing and kind to me, so I want to give thanks to him in this book because he really helped me as a young boy. He was so caring and helpful and he spent time with me trying to pass on his wisdom. He had time for me and always gave me advice and help and had some fantastic ideas. In one of his stories, he said that he really wanted to meet someone that was quite famous because he wanted to go into business with them.

Now, he never told me their name, but he said that he found out that this person liked fishing and liked using a particularly expensive fishing lure. He found out through a magazine interview that in his collection that the only thing that he was missing was this lure. Therefore, he researched, searching the world over to try and find it, and he bought it for him for his birthday and sent it to this guy with a happy birthday note saying: "I was just reading an article that you're missing this lure for your collection and I hope you like it." He didn't put his name or details, and a few years later he actually by coincidence met this person. He said how much of an honour it was to meet him and mentioned the gift and that he hoped he had liked it. The guy was so shocked and speechless that he took him out for lunch and they've been really good friends ever since.

Watt Nicoll is Scottish, so he was driven out of Scotland because his fellow countrymen didn't like the fact that a Scotsman was helping the English to win at football, especially since they started winning again thanks to him. He thought about how much he loved his country. People were walking down the street spitting at him and calling him a traitor, so he decided that it would be better to stop coaching England.

The power of persistence

Listening to many different motivational speakers who were very inspiring rubbed off on me and made me aspire to achieve great success in my life.

It made a real and positive impact on me because I often kept to myself as a child, not really having friends and instead spending most of my time at home. I would watch TV, but other than that, I would just always be thinking, dreaming and hoping that one day I could be successful, but I just had no clue how to do it.

These speakers had a huge impact on me growing up, and my mum hired many different speakers and it was very interesting watching them on stage and learning from them, especially when they offered to give away their books. I think one guy, got out fifty pounds from his wallet: “Would anyone in the room like fifty pounds?” I sprinted from the back of the room and grabbed the cash, and he asked the crowd, “What stopped the rest of you?”

He was quite interesting, but I was just a young boy and was just there to learn what I could even though some of the concepts were even too advanced for me at the time. Some kids on the weekend go and play football in the park, or they go out with friends or watch TV, but I would go with my mum to these events and try to learn about life and success. This was a change for me because I found school so completely dull and a waste of time.

Every Day I Am Better And I'm Growing Richer, In Every Way

Laurence Lameche

Getting started

When I moved to London, I started to read books about mindset and success. Even though I hated reading when I was at school, I knew I had to better myself and to learn how to become successful. I didn't have any money to buy any books, so I would go into Waterstones in Piccadilly (a large bookshop in London) to read. Each night, after I finished working whatever dead-end jobs I had at the time, I'd read, finding inspiration to become better and richer, and to learn how to be successful at making money.

This opened up my mind to the possibility that there was hope out there, because other people just like me had achieved success so I could too. I then went on different motivational courses and attended various events and seminars.

A lot of these courses were good – but they didn't really tell me, step by step, what it took to be successful, rich and a millionaire or to set up a business or how I could make money.

> **The books I read in the bookshops had a huge effect on me – one of the very first I read was *The Magic of Thinking Big* by David J Schwartz. That was a fantastic book. I read many other books, like *How to Think Like a Millionaire* by Charles-Albert Poissant, *Think and Grow Rich* by Napoleon Hill, and *The Power of Positive Thinking* by Norman Vincent Peale.**

I had no idea which books to read. I just walked into bookshops and went to the self-help or business sections, on the lookout for what positive-thinking books stood out to me. A few people I had met or gone onto courses with along the way had recommended some books, so I just went there and read them, cover to cover. I found it very inspirational. Every night after leaving work, I got quite excited to go to the bookshop until it closed and they literally had to kick me out as I was always the last person to leave. I'd put the book back on the shelf and then come back the next day to start reading again from the next chapter.

The Anthony Robbins effect on my life

I then heard about a guy called Anthony Robbins, and he was doing an event called *Unleash the Power Within,* where you could walk across burning hot coals barefooted and learn about finding motivation and making your dreams and goals come true. I really wanted to attend this course, but didn't have any money. I thought I would just go down there. I didn't know how I was going to get in, considering it was quite a lot of money at the time − I think it was about £500 for a weekend course.

It was held at Wembley Arena in London; you can't get in unless you had a ticket, so I was walking around trying to figure out how I could get in for FREE. I put it in my mind and I believed that someone would give me a FREE ticket to get into the event and this is exactly what happened – someone came up to me and gave me a FREE ticket and I walked straight into the arena. I found a spare seat and then went on the seminar.

Tony Robbins talks about limiting beliefs and taking that idea that you don't ever think it would be possible in your mind to decide to walk across burning hot coals barefooted. I did that and it was a life-changing event for me. In the seminar, he asked everyone in the audience to close their eyes and think where they would like to be one year from now. In my mind America popped up, and I didn't quite know why – I'd never been to America before, didn't know how it was possible to get there, or even what it would be like to work in America.

After going on this event, I thought how incredible it was that anyone could walk on burning hot coals barefooted, even myself, and so that was a very positive event for me. After thinking that something that I once believed was once impossible is now possible, I began every day to visualise and believe that I would be traveling and learning about business in America within one year, I achieved my goal and it actually happened.

Here's how I did it:

> The next day I thought to myself, *I'm going to give myself one year from today to meet someone on my tour bus who will give me an*

> *opportunity to travel and learn about business in America*. I almost didn't want to sleep that night because I was so excited to go into work the next day, knowing it could be the day I would meet someone who could give me this opportunity in America.

Eight months later, on a very cold, wet, and windy February day, I wasn't even planning to go to work, but my tour schedule was changed at the last minute to another time.

Three Americans walked on my tour bus, and I started talking to them. After five minutes, one of the people said, "Do you want to learn about business? I live in Florida − do you want to gain experience? I'll pay for your travel over there; here's my business card. What are your details?" We exchanged details; I was thinking that I didn't just want to visit America and stay in one place but I wanted to travel, to see the different states. I wanted someone to buy my plane ticket and to receive free accommodation, and he offered me all of that. He helped train and coached me in how to run a business and this was a great opportunity to learn from a successful business owner.

Your Dreams Can Become Reality, Once You Know The Secret

Laurence Lameche

The American dream I didn't know I had

He was a middle-aged man and was just looking for help over the summer because he had a business in Florida and would tour up and down the East Coast of America going to different events. He would have a stand in a field and would travel to different areas of the country selling goods, so he needed some help to do that and he wanted me to help him.

At first, the people I worked with in London thought I was crazy because they didn't believe it was possible – no one had ever offered anyone, out of all the hundreds of tour guides working for the company, an opportunity to learn business in a foreign country. It was just unheard of, but I truly, with all my heart, knew and believed that someone would offer me this to me and everything that I thought of and visualised for my summer came true.

I think it was because of the power of my thinking that it happened. It was not a question of hope. I also wanted to have a free return plane ticket bought for me, I wanted free accommodation, I wanted to travel to different parts of America, going to different states and seeing different things. I did not want to be stuck in an office. Everything that I visualised and wanted became a reality.

But I was scared about going to America since I had become comfortable living in my little room I had been renting for three years in a shared house. I had my job working as a tour guide that I absolutely loved. Every other weekend I was stewarding at Arsenal as well and I had a part-time job volunteering at Radio Gosh as a DJ, which was part of The Great Ormond Street Hospital for Children. It was a lot to give up because after giving notice for my room I would be back at square one again living back home with my mum when I came back to England because I could only stay in America for three months.

One of the questions I asked myself before I decided to go or not was, “When I’m in my rocking chair at 80, looking back on my life, would I regret not going?” I think it’s an important question to ask yourself from time to time when you make important decisions in life. The answer was “Yes I would regret not going,” so my mind was made up I had to go.

I like to push myself. In life, I’ve always enjoyed testing my limits. At that moment I thought, “I’m 24. I can come back and get it again.” I thought I just had to go for it because if I didn’t I would always end up regretting it. The idea at the time was that when I got to America I was to find a business there that I could bring back to Britain that wasn’t done in London. That was my intention for three months − I kept thinking to myself, *I’m going to find something here and bring it back to London.*

I was staying just outside of Tampa, Florida in a retirement resort. You could only live or own a property there if you were over fifty, so this guy could play golf for free whenever he wanted. It’s sunny and warm every day. It was incredible and I really loved it. I learnt to play golf for the first time and found the people there very friendly so I really had the time of my life. I really loved the country and the people.

The birth of my business idea

Before going to America, I worked at many jobs in London that involved working for other people, and I wasn't happy with them, so I decided I needed to work for myself. Still, I really didn't know what I wanted to do. When I went to America, I set a three-month goal to find a new business idea that I could bring back to London that was not happening in the capital at the time. I went to America with a certain mindset.

I was determined to find a business idea in America and bring it back to London, but I didn't have any idea what that would be. I was just open to finding it, and that focused my mind to consider every single opportunity that presented itself.

I travelled up and down the East Coast of America. Never before had I been there in my life. America is a fantastic country. On 11th September 2001, I was actually in New York during the World Trade Centre attack on 9/11. I was there by myself for a few weeks holiday. I then travelled down to Washington, and then Disney World in Florida. It seemed like I was the only person in Disney World at the time; it was like a ghost town. I went on every different ride many times and then I met some people that worked in Disney who took me out and became friends with me.

They took me to a Disney World Resort called Pleasure Island, which had many different nightclubs inside it. It was a nightclub theme park for adults, which was fantastic – you pay $20 to get in and get to experience eight different nightclubs. There was one nightclub with a revolving disco dance floor with 70s music, there was a jazz bar, a piano bar, a comedy club and an R&B Club, all different kinds of music. Every night at midnight, they celebrated as if it was New Year's Eve with fireworks and balloons. I thought in that very moment: "Wouldn't this be a great idea to try and bring to London?"

I imagined that maybe I could approach all the nightclub owners in Leicester Square, join them all together, and bring people on a sort of nightclub tour of the area. Bear in mind I had never gone to a nightclub before in my entire life—I don't drink, smoke, or even enjoy that kind of music, so the whole atmosphere was very alien to me.

I really didn't know how I could do it, but I knew it was a great idea. I could set up an information point or business shop where I could give people impartial advice on which nightclub plays what music and hopefully save them money. They could jump the queue and get a free drink as well. That's what I developed when I came back to London.

After coming back from America, I had to move back into my mother's home again. I'd given up the little room I was renting before, so I had to go back to live with my mum again and then try to figure out a way back to London. I devised a sort of plan to approach the different nightclubs in London and I tried to think how I could do it but had no idea, really.

I even got a job working on a party bus; they took people around different nightclubs in London. It was mostly hen nights, stag nights, and birthday parties on this double decker bus. We went to four different nightclubs in one night, and I worked as a sort of usher guiding the people from one club to another and back onto the bus. I thought that the nightclub owners were probably open to the idea of wanting to get more customers into their clubs, so I approached all of those nightclubs.

One of the nightclubs I approached told the people that I was working for at the time on the party bus, which got me sacked because they thought I was trying to set up a competing business, but I wasn't. I had just wanted to arrange for tourists and couples to attend clubs which was not the kind of events they were pre-booking. All of the nightclubs said "no" to me, which was quite frustrating. I would keep trying to call up and ask if I could speak with the owners. No matter how good my idea was, it wasn't really working because I could never get through to the decision-maker.

A friend of mine used to work for Elton John. He was very influential in my life. When I was a tour guide on the open-top buses, Elton John was trying to sell some of his clothes and every few years he would sell a lot of his clothes for the Elton John AIDS Foundation to raise money, and so I used to see it on TV and even as a teenager, I would come from the countryside all the way to London. I remember buying a green suit, which I thought was so cool at the time (looking back now, I can see that it was hideous − I looked more like The Riddler). Yes, I actually went to a job interview in this green Versace suit. They just laughed at me and asked, “What are you here for?” When I answered, “For a job interview,” the response was: “There’s the door, leave now or I’ll call Batman.”

They didn’t even want to know. So when I was a tour guide on the open-top buses, I went into the last day of one of the sales thinking, “I’m not going to be really able to afford anything in here.” It was all Versace, designer, one-offs; many of the clothes were what Elton John wore on stage. They were just the most amazing clothes ever: suits and shirts and jackets and belts and sunglasses and shoes, like a treasure trove. I felt like Aladdin − it was just unbelievable.

They hired this shop in Central London each time for a week to sell everything. The last day I went there, I tried on this jacket and just felt like a million dollars. The jacket was unbelievable − all the staff in the shop told me it fitted like a glove, it was made for me, it fitted me better than Elton, and he had worn it on stage. But there was no way I could afford it because I think it was about £1,500, and I was just a tour guide earning maybe £200 pounds a week. The staff in the shop told me to speak to a man by the tills. Everyone in there was wearing t-shirts so they all looked the same. I talked to this guy and said, *"Look I really love this jacket but I don't think I can afford it, but the staff said I should come over and talk to you."*

When he had me try it on and saw how good it fitted me, he said, "You know what, I'll reduce it to £100 for you if you want it – it's the last day." I couldn't say no to that so I took it. Which then led me on to help the Elton John AIDS Foundation afterwards for many years to repay his act of kindness. So I called up his office a week later just to thank him. I didn't know who he was but finally after calling a few times got through to his secretary who remembered me in the shop and said she was sure he'd love to talk to me, so she put me straight through to him.

He was very kind to me and we became friends for many years. He was really one of the kindest men I've ever met. He always had time for me and he always made me feel special.

A few years later, over dinner in London, I was talking to him about my nightclub idea and he kind of warned me against it because he thought I was too nice and he said I wouldn't want to get involved in that world as people in the nightclub industry are not always the nicest. He said to me, “Look, think of your poor mother. She’s going to be worried sick, you working in that kind of industry.” I didn’t really know what he meant and said all I was looking to do was to try and help people get into the nightclubs. That’s all I was looking to do, but none of them had given me a chance. Anyways, he called a friend of his who owned one of the nightclubs in Leicester Square. He got me a number to call the next day.

The man who answered said he would try to set up a meeting with his managing director, but if he said, “no”, to not bother calling him back. I said, *“Oh thank you so much,”* and that led me to then get a meeting with this guy who is one of the fiercest guys in the industry—but, he gave me my first contract. He said it was a brilliant idea and asked me when I could start. I went all the way back to my mum’s just to fax him over my first contract.

He was such a hard negotiator. I’ve never been so nervous in front of anyone and I must have lost two stone after the meeting because I sweated so much, because he was that terrifying – but he actually ended up being a very nice person and I worked with him for many years, always bringing many people to his nightclub.

That developed my business because I was then able to refer to him and the other nightclub owners couldn't believe he had agreed to work with me because he was the one that never gave anyone a chance and never did business with that many people. When they found out he was doing it they would say, "Yes, you can bring people to our club as well." This is how my business started.

Believe That You Can And You're Almost There

Laurence Lameche

My nightclub business

My idea was to get people into three nightclubs in one night with a free drink for £10. It was an unbelievable idea because most nightclubs alone charge £10 entry, and you don't get free drinks. I negotiated that with the clubs to bring specifically what they were wanting: groups of girls or couples over eighteen years old who dressed a certain way. I had a few hundred pounds that I had saved, so I thought I would print up these flyers that I could leave in all the hotels in London so that the tourists could see them when they checked in.

I thought I could split the ticket commission with the concierge. In the daytime, I was going to all these different hotels to pitch the idea. Some of them seemed quite interested. I had a little book of fifty tickets that I'd printed to give to each concierge, and to make the ticket books look legitimate I printed them with a barcode, but the barcode was the same on every single ticket. The first night I launched it, after one week's preparation I got six people to turn up from the hotels.

I had this big sign made on a pole, like a property "for sale" sign with a luminous yellow background and black writing: "Three nightclubs in one night, plus a free drink for £10." I had loads of people come over as I stood outside Piccadilly Circus Tube station with this sign from nine o'clock in the evening. I took the six people that turned up and walked them to the first nightclub and told them I'd meet them in a couple of hours to take them to the next nightclub, that we were going to be here all night

Then, there came many other people reading it and coming up to the sign to talk to me, but because the sign was so big and it was windy, it was very difficult to walk and talk with people. I sold a few more tickets that night and the next week. After a couple of weeks, I kind of thought that I really needed to hire someone to hold the sign.

After I did this, I was able to use my time much better just talking to people for four hours each night, which brought me loads of people rather than spending a whole week going around to hotels to market my nightclub tour. The business worked and started to make money after a few weeks. All the flyers I had printed I just threw in the bin because the original idea didn't work. From that point on, I changed my strategy to just talk to people on the street at night.

Still, I was very scared talking to people as a guy who never used to approach women. I was never brave enough to approach women on the street, in a nightclub, or anywhere really − I was very, very shy. To approach beautiful women who are going out was not easy for me, but I had to kind of think that I wasn't there to chat them up—I was there to try to help them get into the right nightclubs. I felt like it was my responsibility to try to help them go to the right place because sometimes the bouncers at these venues would really tell you anything to get you through the door.

Every business comes with challenges

I started to do that, and then on the second weekend I had my biggest group yet − twenty people − and I took them into one nightclub, collected them, took them into another, everything was fine. When they came to the last nightclub, the birthday girl was the last person to be allowed in. It was her 21st birthday. Everyone had ID − either driver licences or passports − but for some reason some bouncers can be a bit funny (I don't mean that in a good way).

For whatever reason, the bouncer didn't let her in. She was not drunk, she was a nice girl, he just wouldn't let her in. All her friends were inside and I tried to help, but he just wanted to be difficult. Anyway, I had about twenty people surround me demanding their money back and I told them not to worry, that I was very sorry and would get them back into one of the other nightclubs. They weren't having any of it and almost wanted to attack me, but luckily, a couple of the girls in their group said, "Look, it's not his fault, he's only trying to be helpful. It's the bouncer." They still weren't having it.

I did get them back into the other nightclub and gave them back all their money and they still chased me and I ran into the nightclub. Some of them were big guys. I'm not a big guy but just like Michael Jackson would say, 'I'm a lover not a fighter.' Hehe. So I just had to run for my life. I was thinking, "I've given all their money back, free entry to another night club, a free drink… What the hell do these people want: the shirt off my back as well?"

Luckily, I snuck out of the back entrance of the nightclub, very scared, and hailed down a taxi. I was lying on the floor because they were circling around the building and the thought crossed my mind, that did I really want to do this every single week. Then I thought that what I had learned was that persistent people didn't give up. I could not let this obstacle get in the way. It’s not in me to give up and not get what I want in life.

Some of the people working for the nightclubs were making it quite difficult because they saw me as a young guy and thought I was making all this money, which really was not the case. The bouncers were dealing with people fighting in the clubs, and to them I was just bringing them many people.

A few of them actually, said, “Look, we can play it two ways. I know you have the deal with the owner, but he’s not here at night or over the weekend so your deal with him is not valid. You have to now deal with me because I’m the head of the security and I look after all the bouncers. I can turn away every single one of your customers and you can go crying back to the owner saying it’s not fair, but at the end of the day, it’s my decision because he’s not here. I can ruin your business or help it succeed but I want a cut.”

I had a lot of pressure from the bouncers to give them something in return, but I guess that’s sometimes how things work. On top of that, I was selling tickets on the street like most walking tours do in London, so I didn’t know that there was anything wrong with that.

Westminster Council didn't like the fact that I was talking to people on the street and getting them into the nightclubs and they wanted to stop me doing this.

So then I approached one of the nightclubs to ask if I could sell the tickets from inside the club. I offered to even pay them for it, but they said they didn't want any money but in return all they wanted was for me to bring all the people to their club first. I was doing that for many months − about six months I believe − and then the council kind of approached the club owner and said I was violating the street trading law. They warned the nightclub owner that unless he terminated my agreement immediately, they would terminate his licence and therefore close down his nightclub.

I had a team of people by then working for me and literally had to let go of everyone. I took some time off to rethink what I could do to overcome this challenge. I knew I needed a ticket office. I approached every single shop that was closed at night in Leicester Square. "No, no, no, we're not interested," was the only response I heard.

At that point, I was bringing so many people in by myself and needed to hire staff. I didn't know the first thing about recruiting or staff and had no money to pay staff. Then I thought, “If I could get another ten people like me, I could at least double or triple the amount of people I get every night.” In the end, I did hire more people and had to convince them to work on a commission-only basis that was quite hard, but some nights the people working under me would earn more than me.

I believed in the business. I believed we would do well eventually and would make money. I just persevered and eventually got a ticket office.

Straw hats

When I went to America to work with the businessman, he would buy loads of different items to sell at his stall. When I went in the summertime it was quite hot, so people wanted something to put on their heads to protect them against the sun. He’d buy these cheap straw hats for a dollar and would then sell them on his stand for $7.50 or $10. His mark-up would be quite good and he would sell about 200 or 300 of them over the weekend.

It was unbelievable. He would also sell these replica swords from movies like *Braveheart*, *The Lord of the Rings* and other great movies. People would love that, but they would cost around $100 to buy and then he'd sell them for $125 to $150, so not many people bought them. From a very early age, I learned that volume sales were better: if you can make a few pounds over hundreds or thousands of items, it's much better than making even a larger amount on a single item or a few items.

That's what I saw in London with the nightclubs. When I sold tickets individually to all the different nightclubs, I specifically targeted the clubs that were not for the celebrities, the rich, the famous. Instead, I targeted the nightclubs that were more touristy, student-like clubs that many people might not even go in. In that industry, a lot of people almost laughed at me − "Oh look at him, selling all these cheap nightclubs that no one wants to go in."

But that wasn't the reality. I had so many people every weekend wanting to go to these nightclubs. I used to look at other promoters dressed up nicely on the street walking around who would say, "I take people to the best nightclubs in London." When I'd ask how many people they took into the nightclub, they would say about ten. Ten people over a whole night? I would take fifty people a night just by myself. One or two high-end clubs would possibly make more profit, but Piccadilly Circus doesn't really cater to the high-end people that want the top nightclubs; those people go to places like Mayfair or Chelsea – they are not coming to Leicester Square.

It's about knowing your marketplace. With the help of other staff I trained, I was able to take thousands of people into these nightclubs. We only had to make a few pounds margin on each of them to make a real profit, and that's what we did. What I learned from the businessman in America was an invaluable lesson to bring back with me.

Threats to my nightclub business

I rented a ticket office from some very interesting characters who took a real interest in my business because what I was doing was so different to what everyone else in the industry was doing. As my business got more successful, the rent started to increase and I decided to move elsewhere.

The new shop that I rented was on a six-month contract. I said to them, “Look, obviously if you’re happy with me, then I’d like to know if my contract will be renewed.” I said that because in this industry, someone might have wanted to take over the business or copy what I was doing, so I wanted to be sure that I would not be kicked out if they were offered more money.

Of course, I was being naïve. This was business – and in business, cash is King. So, it turned out that the new landlord wouldn’t sign the contract with me. I kept on asking them to extend my contract during the last few months that I was there, but they made it clear they were not going to rent to me, giving the reason that someone else had made a better offer. This other company rented quite a lot of buildings from the landlord and it felt like they were like a massive shark and I was a little tadpole.

I didn’t know what to do and went to three of the nightclubs that I worked with, who actually rented from the same landlord. I thought that if I could tell the owner that their competitor wanted me out, so all the people I was bringing to them every single week were going to go to a rival nightclub, then maybe they might be on my side and approach the landlord because they would have more power than me.

Perhaps, I thought, the three of them together were more powerful than this one company. They were like a whale compared to a shark—that's how I saw it. Then, they all talked to the owner and said, "Look, don't kick him out because we rely on his business." In the end, the landlord reconsidered and said to me "O*kay, well you can continue renting, but instead of paying the same rent, I now want you to pay more rent each week*."

"Take it or leave it," they told me. Did I really have a choice? There was no other place I could rent; I wanted to rather establish the business there and to sell day-time tickets like theatre tickets, sightseeing tours and attraction tickets as well. So I just signed it.

Many of the nightclubs over the years were closing down and it just wasn't the same people as before. I began to think, "What the hell am I doing? I'm wasting my time. I don't even enjoy this industry." I didn't like talking to the other people that I had to deal with. It felt like there were sharks everywhere. I just wanted to end it and take some time off and then work on trying to buy properties in London, which would be much better for my future.

I had signed a five-year contract for my shop. (As general business advice to anyone, always try to sign as your limited company. I signed it all in my name – I was new in business, and didn't know better then.) I had hoped to get exclusivity in my contract for renting the shop, as I didn't want any competitors to rent another ticket office next door to me and poach my business. Because I was agreeing to a five-year contract, it was a large commitment. .

Unfortunately two weeks after I signed the contract, guess what happened? A competitor moved into the shop next door! Fortunately, the competitor didn't last long and closed down after about six months. It was quite painful during that time – as I felt as if they were trying to take my staff and all the nightclubs that I worked with.

At that point, I just went to the nightclubs and said, "Look, I've been very loyal to you all these years and I want you to show me the same loyalty. If you start working with my competitor, I'm not going to work with you anymore and I'll work with *your* competitor." That bought me time and a lot of the nightclubs stayed loyal to me, and my competitor lost out.

What I've learnt the hard way is that you need to carefully vet your employees to ensure that there is loyalty and trust. Remember the saying: you are only as strong as your weakest link. Your staff are the links that make a business strong enough to overcome challenges in the long term.

Sometimes other promoters would offer my staff double or triple the money I was paying them. Thankfully, the majority of my staff stayed quite loyal to me because they knew that I would pay them – every single pound that they would earn they would get, unlike when working with other promoters.

The grass is not always greener on the other side, and some people that did leave me actually came back. I'd never employ them again, but they came back and told all the other staff, "Oh yeah, they're all crooks out there, you should stay with Laurence and we're sorry that we left him." That was quite nice, but I did try and warn them.

A little like Rocky

I felt like Rocky every week: I had to always come and fight. I always had to fight and fight to try and get anywhere. It always felt like an uphill battle, like I couldn't really concentrate on growing the business as much as I would have liked.

I am usually a pretty calm and laid back person, but I had a competitor who seemed to be attacking me and undermining my business in many underhand ways repeatedly over time. I'd had enough of being treated like this, so I thought maybe it was time to stand up for myself.

So I just approached the owner of the shop he was renting and asked how much he was paying and then offered more money. It took about four months convincing the landlord, taking him out to nice restaurants, buying him bottles of champagne, saying, "Look, I am long term; the longer that you wait the more chance it is that he will not be here next week, but I will be here for many years to come." Luckily, he liked me and we did a deal which kind of closed out my competitor. As I say, this is not really me or how I usually behave or like to operate, but I felt like had been walked over too many times and I needed to take a stand.

I never had a website, never did any advertising, didn’t have an office. We just kind of approached people on the street that were going out, and in the end, sold individual tickets to all the different nightclubs in the area. We just undercut all the nightclubs with their permission so they got in cheaper if they bought a ticket with us, jumped the queue, and we would guarantee that the music that they wanted was what was actually played in the nightclub.

If they didn’t like it for any reason they could come back to us and we would just give them a full refund. It worked quite well. I gave away free lollies that cost me a lot of money to buy. The customers would just love them.

That was our unique selling point at that time. We tried to just be honest with the customer and we let the good people in so kept good relations with the nightclubs. Obviously, they didn’t want drunk people. I even employed two bouncers on the ticket shop to just check the IDs of all the customers to make sure that we were sending the right people to the right nightclubs.

Borat Night

One of the general managers of one of the nightclubs I used to work with contacted me one day and said that the owner of the nightclub − he’s a Manchester United fan − really wanted to go see them play against Arsenal. She knew I was a football fan and that I support Arsenal, so she asked me if I could get him a ticket for the game. I got him a ticket and I thought: “Let me just give it away to him for free.” I had never met him before.

I gave him the ticket, and it was the last home game that Thierry Henry scored for Arsenal before he left to go to Barcelona, and Arsenal beat Manchester United 1-0. But the nightclub owner still had a nice time and was very thankful for the free ticket and after that we got to know each other.

That New Year’s Eve, at one of his nightclubs a promoter let him down last minute, so he thought of me and told his general manager to contact me to see if I'd like to hire it. He allowed me to hire the club for only £500 in total.

Bear in mind, I had never done this before. I was scared. I didn't want to let him down, especially in his business where New Year's Eve was the most important night to make money. I was scared that I wouldn't be able to fill the club, that no one would buy any drinks.

We'd have staff that would walk the people into the nightclub to make sure they got in safely and they got to jump the queue. I took it on. I thought most New Year's Eve parties were somewhat boring − all the nightclubs usually advertise certain styles: bow tie, dinner jacket, Casino night, you know. To me those were all a bit dull, and I thought I needed to plan something different.

That was the year the movie *Borat* came out. If the club was called Jerusalem, I'd say, "I predict a riot in Jerusalem with special guest Borat." I hired a Borat impersonator that looked like him, dressed like him, talked like him and he even bought his sister along as well and she was 'very nice'.

I paid him for the night, dressed up the nightclub in balloons, and hired a DJ. I had never done anything like that before and it was a great success. We completely packed the nightclub. We did such an amazing job that the owner invited me back the next year for the same price of £500 to hire the whole nightclub again, so I took all the ticket money and the door money, and he kept all the bar money. That's not bad going: £500 for a venue in London. It was unbelievable.

And this whole success was because of the Arsenal ticket I gave to him.

Problems popping up

I bought my first property in London. When I saw how much my property went up in value each year compared to what I was earning, I thought that I wasn't setting myself up for long-term wealth. I was spending all of my income.

I thought if I could just buy one property a year in London or acquire it somehow, and if I could get three more properties, then I would be far better off than I was then. I thought, "Well, I think I can do that." But I couldn't do it working full-time with the nightclubs business and dealing with all these people.

I realized that the only way to be in control of my own destiny was to own property myself and be a landlord. That's when I thought, "I don't really want to do this nightclub business anymore – to pay astronomical rent to landlords so I'm working for them."

Because the nightclub industry is a very competitive market place, the cost of operations started to increase and I was working so many hours that I really thought that it was not worth it for me to continue. I was trading my time for money and I realized that my time is valuable. I have always been interested in property and this thing called passive income that landlords talk about is something that I wanted to pursue.

The whole point was for me to work for myself, but I felt like I was again an employee working for the landlord. Everything I earned went to paying them, I thought I should just find a way to get into property, and that was to be my next journey. I ended the nightclub business soon after. Many people probably thought I was crazy to give all that up because it was a good business. However, I knew I needed to make a change.

To See The Light You Must First Go Through Darkness, If It Continues Then Go See An Optician

Laurence Lameche

Chapter 3
My Property Journey

I was thinking of residential property. I didn't know how I could get into commercial property and I thought, "*I just need to be a landlord; this is something I think I could do*." I think it was just the fact that I loved playing Monopoly as a kid, I just thought it was fascinating. Moreover, London has so many great properties: Georgian, Victorian, newly-built properties.

Traditionally, property prices in the UK double in value every ten years.

I was very specific in my mind that I wanted to buy a flat in London – that was my dream— so I bought a flat in Islington for around £200,000 − this was in 2003 / 2004. I also wanted it to be on a quiet, tree-lined street; I didn't want it to be on a main road or above a shop. I wanted it to have tall ceilings and facing a garden. I wanted it to be within a five-minute walk to the nearest tube station and in Zone 1: Central

London. In addition, I wanted a lease over one-hundred years.

Literally, almost every estate agent I went to all around London laughed at me and said, “Good luck finding it. You’re not going to find anything for that budget.” Nevertheless, I was determined that I would, and I wouldn’t take “no” for an answer. I thought that even though they wouldn’t help me, someone would and I would find the right property and it would be exactly what I was looking for. I must have gone to view fifty different flats; none was quite right. Some flats I viewed had almost everything that I wanted but would be on a busy road, have a short lease, or be above a shop.

I met with an agent one day and he drove me down a street, and as soon as he parked his car opposite where the property was, I knew that I was going to live there. I just knew I was going to buy the property, even though I hadn’t even seen it yet. It was this feeling that I got inside.

He took me into the building − fantastic. He took me into the property − brilliant. I thought, “*Yes! This is going to be where I live, this is where I’m going to put* *the bed."* It was completely empty and I was there imagining where I'd put my desk. I thanked him and walked back home, taking a good amount of time.

I went back to the property over the weekend when it was dark; I wanted to make sure that I felt safe walking the streets at night and that it was in a nice neighbourhood with no noisy neighbours. I came back a few times and on Monday called up the agent to make my offer, but he said he was sorry, but it was off the market because someone else had already made an offer.

I told him, "But you can't, this is my property. Maybe there's some confusion − I haven't put the offer in, but it's mine."

He said, "No, sorry. Someone else has made an offer and it's been accepted."

I asked, "What if I offer more money?"

"Well, you can't," he said, "it's been accepted."

I responded, "Please. I've searched long and hard for this property and I'm going to be living there, this is my home − you need to help me."

He wasn’t having any of it. No matter what I said, he answered, “Look, go find somewhere else, don’t waste my time,” and just hung up on me.

I thought that wouldn’t stop me because, in my mind, it was my property, so it didn’t matter what he said to me. I thought, *“This is my property, I’m living here, and I’m moving in.”*

Worthwhile shenanigans

I really tried to figure out how to do that. I went back to the property, knocked on the door, and spoke to all the neighbours. They knew the person who used to live there, but he wasn’t living there anymore as the property was empty, and they didn’t have any contact number when I asked. I then went back home, typed up a letter, and hand-delivered it and posted it under his flat door but I didn’t get a reply. There were two For Sale signs outside the property, so there was another agent. I went to the other agent one day and thought, “*I’ve got to make up a story so I can meet the owner.”*

I went to the other estate agent’s office and said I was a repair person—I even wore clothes that looked like I was a handyman. I said, “Oh hi, I’m just here to do some work for this property.” I asked if they could call the owner because I’d lost his number.

They said, “We’re an estate agency, what do you expect us to do?”

“Well, can you call him for me, please? I replied.

The agent took a deep breath, called him, and then looked at me funnily over the desk like I was some kind of weirdo coming into their office.

The agent put down the phone and said, “I’m sorry, but he doesn’t know who you are.”

I said, “Oh look, this guy—he’s a joker. I am here to do some work for him because he hired me; I’m not here to waste anyone’s time. I’ve come from the other side of London and I do need to do some work, so can you please give me his number?”

They wouldn’t, so I asked if he could call again and I could talk to him. I don’t take no for an answer. I said I wasn’t going anywhere and was going to sit there all day. I asked to call him and tell him to come round because I was just trying to do some work on his property, that’s all. They called him back again and said he’s not in London but would come to the office in two or three hours. I said, “OK I’ll wait.” I waited in their office and was so determined to get this property.

The guy eventually came with a big guy next to him and said, “Who are you?”

I said, “Oh hello, nice to meet you,” and put out my hand to shake his hand.

He refused to shake it and said, “Who the hell are you? Why have you called me here?”

I said, “Let me talk to you outside.”

I went outside and told him, “Listen, I’m sorry for calling you like this, but I really like your property and I want to buy it, and I didn’t know how else to get a hold of you.”

He let his guard down and blew a sigh of relief, telling this big giant friend to go away, and said, “Oh, no problem. Let’s go to the pub and I’ll buy you a drink.”

I told him that I wanted to make an offer for his property. We talked about it and then he told me that the other people had gone on holiday for three weeks and he wasn’t impressed with them. I reiterated that I really wanted to buy it, I loved the property, and I could complete the purchase quickly, putting forth my offer and asking him to please give me a chance. He said, “Sure, no problem.” We agreed a price and I went ahead and bought the property!

I saved up all the money that I could to put down for a deposit and got a mortgage. When I moved into the property, all I had was a cardboard box in the middle of my living room and that’s what I put my computer on. I didn’t even have any chairs − I sat on the floor. I couldn’t afford to buy any furniture. I had friends that came around but they had to all sit on the floor. I didn’t have anything. I couldn’t even afford to buy curtains for myself for a full year, so I had to put up black bin liner bags in the bedroom and stick them to the big windows to block out the light.

It was scary and I thought, “Oh, I’ve got a 25-year mortgage, what if something goes wrong? What if I can’t pay it?” All these negative thoughts and worries came to test me and I just thought that I would cross those bridges if they happened. I always wanted to get onto the property ladder and to buy a property first, so the rest was left to figure out. I decided I could just save up again, and when the time was right I could buy these other things, and that’s what I did.

The Law Of Attraction Is Visualizing
What You Want,
Believing It’s Possible
And Taking Action To Get It

Laurence Lameche

Islington One-Bedroom Flat in London

Price of the property bought at the time in 2004: £213,000

Today's value (price in 2017): £600,000

Equity: £342,000

(£30,000 per year property increases in value)

Mortgage: £258,000

Mortgage: £835 per month

Rent: £1,750 per month

<u>Profit: £915 per month</u>

My aha moment

In the few years that I had this property, it went up in value each year. I hadn't painted it. I hadn't changed the kitchen, the bathroom—I didn't do anything at all, but its value kept going up each year. That's what made me realize that I really had to jump on board and buy more properties in London.

I couldn't do it with the business that I was in. I was working seven days a week and had no time to look for properties, but I thought I was making a major mistake by not doing it. If I had bought one property a year, I'd be in a much better position than I was in. That was because I felt I wasn't really building long-term wealth. I felt I was on a hamster wheel, constantly running to keep up but knowing I couldn't retire this way and had to have other assets around me. I needed to buy property that I could rent out.

Any person who wins in life must be willing to burn his ships and so there is no retreat. This will help you to have a burning desire to win. That's how I felt with the nightclub business: it was a good income, and the people who knew me thought I was crazy to give that up, but I knew that property was the best route for me to build long-term wealth. Thus, I closed the business, which was a huge risk, and then said “OK, how do I get into property?” I had no idea.

I know it may sound very strange that I didn’t want to keep my business, but I’m not like that as a person. I have to put all of my eggs in one basket to make it work, and whatever happens, I’ll make it work. It took me just over six months to then be able to buy another property, and I only did that by remortgaging my property to give me the deposit on the next.

I went on some property courses because I didn’t know what to do and thought I was taking a big risk, and so I needed some education. I would spend £300, £500, £1,000+ on a one- or two-day weekend course to try and educate myself to learn from the mistakes of other more experienced property investors so that I didn’t make them myself. That’s what I did for the next several years: I tried to attend as many different property courses, seminars and events as possible.

The way that I had bought my flat was to visit every single estate agent and talk to them about what property I wanted to buy. There was one guy I had a good feeling about, and I kept on asking if I could take him out for a drink, but he was not interested and didn’t have time. I was looking to make a business relationship and learn more about him and have him offer me the best deals first; that’s all I wanted to do.

I’d found out a bit about him, including the fact that he liked football, so I’d call him out of the blue and say, “I have a spare ticket to Arsenal’s Champions League game tonight because I can’t go that night as I’m working.” He was like “Oh, wow, really? Fantastic! Yes! Oh, I’ll drop everything, when can I pick up the ticket?” So I bought him a ticket and I said I would meet him to give him the ticket any time. He went to the game and had an amazing time and then I knew that was my foot in the door, because he’d have to meet me for a coffee outside his office and then I could talk to him more.

I bought him a coffee and when he sat down, he said, “Laurence, I’ve got to tell you this. In all the years I’ve been an estate agent, no one has ever given me anything.” He said one of the investors he used to give the best property deals to was retired now (as he bought over £10 million worth of property in London). He had never even bought him a coffee or said thank you.

The next guy he worked with who bought properties from him was now retired, and he bought £20 million of properties from him; he didn't give him a coffee either, let alone a football ticket. He said, "I haven't done anything for you and you've done this for me. This is unbelievable." I said, "I would really like to be the third person that you work with – you give me all the great deals and I can try and make it worth your while as well." I offered him a finder's fee of 1% cash on completion of whatever price that I paid for the property or for any future properties and he would obviously get paid commission as well, as an agent, but I could give him that as an extra if he gave me a good deal.

He said, "Let me see what I can do."

I said to him, "If you have a good deal for me, then I could get there with in one hour's notice. If the deal is that good, call me and you don't have to waste your time showing it to 10, 20, 30, 40, 50 people before it's sold. If you find me what I'm looking for, I will make you an offer there and then, or within the next few hours." He said it sounded great.

He found this one-bedroom flat in Camden near to Kings Cross station, and when I walked into the flat I couldn't tell if the floor was wooden or if it had carpet on it because it was so dirty: there was so much mess, newspapers, and magazines thrown all over the floor of the whole flat. An older man had been living there since the 1970s.

The bathroom was in a terrible condition, the kitchen was smaller than a telephone box, honestly. It was just unbelievable, a real dump of a property. I still saw potential, but I would have to renovate and redecorate the whole property. I'd need to install a brand new kitchen, refigure the walls like an open plan, and possibly make a separate bedroom to add value to the property. After considering the possibilities of what I could do with the place, I thought it was great, and I made an offer that the owner accepted.

I paid £165,000 for it in 2008 and then spent about three months renovating the property. I took out a loan from the bank for about £25,000, which was the price for a new bathroom, kitchen, flooring, lights, and cost to pay the builder. The builder's wife − she was from Bulgaria – wanted to use the toilet, but it was so disgusting that she decided she'd rather use the public toilets. *That's* the condition the property was in when I bought it.

When my mother came around and saw the property, she thought I'd gone mad and wasted my money. She was telling me off, saying "What were you thinking? This is terrible! You're never going to get your money back." She couldn't believe it. I said, "Don't worry. I know what I'm doing. I've been on a property course!"

Three months after renovating the property, I got the mortgage company to come back to revalue it and they then valued it at £275,000. Therefore, in three months it had gone up £110,000. I only spent £25,000 on refurbishing it, and then the beauty of it was that I could then remortgage and pull out my original deposit, which was £20,000 and the £25,000 that I paid to the builder, so I remortgaged the property and I got back £75,000. All the money I used came back and then I was up £30,000. I felt like going to Vegas. (As of writing this book in 2017, this same one bedroom flat is now worth £500,000. You read correctly: in less than 10 years, this property has gone up 300%).

I thought "Great, what's next?" That was around the time the recession hit – in 2008 − and I didn't really have enough money to try to buy another property; plus, it was difficult to get a mortgage. I had to make a decision. At the time, I didn't really know anyone in property or any investors with money, which was a shame because I was offered many great deals.

I found another property on the next street from there and even approached my mum, showing her all the figures, and saying, *"This is what I've made and this is the rental income*." I turned it straight into a holiday let. If this flat was rented on a long-term contract, then the tenant would pay a rental of about £1,000 per month, but on a holiday let I was renting it for a lot more.

Because of my tour guide background, I saw that it was near to Kings Cross station, and I thought tourists would like to stay there. I put in four single beds from Ikea and bought a big mattress topper so I could push them together and make them into a super king-sized bed in one bedroom. The other room could have single beds for the kids. The flat was renting for £1000 pounds per week and it was fully booked, but on average, I was generating about £3,000 a month, and would make about £4,000 per month during the summer. The mortgage was only £500 a month. I was on average making about £2,250 per month profit after paying the bills like the council tax, gas, electric, water, TV, and internet.

> What's Great About Property
> Is You Can Work Once
> And Get Paid Forever
>
> Laurence Lameche

Camden One-Bedroom Flat in London

Price of the property bought at the time in 2008: £165,000
Today's value (price in 2017): £500,000

<u>Equity: £307,000</u>

(£37,000 per year property increases in value)

Mortgage: £193,000
Mortgage: £508 per month + £175 bills
Rent: £2,300 per month

<u>Profit: £1,617 per month</u>

The path to more properties

I was desperate to do this again and acquire more properties. I even approached my mother to tell her I needed to do it again. I would do all the work and we could split the profits because I found another property literally a one-minute walk away from the previous property. I already had the money for half the deposit, and I asked my mum if she wanted to go into this deal with me and pay the other half of the deposit. She didn’t want to – for whatever reason, she thought it was too big a risk, and she was older now and didn’t like taking risks. I couldn’t do this deal by myself because I didn’t have enough money for a deposit. I considered what I could do and how I could get more leads.

I put the little money that I had left into a building a website because I thought maybe I would get more leads this way. I used Google AdWords and SEO (Search Engine Optimization). Now, I don’t know the first thing about websites. I knew I wasn’t going to build it, so I asked another company that builds websites to do this for me. After that, I had no more money left. I couldn’t buy property the traditional way anymore, and I kept on thinking to myself, "*How can I help more people in London sell their property, and how can I buy it without a mortgage and no deposit?"* I was sure there must be a way to do this, because I knew that there were some people who bought investment properties and were behind on their mortgage payments.

"Maybe I could help those people," I thought. "*Rather than they lose the property, I could be there to help them*. *Maybe I could agree a price with them, maybe I could pay off the debt outstanding and buy it in the future when I have more money or when the property has gone up in value."*

I thought about people who were going to move abroad and didn't want the hassle of having a property anymore. I thought I would be a property problem solver for people in London.

If a landlord has a problem tenant who doesn't pay them, it's going to take at least six to eight months to go to court for those people to evict the tenant, but during this time a lot of people couldn't afford to pay their mortgages and were going to end up losing their properties. *Maybe I could get those people to contact* *me and I could help deal with that problem for them and take care of the whole process.* I thought it might work but wondered how I could let people know what I was doing.

The website was built and now online and I started to get leads and call people. Again I thought, “How can I talk to someone, and what could I give them?” I didn’t really have anything. But I looked into this in depth and found the right solicitors who said that I could legally do this. That’s what I did and that’s how I started to then find properties in London and buy them for £1 or a football ticket.

How I found great property deals, and how to create a win-win deal

You have to do different things to generate leads so that people call you:

- hand out your business card.
- print lots of flyers and post them through people’s doors in areas you want to buy properties.
- figure out the streets to flyer (either do this yourself or speak to someone who already

does this for a living) and offer to pay them some extra money if they could post your flyers along with the companies they work for.

I did all of that. I printed tens of thousands of leaflets, I hand delivered all of them with a friend, because I couldn't afford to pay someone to do it for me, and it got me several enquiries. I know you're meant to keep it up over a long period, because people may not be looking to sell now, but they might be looking to sell in six months or at some point in the future.

I did that and then I went to visit a woman in Camden because I was new to this and I wanted to try to buy her home creatively. I said, "Look, how much do you want for your property?" I think at the time she wanted about £300,000 and I said "OK, no problem, why are you selling?" She said she was moving to the countryside; she wanted to have a bigger home and for her kids to have a garden. I said*, "Ok great. I can give you that, but I can't give it to you now – maybe in a few years."* She looked at me like, "Why can't you give it to me now?"

I said, *"I'm looking for the market to go up a little bit and that's how I buy property, so you don't have to get* *an estate agent but I just need a few years to do that*." It didn't work for her, so I went to a few other people that called me to go visit them in different parts of London. I was dressed up in a suit and said, "Look, I can buy your property in a few years." This idea doesn't work for everyone – like for people who were looking to buy somewhere else and who needed the money now.

I met with many other people who weren't interested, so I thought I was wasting a lot of my time. I had been to different parts of London, sitting down, meeting people, and they were not interested. The property courses I had attended said you couldn't negotiate a whole deal over the telephone, but I thought, "*Well, they can't, but I will. Just because they can't, they can't tell me I can't do it. I can and will negotiate over the phone, and I will find a win-win solution for the seller and for myself."*

Rather than waste my time going to all different parts of London to people who weren't interested, I changed my approach and put postcards in newsagents' shop windows and different local shops in different areas. I would have special business cards made with illuminating colors, bright orange backgrounds, bright fluorescent yellow workman's jacket, glow in the dark and great for Halloween, but those didn't really get me any leads.

I'd hand them out to different people, put them on the Tube, and put them on bus seats. When I went to buy groceries at the supermarket I'd give them to the checkout person. I would give my card to everyone and would get a few calls, but nothing really. I even had a jacket made with my website name and number on the back of it that glowed in the dark and I walked around London with it on whenever I needed to go out, which meant I was a walking, talking advertising sign for my business. I even had an umbrella made with reflective words written on it that says: We Buy Property and then my 0800 number on it.

The Best Time To Buy A Property

Was 10 Years Ago.

The Next Best Time Is Now

Laurence Lameche

How can you buy a £1 property deal in London?

I spoke to the owner over the phone and started asking him why he wanted to sell his property. He told me that he needed to raise money because he wanted to start a business. He was also a bit behind on his mortgage and service charge payments. He owed a few thousand pounds and I went to meet him and to see his property.

The first time I met him, I could only offer him about £5,000 which was basically all the money I had in my bank account together with some credit cards that I could also use, but he wanted £15,000. I said, “I can’t give you that amount right now. You have my card – if you change your mind and want to discuss anything in the future, feel free to contact me any time.” A couple of months went by, and he called me again and asked if I could do it for £10,000. I said I could manage about £6,000 and would pay all his legal fees as well, and he agreed to that.

So I got my second investment property near the Tower of London for only £6,000. I thought I’d just won the Crown Jewels. He was very happy with this deal; he was tired of dealing with tenants and was a bit behind on the mortgage and service charges payments, so he just wanted to get rid of it. I asked him how much he wanted for the property. He said the mortgage was £115,000 and he had a £20,000 secured loan on the property as well. In total, it was £135,000 for the property.

I did this deal by agreeing to babysit his mortgage and loan payments every month for his property, so there was no risk to him. In the legal paperwork that we drew up, there was a clause that said if I missed one of his mortgage or loan payments then the property went back to him. Obviously, this gave him peace of mind (that I would pay his mortgage and loan payments). I agreed to look after his property and to take care of it for him just like it was my own home, and I would look after the tenant. The tenant would pay me the rent money and I would use that money to pay the mortgage and loan payments. I'd have the right to renovate, decorate, and sell it as well. That was the first deal that I did in this creative way in London.

Shadwell One-Bedroom Flat in London (near to The Tower of London)

Option to buy the property in 2011: £135,000
Today's value (price in 2017): £300,000

Equity: £165,000
(£27,500 per year property increases in value)

Mortgage: £292 per month + loan: £240 per month + £200 bills
Rent: £2,500 per month

Profit: £1,768 per month

I believe that to approach a deal ethically, you must try to find a win-win solution for the seller that will help them. I am a property problem solver, and I help people who want to sell their property quickly by providing a solution. I always do my best to put myself in the sellers' shoes.

When you meet a motivated seller, ask yourself how you can help them. Before I buy any property from a seller, I always do my best to consider if selling the property to me is really in their best interest. If you come from this thought of trying to help people then you'll stand ahead of your competitors.

> **You could even say this when talking to sellers:**
> *"Maybe selling your property to me may not be the best thing for you and if it's not I will tell you and I will offer you the best advice I can to try and help you!"*

Bouncing back from setbacks

I have spoken to hundreds, possibly even thousands of people wanting to sell their property and I just keep going and going and going. It doesn't matter if most of them say, "no" because I only need a few to say, "yes".

What I’ve learned is to draw on the experience of others, such as Walt Disney. Remember what happened to Walt: his dream to create Disney World was rejected by more than three hundred banks. Yes, that’s right: he was turned down by many banks and they told him that no one would want to go to his theme park. Who would keep going after 10, 20, 50, 100 banks said “no”? The guy kept going. I’ve learned from this (and from other life experiences) to keep going no matter how many rejections I encounter.

I knew that I could genuinely help people. I knew that there were people out there with problem properties who just wanted a way out and who couldn’t sell for many different reasons. *Maybe I could even offer them more money than what their property was currently worth, but pay them in the future.* I just kept going and it didn’t matter how many times I was told “no”. I was quite scared at first – I will admit to that. I was nervous and didn’t know what to say to people. I would get laughed at, sure, but it’s really about trying to build the relationship with someone over the phone and talking to them and finding out the reason they wanted to sell so that you can make a deal that worked for everyone.

That's what I did.

Don't Worry What Other People Think About You Because It Does Not Matter

Laurence Lameche

Practise and take action

I did a lot of practicing. I was very scared to make the first phone call. I used to put off doing things. I know many people perhaps may suffer from this, but like many times in my life, I procrastinated. Many times I'd put things off for later. Later never comes – I thought I would call people in the afternoon, or in the evening, then it became the next day. I thought, "I'll do it tomorrow, I'll do it next week, I'll start next month." I even bought this book written by Brian Tracy called '*Eat That Frog!'* to help me end procrastination…but I put off reading it for two years. (It's honestly a great book and I do recommend it, I just wish I'd read it sooner).

Later never comes. You have to do it now.

It didn’t come easy for me. I had challenges and I had to get through them and do the best that I could. I don’t like rejection either – no one does – but I knew I didn’t want to spoil the deal of the century and mess up because I don’t know how to talk to people on the phone. I was putting off calling people and getting back to them and leaving messages. It’s just not professional.

I was quite scared and nervous. I didn’t want to give up the deal of the century, so I thought about how I could overcome that. People would say, “What’s the worst thing that could happen? They hang up, say ‘no’, go away, scream or shout, but they don’t know you. Try to blank that out, don’t take it personally, and just call. It’s a numbers game.” I thought, *“Instead of calling people in London who have property for sale, I will call people outside London in areas that I’m not interested in buying properties*.” I called people in different parts of the country because then I had no fear. I didn’t care if they screamed, shouted or swore at me, because it didn’t matter. I called them to try to build up my confidence and to understand what it was important to be saying.

Finally, I got an English call centre to answer my calls 24/7. They would answer the phone like this: “Hello, good morning. The London Property Buyers, how can I help you?” The caller would say they were interested in selling their property. The call centre would take the person’s name, property address, phone number, and email address, along with how much they wanted to sell the property for and what reason they wanted to sell the property. They would also find out if there was a mortgage on the property and how much was outstanding— there was a list of questions I would have them ask every single caller.

Then the call centre member of staff would say to the caller, “Let me check if someone is available,” and they would put the caller on hold and wait a few seconds and say, “I’m sorry, no one is available right now, but I will get someone to call you back.” Then they would immediately email me all the details they took down straight away. This works quite well because it means that I can call back the seller in my own time.

The call centre was quite cheap and reasonable to arrange − I’d highly recommend using one.

You need to be quick when a motivated seller contacts you. I wrote a script to help you because I had to write questions down to know what to say to people who called me, just like my call centre.

Questions for Sellers:
A Handy Guide

Their Name:

Telephone Number:

Email:

Property Address For Sale:

Description of Property:

PROPERTY DETAILS:

FREEHOLD /LEASEHOLD (tick appropriate)

Lease term? ....

Maintenance/Ground rent?................

Service Charge? ....

TYPE:

Flat/House	[ ]	Age/Build date	[ ]
Bathrooms	[ ]	Gardens	[ ]
Receptions	[ ]	Parking	[ ]
Construction Type	[ ]	Ex-Council	[ ]

Next to commercial Premises?…………………………………

CONDITION:

Poor / Average / Good / Excellent

Any works needed to make '*Good*''?…………………………

Any structural problems? ………………………………………

1. What is the main reason why you are selling the property?

2. Is the property for sale with an agent, who & value? Y/N

AGENT………………… VALUE ………………

(What do you think it's worth) ....

How long has it been on the market? ....

How many visits have you had? ....

Has it always been on at that price? ....

Have you dropped it? ....

1. If currently For Sale, why don't you think the property has sold?

2. Do you live at the property? ....

3. Is it tenanted? ….. (Why not?)

4. How much rent is tenant paying per month?

5. How quickly are you looking to sell?

6. Anyone else involved? Have you spoken to other people like me?

7. How have you found them? When you speak to them? What do you like and dislike about them?

8. What is the Outstanding Mortgage?
Mortgage/s: ……………………….
Secured Loans: or (Credit Card debts) …………………..
Monthly Payments: ………………..
Unsecured Loans: …………………

9. What mortgage is it? (fixed rate): ....
Interest Only or Repayment? ....
(Any redemption penalties, Any arrears? Why)

WHAT IS THE MINIMUM PRICE YOU COULD TAKE FOR THE PROPERTY? £....................
How much do you need? ....

1. What time would be a covenant for you so I come and view the property?
(Before agreeing to this I would normally do some research and prepare myself to look at what other comparable properties are in the area or view the property and then research afterwards)

2. Do you have any questions?

Now write down the answer to these questions

What offer you made: ....

Their reaction: ....

(Put in diary to speak to the seller or agent and call them in one month's time to say is that property sold yet.) Has their situation changed?

Make 3 offers depending on their situation

1. Offer Price verbally (based on 80% to 75% discount of valuation based on your <u>own</u> research)
2. Make a Lease Option Offer (i.e. offer them the full asking price or even more, but agree to do this in maybe 3 to 5 years or a time frame that is suitable for both you and the seller. I usually like to agree over a 10-year period as most of my deals I have agreed for 15 years.)
3. Full Market value now, where we can offer you 75% of the property's current market value today, and then pay you the remaining 25% in 3 to 10 years!

Setting the rules

- **Explain how you buy property.** (I do buy property and I can do it very quickly, I buy it for less than it's worth, I will give you a low offer, I can do it really quickly. For some people that really doesn't work, but for others it's a great solution because they need to sell quickly).
- **Describe the benefits** (i.e. no chains, cash buyers, FAST completion, there are no Estate Agency fees to pay, there are no survey fees to pay, no cost at all, I will pick up all the costs, the price we agree is what you get, I will do it within a certain timescale, you don't have lots of people walking through your property, your neighbours will never know, there are no for sale signs).
- **We need to conduct our own valuation** (Once we will come and see your property to make sure it's what we want, and then when we go ahead we will get a valuation done).
- **Visit only on the understanding that the sale would be at a specific discounted price** (Look if the property is what you told me, it's the kind of thing we buy, and if we can help you and we can do it in the time you want, the ball park figure I will be looking at is around ...£250,000 to £300,000... depending on the condition of

the property, if everything else is ok, would that work for you?).

- **We will pay all the costs** (we pay all your costs the solicitors, so the price we agree is what you will actually receive).
- **If they pull out, they will meet the costs** (Look if anything goes wrong with the sale and it doesn't go forward obviously, because you have changed your mind, we would of course bill you for the costs involved for surveys and solicitors etc.)

Explain the Process

- We will make an initial visit and provisional offer.
- One of our surveyors will visit the property.
- We will make a formal offer.
- We will instruct the solicitors.
- We buy cash so that we can complete quickly.

RESEARCH INTO ENQUIRY

VALUATION	
DATE LAST SOLD	
SOLD FOR	
VALUATION OF OTHER SIMILAR PROPERTIES ON MARKET	
ACTUAL VALUATION	
MORTGAGE REPAYMENTS	
DEPOSIT	
RENTAL VALUE	
ADDITIONAL INFO	

Sometimes I would use this phase below when talking to sellers:

Q: What are you trying to sell your property for? ………………

A: "Ok, I think I can help you and buy it for that price, but I buy property in a completely different way than most people do, and I need a little bit of time to buy it. How would you feel if I agreed the price you want, but bought the property in a few years?"

I'd pause and let them think about it, and some people would say "no", as they really wanted to sell the property now because they were buying another property or they needed the money for their business, and that's ok because this won't work for everyone who is trying to sell.

These are the type of property owners below who may say "yes" to the similar deals I have done, if they are in any of these situations:

1. Financial difficulty / debt
2. About to get repossessed
3. Moving abroad

4. Don’t want to be a landlord anymore

5. Has a bad tenant

6. Negative equity (which means the mortgage is more than the value of the property)

Another question to ask:

Q: “What if you can’t sell your property right now?”

And most people would say they would just have to rent it out.

I would ask:

Q: “What if I just rented it from you on a fixed term contract for like three years? Within those three years I would buy the property. I just need a bit of time to buy. How does that sound?”

I’d just talk to people normally and some people would say it sounded interesting and to let them think about it. Others weren’t interested. Some people would ask more questions about it, but it’s really as simple as that. Finding the right seller that you can help and creating a win-win situation that works for everyone.

This is how I started to buy property in London for no money.

Don’t Try To Fit In When You’re Born To Stand Out

Laurence Lameche

Chapter 4
How I Bought Three Properties In London For A Football Ticket

I spoke to this guy who had three flats for sale in East London. After talking to him, he wanted £600,000 for all the flats, but after doing my research, I found out that they were only worth £500,000. I asked him, “Do you want £100,000 more than what they are truly worth today?” he said, “Yes, that's what I want.” I asked how long they had been for sale now; the answer was about one year. He said he couldn't sell them, and I said I wasn’t surprised − no one was going to give him £100,000 more than what they are truly worth.

I asked him why he wanted to sell; he told me that he didn’t want to be a landlord anymore. He was a single guy when he bought the properties but had since married with two kids and a third one on the way. I was speaking to him and said I could offer him the full asking price (over market value) and came up with a solution to give him exactly what he wanted. I offered to babysit his mortgage payments every month until I bought all three properties. I explained that I would need a few years to do this and to complete the purchase. He looked at me funny and said he was not interested.

I called him back the next month and he still refused, saying he was still looking for a cash buyer. I said, “No problem. Well, my offer’s still there.” I called him again three months in and got the same answer. I told him my offer was still good and to call me back if he wanted to go ahead; this went on for months. By the sixth month, I called him and it was on a Monday. Like you do with most people, I asked him “Oh, hello, how are you? How was your weekend?” He said it was terrible. “Oh no what happened? Are you okay?” I wondered. He said, “Yes, but Arsenal lost.”

I said, “Oh no, that’s terrible. Sorry to hear that.” We got talking about Arsenal and I said, “Oh, have you been to watch them play?” He said a few times, but he had always wanted to go and watch Arsenal play at the Emirates Stadium – it was his dream to go and watch Arsenal play there one day. I told him that I would buy him a ticket to watch Arsenal play at a game of his choice if he agreed to go ahead and do this deal with me. “Great, where do I sign?” was his response.

That’s *exactly* how I actually bought three London flats for one Arsenal ticket!

I did this by talking to the seller and understanding his problem, by relating to him and finding out what he liked, and by understanding that the pain of these properties was too much for him. He didn't want them any longer. He wanted to get rid of them.

I agreed to buy these properties over the next 15 years. All the tenants would then pay me and I would then pay his mortgages. I thought that I could increase the rent by renting them all as serviced accommodation / holiday-lets. All three properties were new builds, so they were all nicely decorated and in good condition with nice furniture, so I didn’t have to spend any money on improving them. They were easy to rent out and he was happy with the situation.

You obviously don’t need to support Arsenal (but it helps). In all seriousness, the point I am trying to make is this: when you want to get to know someone or do business with someone, I have found that by giving them something they want for free, they will feel the need to return the favour.

This could be anything from

- Football tickets
- Concert tickets
- Other sporting events
- Theatre tickets
- Flowers
- Nice bottle of wine or champagne
- A nice meal at their favourite restaurant
- Something nice for their children

You could do many different things for someone. Just try to understand the person who you are looking to do this for and what they like.

Structuring the deal

He had two one-bedroom flats and wanted £190,000 for each one. The third flat was a two-bedroom flat that he wanted £230,000 for. I was happy to give him that; I just couldn't give him that money right now, but I could at some point in the future. We came to a mutual agreement that I would give him the money in 15 years.

Now, that does sound like quite a way into the future; it sounds like a long, long time. So you may be wondering who would agree to a deal like that where I could fix the price now but pay him that price 15 years in the future? Traditionally, property doubles in value in the UK every 10 years, so who would agree to that?

Well, I am a property problem solver. I'm always trying to think about working out a win-win situation for everyone, and especially to make the seller happy. When I first talked to him, I asked why he didn't just sell it through an estate agent. He said he had tried, but it had been on the market for a year and no one would buy them because he wanted £100,000 more than they are currently worth.

I thought they may not be worth what he wanted today, but they would be in the future, and if I could rent them out as holiday-lets, I would get double or even triple the normal monthly rental income. I was trying to figure out a way that works for him and for me as well. I made detailed notes of the agreed upon purchase price: the value of it and the rental income.

Putting yourself in their shoes

With this deal, for example, I found out that a tenant in one of the flats was not paying his rent. That was an enormous problem for the landlord because if he let the tenant stay, he wouldn't be paying his mortgage and would eventually lose the property because he didn't have any money to pay it. I agreed to take on the burden of the issue and agreed that I would continue to pay his mortgage and I would deal with his problem tenant. It was just too painful and too much of a hassle for the owner, who didn't know how to take the tenant to court.

I agreed to act on his behalf and handle the eviction process. It was a very long, hard process: the tenant wasn't paying and was giving every excuse under the sun why he couldn't pay. I started legal proceedings and I didn't know what to do because I had never done this before, but I learnt quickly and did all the paperwork myself and took the tenant to court.

I had to pay the mortgage which was £411 a month for eight months, and also the service charge payment of £125 per month as well, so the total amount for both payments was £536 per month x 8 months = £4,288 (which is the total amount I had to continue to pay). I didn’t get any rent during this time. It was not easy. This was one of the reasons why he wanted to deal with me.

East London One-Bedroom Flat (1)

Option to buy the property in 2011: £190,000

Today's value (price in 2017): £240,000

Equity: £50,000

(£8,000 per year property increases in value)

Mortgage: £693 per month + £300 bills and service charge

Rent: £3,000 per month

Profit: £2,007 per month

East London One-Bedroom Flat (2)

Option to buy the property in 2011: £190,000

Today’s value (price in 2017): £240,000

Equity: £50,000

(£8,000 per year property increases in value)

Mortgage: £683 per month + £300 bills and service charge

Rent: £3,000 per month

Profit: £2,017 per month

East London Two-Bedroom Flat

Option to buy the property in 2011: £230,000
Today’s value (price in 2017): £330,000

Equity: £100,000
(£16,500 per year property increases in value)

Mortgage: £411 per month + £300 bills and service charge
Rent: £3,750 per month

Profit: £3,039 per month

Evicting a tenant in one day without taking them to court

The owner had a few properties repossessed a few years before he met me and he said he wished he had met me sooner, because he would have given me more properties. Unfortunately, he had other tenants that didn't pay him, and he didn't know what to do and couldn't pay his mortgages. The bank just repossessed the properties and took them back, which is a real shame because I could have helped him and I can help many people in this situation. I can make sure that doesn't happen by paying the outstanding unpaid mortgage arrears and I can help save the property from being repossessed and everyone wins.

I did all of that and then rented some of the properties out with an increase in the rent because I was renting them as serviced apartments / holiday lets. The eviction experience is still very painful to me. The law in England is on the side of the tenant, and it's not fair from a landlord’s point of view to have someone in your property that doesn't pay rent. At the end of the day, you can lose your property unless you can supplement the mortgage payments another way and continue to do so, and most landlords rely on the tenants to pay, which enables the property owner to continue to pay the mortgage.

I kept thinking *there must be a better way for me to figure it out*, and that's why I thought of doing holiday-lets. These protect landlords against tenants who don't pay rent or want to stay in the property because a holiday-let agreement means the tenant has no rights; and they have to leave the property straight away without going to court, all within 24 hours.

From the very first property that I bought, I was always worried in the back of my mind that I might have a problem tenant that wouldn't pay rent and that it would take me forever to try to get them out. It would put this tremendous stress and pressure on me to pay the mortgage. The solution is to never give a tenant an AST, which is an Assured Shorthand Tenancy Agreement, because then they have a legal right to stay in the property.

I thought, "What do I do?" I came up with a great idea after speaking with the best solicitors and barristers in London who specialise in property law. I spent £5000 to find a clever way that essentially ensures landlords never have to worry if they do the right paperwork and sign a holiday-let agreement with the people who want to rent their property.

For every person that moves into their property, it protects the landlord so now the tenants have no rights, and you can get them out of your property within 24 hours. No Court. No Bailiff. No Problem.

With a holiday-let agreement, you can evict someone legally within 24 hours. Many landlords don’t know about this clever loophole. This is something I learned from the school of hard knocks. I couldn’t let that eviction nightmare happen to me again. Over the course of several years, I had about five different holidaymakers that have tried to be clever and they would say and think: “I’m a tenant, I know my rights, I’m not paying any more rent and I’m not moving out, you have to take me to court.”

Sometimes they pay me one month’s rent and one month’s deposit, but other times I don't even get a deposit from them and they just don’t pay again. They act very technical, asserting their “rights,” but then hope they can stay there for at least six to eight months rent-free.

In addition, when they leave some of them are not from this country and so there's no way of sometimes getting any money back. However, with a holiday-let agreement you can effectively not have to deal with all the painful hassles that are involved in taking half a year to complete an eviction.

Other property deals – how to buy property in London for £1

This guy from Australia contacted me because he wanted to sell his one-bedroom flat in Islington, London. He needed to sell because he was behind on a secured loan against the property. I asked how much he was behind. He said £2,000. The secured loan was for £25,000, so the bank wanted to take him to court to repossess the property next month. All he owed them was £2,000.

I said to him, "Well how much do you want to sell your property for?" He explained he wanted £250,000; the mortgage outstanding was £200,000. He wanted to make £50,000 profit, so he was quite happy with £250,000, plus the secured loan for £25,000 on top. In total, I'd have to pay him £275,000. I said, "No problem, I can do that. But I think I can do it within the next 15 years.”

The reason that I say to people 15 years is that it just gives me peace of mind. Because when I first started doing these deals I thought that it might take me that amount of time to save up for a deposit to buy the property. What I have learnt recently from speaking with different mortgage brokers is that the deposit is already in the deal, because after a period of years the properties have all gone up significantly in value from where they were. I don't actually need a deposit. I can use the equity that has already built up in the property and then I can buy it in my own name, which is what I'm planning to do with the properties right now.

Alternatively, I would look for an investor to lend me the money for the deposit so I can then buy the property and then after six months to one year, I can re-mortgage and then give back the investor the money with interest. That’s what I was looking to do as well. This particular deal with the guy we agreed over a 15-year period. I paid off the £2,000 immediately to the loan company, which stopped the court action and repossession. Then I just continued paying the loan payments; every month, I would pay his loan. Every month I would babysit his mortgage payments. The property would be taken care of, and I would ask the tenant to leave when I took over the property so I could rent it as a holiday let.

This property was a student-type one-bedroom council flat in London. The bedroom walls were painted blue and the living room was painted grey. I just replaced the furniture; the kitchen and bathroom were newly decorated. All I did was add a tumble dryer in the kitchen and buy brand new furniture for the living room like a double sofa bed, glass table, four chairs, TV and stand and some pictures of London on the walls. The bed was quite good that was there already, but I have since replaced it with a nice bed and bedroom furniture, and the flat just looks amazing now. I've rented it out and it's done well. It's gone up constantly in value and has been a very good property investment. Again, I bought it for only £1 − a one-bedroom flat, in central London.

Islington One-Bedroom Flat in London

Option to buy the property in 2013: £275,000
Today's value (price in 2017): £450,000

Equity: £175,000
(£43,750 per year property increases in value)

Mortgage: £900 per month +
Loan: £248 per month
+ £250 bills
Rent: £2,750 per month

<u>**Profit: £1,352 per month**</u>

Owning property

Think about it: if you buy a property, but you have a mortgage, you don’t actually own the property because the bank does. If you stop paying the mortgage then the bank will repossess the property and you will lose it. Even if your name is on the Land Registry or Title Deeds the bank technically still owns the property because they have a first charge on it.

You have the right to sell the property and after paying off the mortgage you keep the profit or you can rent it out.

What I have done is to control these property deals in London through something called a lease option, which gives me the right (but not obligation) to buy the property in the future. This means that I don’t have the hassle of a mortgage or ownership of the property I just control the asset and it allows me to benefit from the rental income and allows me to either buy the property one day myself for an agreed price or to sell it to an investor or through an estate agent. For me, it’s the perfect way to get into property and to control large assets without a mortgage or deposit.

Solicitors

Most solicitors do not understand this type of transaction and they don’t know how to do it.

Some of the solicitors that you speak to may even claim it’s illegal, but they simply do not know what they are talking about. There is no point trying to educate them. Instead, find a solicitor who has already done these type of deals and knows how to do them properly.

You need to make sure the deal goes through quickly and finding the right solicitor to help you do this is important. I have worked with many different firms of solicitors over the years and some are better than others. Because I find that solicitors can be quite slow at getting things done, they need a gentle reminder from you to see what is happening and what they are waiting for. Sometimes you will need to work closely with the seller to help them get the paperwork signed and sent to their solicitor as these things can slow down the process.

Your solicitor should also be able to help recommend another solicitor that they have worked well with before to help represent the seller if they don’t have a solicitor. They are duty bound to protect the seller and to look after them with the sale of their property. I will recommend to the seller to use this solicitor and sometimes it might be worth considering to offer to pay for their legal fees if they use this solicitor because it will help speed up the process; it also benefits the seller because they don’t have to pay the solicitor’s fees.

Agree on a timeframe with the seller, and do your best to stick to it. Let the solicitors know that you are working towards a deadline and that this deal may fall through and you could possibly lose it if they don’t act quickly (even if the deal falls through you will still be liable to pay all the solicitor’s fees). Sometimes solicitors can take up to eight to twelve weeks to complete a property purchase, but it can possibly happen faster than that. A more efficient solicitor should be able to do the paperwork within three to four weeks if they work well together with the other solicitor. In my experience, you will need to regularly call them or email them to chase them up to get the deal done and ask them what else needs to be done and what can you do to speed things up.

Million dollar business card

During the years, I have printed loads of business cards myself. I have collected literally thousands of business cards from people all over the world that I've met at different events. Many people make the mistake with a business card of never putting their photo on the card. It doesn't matter whether you're the most charismatic, wonderful, amazing person that I've ever met in my life, but when I get back home and have about 30 to 50 business cards in my pocket, I can't remember who I actually met if there is no photo on the business card.

I put them on my desk and sometimes won't look at them until the next day or maybe a few days later. I used to regularly meet lots of people from going to property events and different networking events. It would be very difficult to remember who I actually met, which is unfortunate because sometimes I meet amazing people that I would like to get to know better and invite them out for a drink or do business with, but I can't remember their business card because it doesn't have a photo on it.

At one point, I'd step up my game by doing certain things to try to get every single business card in the room from people. At that point, you just cannot remember everyone you meet. I would recommend that you should always put your photo on your business card so that people can remember you. Otherwise, no one ever will. I always have a double-sided business card, where on the back of the business card, I would tell people what I'm looking for and what I do.

When I got home and looked at the business cards after the events, I would have no idea what company someone belonged to. I recommend putting bullet points on the back, including what you do at that particular company. When you're giving out your business card that you've printed and spent money on, you might as well go that extra mile, because the person you're giving it to may actually need your help. If you haven't clearly explained what you do, they will have no idea.

At the end of the day, many people throw business cards away. Most business cards end up in the bin. But I've come up with what I believe is the greatest business card in the world which no one ever throws away when I give it to them, and this is my million-dollar business card; I think it's the greatest business card ever.

The million dollar business card

Are you ready for this?

I've actually printed a one million dollar bill that looks like an actual dollar bill. I remember someone on-stage at one of these events I went to who asked the whole audience, "Who wants to be a millionaire? Does anyone want to be a millionaire?" Most people's hands in the audience went up. The speaker on stage would have a million dollars in their hand, and they'd say, you know, "If I was to say to you right now, who would like a million dollars, would anyone like a million dollars? Who'd want a million dollars?"

This would go on until someone from the audience would run up and grab the million dollars from the guy's hand standing on the stage.

Then he'd say, "Well, what's wrong with the rest of you? Didn't you all come here to make a million dollars? How come only one person came up and grabbed it? I'm waving a million dollars here." Sometimes in life, opportunity is right in front of you. Then, he said, "I'll do it again. Who wants a million dollars?" A few people ran up and another person grabbed it. He just repeated it again, "Okay, who wants a million dollars?" He kept on doing this until the whole audience grabbed their million dollars. I even sprinted up, and again, you don't want to feel like a fool running up and then not being able to get what he's giving you. I grabbed it, and I remember the feeling that I got a million dollars; I was so excited with a million dollars in my hand, thinking, *"This is amazing*!" I felt like a millionaire and I had a big smile on my face. I saw the reaction of everyone else that grabbed it; they were all so genuinely happy.

What this guy on the stage didn't do was to put his face on the front of the million dollars and on the back of it was no information about him whatsoever.

I thought what I should do is put my face on the front of the million dollars and on the back my name, my website, and my telephone number. Every time that I've given it to people, they all burst out laughing. They will say to me, “This is the greatest business card I’ve ever seen!” I’ve given this business card away for many years now and people always remember me. Try it yourself; it works.

Years later, people still come up to me and hug me; some people I can remember, but I have forgotten most of them. Still, they always remember me because of that business card, and they’ll always ask if I do the same thing. Some people even say to me, “Laurence, I wake up every morning, and the first thing that I think of is you because I can see you on my vision board every day or you’re on my desk next to my computer or I keep you in my wallet for good luck. You’ve got the greatest business card ever.”

Many people tell me, “It’s the only business card I’ve never thrown away in the bin.” I just say to people, “That’s great. You’re welcome. You know, if you ever do want to spend it, then please ask for the change.” It’s very, very memorable, and I would encourage you to get something like that. I had to go to America to get the million dollars made, but the impact is unbelievable. You want people to remember you and you must stand out from the crowd and be different.

I’ve put my photo on my business cards over the years, but now I’ve taken it to another level by giving people a million dollars. Someone I met recently said that my business card made him feel special, and that’s the secret: to make people feel special because they will always remember you.

I’m Not The Next
Richard Branson
Because
I Am The First
Laurence Lameche


THE UNITED STATES OF AMERICA
1,000,000
ONE MILLION DOLLARS
A87654321B
WASHINGTON USA
THIS NOTE IS DEFINITELY NOT LEGAL TENDER.
MILLION

The power of visualisation

You can do anything you put your mind to, so visualise anything you want and go out and make it happen. You must also believe it is possible and have faith that what you are visualising will come true.

Think about this: when you order something online, you don't have any doubt in your mind that the item you ordered will arrive – and that is exactly what you need to do when you visualise something, just know that it will arrive because the universe will bring it to you.

Visualise something now. For example, see yourself buying a property in London or anywhere you want for £1. Believe you can do it—it doesn't matter how, but you will find a way if you practise and put into place the teachings of this book. This is exactly what I did.

You need to gain the right knowledge to make this happen, but you are on the right track by reading this book and learning from other people who have actually done this. Read other books about this subject and invest in going on a course that teaches you, or find a mentor to show you how to do this and buy properties for no money.

Just take action and start to do something—even if you think you may not be ready, it doesn't matter because you will never be officially "ready." This is what I thought—I kept waiting to learn more because I never thought I was ready, and then one day I thought, *"Well, I may never be ready and I may not know all the answers, but I must begin at once whether I think I am ready or not and I can learn, practice, and grow along the way."* The time has come to take action, which is exactly what I did, and this is how I bought the majority of the properties I did in London with no money—and you can, too.

I never liked school, mainly because I was never good at it and I made the mistake to think that as soon as I left school I would stop learning. I soon realised that in order to be successful in what you do, you must continue to learn and gain knowledge relating to your chosen purpose, profession, or business.

Do One Thing Each Day

That Will Take You One Step

Closer To Your Goal.

Laurence Lameche

Chapter 5

An Interview with the Author

Tell us about your experience getting started in property. What advice would you give someone just getting started?

Well, I went on lots of property courses and seminars over the years, but I put off getting into property or doing anything for years before I finally got started. I always thought that you needed money to invest in property. These speakers were talking onstage and I remember thinking, "*Oh, it's all right for them*." They were standing and showing photographs of the different properties they bought across the country but no one that spoke on stage ever bought any properties in London. They would say things like, "This property I bought here and it cost me X amount, and I had to put down a deposit of this amount." I remember sitting in the audience thinking, *"Well, what if you don't have any money to invest?"* because I didn't have any savings or a deposit and I couldn't get a mortgage, so how could I possibly buy a property in London?

At the end of these property courses, I used to go up and talk to the people who had spoken onstage and say, “That all sounds fantastic – I’d love to get into property, but I don’t know how to get started because I don’t have any money.” They would always say to me, “Well, that shouldn’t be a reason for you to not start investing in property.” I would reply, “But how can I get started if I don’t have any money?” They wouldn’t ever give me an answer.

I found it very, very frustrating that I’d spent a lot of money on a course only to hear them say, “Well, you don’t need money to invest in property.” I remember one guy said he bought property with his credit card. At the time, I didn’t even have a credit card, so to get started on this journey, I made myself a business card.

I think there’s nothing worse than going to a seminar, course or networking event and running out of business cards. If you’ve met someone, and you say, “Well, let’s swap business cards. And their reply is “Oh… I don’t have any,” and then you ask them to write it on piece of paper—they are never going to stand out this way or be remembered. Most people will just throw away that piece of paper in the bin, so it's time to get serious and the first step is to get some business cards made up that say you're a property investor.

When you go to an event you're meeting so many new people, you want to network with as many people as quickly as possible. When I got started, I just went to a company that printed free business cards. They were quite cheap looking and a bit tacky because they had their logo on the back of the card, but if that's all you can really do, it will work. Just put your name, a mobile number, and an email address on a business card. Get an email address that sounds property related and start from there.

Then start going to property events. There are many different events once a month all over the country, especially in London. They're quite reasonable, and they give you an insight into people's journeys and what they're doing in property and how the market is at the moment. Start talking to people in the room to find out what they're up to. I tried to make friends with as many people as possible that I thought were on a similar journey and that were trying to do things similar to me. I tried to exchange ideas with them and ask for their help, guidance, and advice.

A key piece of advice: whenever you go to events, you need to start telling people you’re a property investor and that you buy property in whatever area you plan to get started in or want to invest in.

I suggest putting postcards in your local shops / newsagents in the area where you want to start investing – you know, something like “I buy houses for cash.” Put your number and then see the response. I also did leaflets. I printed tens of thousands of leaflets and posted them through people’s doors. I would also consider putting in a newspaper advert or maybe even get a website built. I looked at all the competitor websites online and I saw what made the websites that looked good to me stand out.

Then I approached some website designers to try to build an improved replica of the competitor’s website. Start trying to speak with estate agents so you can assess the current market for buying rundown properties. Always try to look to increase the value. Many rundown properties need refurbishment. You can buy them cheaper and do the work that's needed to increase the value.

If you're starting without any money, can't get a mortgage, or have bad credit, work on your credit score. Go to Experian to find out your credit score and it will show you ways to improve it. I went from a credit score of about 400 to 986 in a matter of eight months (the maximum score is 999). You can try to do the same thing by learning how the credit score works. This knowledge is useful because you need to have a high credit score in order to get a mortgage.

If at the moment you cannot get a mortgage and have bad credit, then I would recommend going down the route of Rent to Rent, which means speaking to landlords or letting agents and renting out their properties. To do this, you will need to pay one month's rent and at least one month's deposit or sometimes 6 weeks' deposit. You will normally need to sign a 6 to 12 month contract and then sub-let the property out as holiday-let /serviced accommodation,

In many scenarios, you can double or even triple the rental income. This works all year round in London and this is something I do. I have properties that I don't even own that I rent. The landlords are tired and a bit fed up of renting to tenants and students that don't look after their property. Every year they have to get new tenants / students to rent their property because they always leave; sometimes they rent each room individually. I just come along and say, "Look, I can rent your property. How much do you want?" We agree upon the rental price. I pay all the bills and sometimes I decorate their property as well, which means I get it painted − it's amazing what a little paint can do. Sometimes I have to paint the whole property and decorate it to make it look like a hotel room with nice sheets, pillows, and cushions. These sorts of improvements can really make a world of difference. Take nice professional photos and start advertising it as a holiday-let. Go online and start that way – that's what I do with all of my properties.

If you can't afford to pay any rent, then still contact the landlords and letting agents and ask them if you could rent their property and turn it into a holiday let where you take care of the property and book it out to holiday makers. You will do all the work and pay them a high commission; that way, you are not guaranteeing a rent or a deposit and there are no up-front costs and you therefore cut your overheads, which is what I do as well to have a balanced portfolio and to spread the risk.

In a way, you would kind of be doing a joint venture with the landlord on a trial basis and you could even say to them, "*Give me one month to show you how much money I can make you*." Then, as soon as you take over the property, take professional photos and start to market it on websites like Airbnb for free (as they only charge a commission if people book the property on their website) and you will get paid 24 hours after the guests check in.

If those are the first steps, what other things if you had to take somebody through a process, what would you say that would be the things they need to do?

I would say to find a buddy. I met a guy ten years ago on a property course and I thought he was one of the most interesting people I met there. I had exchanged many business cards with other people on the event, but there was something about him. He was determined and successful.

He said to me that in ten years − he was forty at the time – that he wanted to retire. He had a corporate job and was looking to buy houses in his spare time and wanted to build up his property portfolio. However, I remember him mentioning to me: “Well, property can be quite a lonely journey.”

It’s an experience you go through alone. He is married and has a daughter, and they didn’t go on any property courses. All of his friends and work colleagues had corporate jobs and had nothing to do with property. No one that he knew bought any property. I said to him, “Well, what are you doing to buy more properties?” He said, “Oh, well, you know, next week, I’m going to get some leaflets printed and I’m going to put them through letter boxes in my local area with my wife and daughter. I’m also speaking to estate agents and I’m going on another property course and reading a property book.”

Then he said, “Well, what are you doing?” I said, “Oh, I’m going to put adverts in local newspapers.” From there we compared notes every few weeks or once a month and through the years I’ve tried to do this with different people I’ve met on different courses along the way: I would say to them, “Look, do you want to buddy up so we can kind of help inspire each other?” When you’ve got no one else around, it’s sometimes can be challenging to motivate yourself to get the things done that need to be done in order to further yourself and grow.

I have had many different buddies over the years. I have always initiated it and said, “Look, we could speak once a month, and try to inspire each other and try to help each other on this property journey.” You need to find people who are serious because many people go to these courses or events and on average only probably about ten percent of the people in the room actually take any action at all after the event has finished.

I do know how it feels: it is quite challenging because after the seminar or course finishes the next day you get back to work, or you have your family and other commitments and life gets in the way again. These things sometimes prevent you from furthering yourself and progressing. It can be quite challenging. I would really recommend finding a buddy, and if you’re like me and have few friends, then I suggest going to property events to try to make them. Try to find the right person.

Sometimes you might meet someone you get on with and – it happens to me, too – you schedule the call and they keep changing it and rescheduling. I always try to stick to the first date. If you start moving it around, it then becomes the next week, and then the next week becomes the next month, and you never accomplish anything.

Then I've had buddies that have never done anything over the last week or month but I have done a lot of work, then I said, "Oh, well what are you up?" "Oh, this month, I couldn't really do anything." There are always excuses. Life is full of them, but still, action taken is action taken, that particular person may not be right for you. You may need to keep on looking – if you feel you're not on the same path then find a new buddy.

You need to be motivated. This guy that I often used to talk to once a month would always tell me, "Oh yeah, I just bought another house this month." Even if I didn't do anything, it would inspire me to think I needed to compete with him and step up my game because he's got a busy full-time corporate job, he is married, has a daughter, but he always finds the time for property because he has a ten-year goal.

When I spoke to him recently he told me that he has now retired at age 50 and he is a property millionaire, but it took him ten years to do it. Now he is living off the rental income of his property portfolio of eighteen houses. Sometimes it's not about getting rich quick, but having a plan and taking action. It can take time, but with hard work and determination, anything is possible.

To start to do deals like this and attract motivated sellers you need to do some of the following from the list below:

- Get a business card
- Go to networking events and speak to people
- Print some flyers / leaflets to post through doors
- Print postcards and put them up in local newsagents
- Newspaper adverts
- Visit and speak to estate agents
- Visit and speak to letting agents
- Build A website

Your Power Team

Create your power team of people that can help you:

- Call answering service like a 24/7 call centre
- Builder
- Handyman, Plumber, Electrician, Boiler Repair
- Cleaner
- Mortgage Broker
- Solicitor
- Accountant
- Buddy
- Mentor

So far, you have recommended improving your credit score, finding a buddy, and attending property courses. What other steps would you take in the early days?

I would read books, on property in the areas I want to specialize in or get into, or that I think I can do. A lot of courses will teach property, how to find property at auctions, how to do HMOs (which are houses of multiple occupancy) and none of that really interests me.

People then started talking about lease-options, I didn't get it at first, and it took me about six months to understand that it is a fantastic strategy. I thought if I could try to understand it better, then I could try to make it work in London. Then I thought, "*How can I do even better than that?"*

I rented out the first investment property I bought in London as a holiday let. I did this because I was a tour guide in London, so I thought that I could make it work because London is one of the most popular cities in the world where millions of tourists visit every year. So I thought if I could rent out a flat as a holiday let and make it cheaper than a hotel, then I was sure it would work –and it does and it is almost fully booked all year round.

You have to research your area with other properties to compare if it's priced correctly. Research your competitors: find out if there are any holiday lets in that area as well as how much they charge. Go to have a look at them, view them, and see how much they are charging and think about if you can do the same thing or make it better.

In the beginning I was reading quite a lot. Again, it was quite difficult for me, but I have to try to change my life. What I thought would be the best thing to do is to try to learn about mind-set, to try to learn and read personal development books, read about property books that were in the subject that would interest me, listening to what other great books people have read.

Or I'd go into a bookshop and read for free. Go to a library, read for free. Buy audiobooks if it's challenging to read − if you're driving, listen to it in the car rather than your radio. Try to spend an hour listening every day. The first thing I would do each morning is listen to a great audio book − I'd call it "power hour."

Go to seminars, read, listen to audio books, go online, and learn. I also pay a lot of money to go on seminars and courses to learn about my industry and I also pay to have coaching sessions with people who are more experienced than me to help me.

My friend just bought a flat for £280,000 in a building where I bought a flat for £1 or actually, I secured the price at £135,000 a few years ago and now it is worth the same price as he paid: £280,000. He bought it through an estate agent and I got this deal through what I learnt on a course that cost me £500. My friend thought that the £500 for a seminar was expensive. He told me he couldn't afford the money or time, so he just waits for the price to go up.

Daily Goal Setting

Every morning, write down your ten top goals with a pen and a piece of paper. Don't look at the ones you wrote yesterday, think about what you want most and write them down. It's important to always write goals in the present tense and set a deadline for each one. Do this for each of your ten goals.

An Action Exercise

Use a notebook and a pen to write down your goals. Every morning, write down ten goals, don't look at the day before. And make them happen.

Going to bed at night listen to inspirational quotes and affirmations. The subconscious mind absorbs this positivity if you project it − you can become more positive and achieve your dreams while becoming more focused.

Okay, so we have: improving your credit score, getting a buddy, going on property courses, reading books, your power team, goal setting, and making your mindset positive. Do you have any more advice as to practical things one can do to make success in property more attainable?

I would read every morning for about half an hour or 45 minutes, maybe an hour. Sometimes, I'd end up reading a book every single day on property. If you don't like reading, then listen to the audiobook.

Continue to learn, go to more events and network with like-minded people. Focus, have a plan and get started TODAY. Because there is no time like the present and if you do something every day that gets you one step closer to you achieving your goals then the journey will be worth it.

Create your own Mastermind Team of Go-Getters.

Surround yourself with people who do things better than you can.

The way to success is to continue learning.

Influence your own subconscious mind with affirmations and positive thoughts.

How do you suggest choosing which course to take in property? When you're first starting, you hear all these words coming at you – Rent To Rent, Deal Sourcing, Lease Options, Serviced Accommodation, HMOs – there's just so much to take in. You end up thinking, "Well which is the best one for me? Is it this one, or should I be going to Auctions? Which subject do I learn?"

I would say to go to monthly networking events and ask people if they have been on any course and what course do they recommend. Go online, search for reviews, and see if anyone has written a book linked to the course you want to go on and maybe read the book first so you will start to get a feel of whether what this person is teaching would be useful to you with what you are trying to achieve.

How do you suggest cutting through all the analysis-paralysis to narrow your focus?

Good point. There is so much, and I think when I first went on the courses they would talk about just trying to find an absolutely crappy, terrible property that's so rundown that you can turn it into a goldmine and add value to it. That's what I first did. I went to all the estate agents.

I then re-mortgaged my own property, pulling some money out to use as a deposit for the new property. I did that before even finding the property, so I had the deposit money ready because it takes time to re-mortgage your property, so you want to be in the right position straightaway. From there I just contacted the estate agents went with that as my strategy. Just focus on just one strategy at a time.

When I ran out of money and couldn't buy any more property, I thought about how to do the lease options. I totally focused on that and turned all of them into holiday-lets; I then focused on holiday-lets. You're right that you can end up focusing on too many things, so my advice would be just try to focus on one thing and do that well, and then repeat it.

The thing that people become hung up on is how to choose the right property. How do you choose the right area? Is there a good area in the country to choose? A lot of people say don't buy anything in

London, because there are cheaper properties up north but I have always thought that doesn't make sense to me because I live in London and I only want to buy property in London because the value of properties in London goes up a lot more than anywhere else in this country.

Well, I live in London and I've been there many, many years. All the people that I was learning from and paid to go on their courses never invested in London. I wanted to try to find someone that was actually teaching or buying property in London, because they were teaching about properties all outside of London in all different parts of the country. To me, those areas didn't interest me at all. I wanted to buy in London, and then, even when I spoke to the people teaching the course to say, "Look, I'm not really interested anywhere apart from buying in London." They'd say, "Oh, London is very expensive," and "You know, it's very competitive."

They'd tell me all the reasons why it wouldn't be possible, but they were the ones teaching a course, so it was just that they probably had tried and failed. I just thought, "You know, I'm sure there's a way to do it," but I never met anyone that could teach me. *That's what I'm trying to do now for other people by writing this book to explain how I did it.*

You cannot really go wrong with London. Obviously, property prices do go up and down in value, but, traditionally, they double in value every 10 years. When I went on these courses, the person teaching would say something like: they bought a property for £50,000 and 10 years later it's worth £100,000. I thought that if I could buy a property in London for £250,000 or £300,000, then in 10 years' time the same property would to be worth £500,000 or £600,000.

Even if I buy fewer properties, I think it would be much better for me to buy properties in London because I would have to buy so many properties up north to get to that level. You need to find an area. I just thought, "*Okay, well, there are certain parts of London that I like and feel comfortable with.*" It is important to note some areas in London increase far more than others.

Another tip: look into areas where people are getting repossessed the most. I think there are websites out there that can show you statistics on which areas of London where properties get repossessed. Maybe you could flyer and leaflet those areas. With a website, I would get calls from all over London from all sorts of different people. Just try to make sure the deal works for you. I look for capital growth and if the deal works for me. Some people are different − maybe you want cash flow now. If that’s the case, maybe buy council properties. They are a lot cheaper to buy, but they give you a much better rental income, but they will not appreciate in value as much.

What about the more formal aspects of business – analysing the deal, or making sure that the figures stack up – do you have any sort of system for doing that or do you work on a deal-by-deal basis?

I just do it on a deal-by-deal basis. Whatever deals come my way, I research the area. I would then go on Rightmove.co.uk, for example, and look at comparable properties in that area, with that postcode, that have sold. I’d also call, maybe, three to five local estate agents in that area, and say: “Hello. I’ve got property that I’m looking to sell.” Now, they normally would always not give a figure over the phone. They’d always want to view the property, and of course, you can’t give them the address (the street address is ok but not the number) because they may take the deal from you and because you haven't bought it yet and you're talking hypotheticals.

I always say, "I'm looking to sell. I know, normally, you'd have to come around to view the property, but could you give me a ballpark figure? It's a one-bedroom flat or two-bedroom flat." Whatever it is, describe it to them, and say, "On average, what would a property like this, sell for, if I was to put it on the market?

I'm just trying to get an idea of what to do at the moment to sell or maybe even to rent it out."

You know, some of them will give the information: "Oh, well, I sold one recently, let's say, just down the road from there for X amount." I ask them, "Could you send me some details of that, just so I can have a look?" and get them to email it to you. Speak to their lettings team as well: "How much could you rent it for?" You need to try to do your own due diligence.

Do you have a checklist for things doing due diligence?

What I do is look online at properties that have sold. I check RightMove.co.uk for comparable properties that are for sale in the area and that have sold. I also speak to local estate agents and get an estimate of what the property is worth. I visit the property and I know my area well where I am investing so I can tell if it's a good deal or not. This takes time to learn but once you know your area and constantly check online you will know how much the properties are selling for. I visit estate agents and letting agents to go and view other compatible properties for sale to see how they compare to the one you are buying. You will get to know if it is a good deal or not.

Do you have any tips for building up relationships with estate agents, or do you think it's better to deal directly with the owner?

Both, really. It depends what works for you. I've tried both and both have worked for me. Personally, I like to build up relationships with people that I'm talking to over the phone or in person. I have done more deals talking to the owners directly, but I've done deals with estate agents as well.

I would recommend that once you've done a deal with an estate agent, for example, then you should go back to them and say, "Great! Thank you." Buy them a gift, as well − a bottle of champagne or whatever they like, a bunch of flowers, nice chocolates, a box of donuts or a football ticket − and say, "Great. Thanks a lot for all your help with the property. Where's the next deal?" Now they know you're serious, and now they should put you at the top of the list to bring you more and more deals.

The Power of Belief is to Believe

Laurence Lameche

Chapter 6
The Power of Belief

I have gone to many sold-out events over the years and I always get a ticket at face value or sometimes for *free*.

It's just brilliant, and you should try it, too, because it always works for me. Whenever I am on my way to the event, I always visualize getting a ticket from a fan who has a spare ticket and I never pay more than the face value of the ticket.

All I do is I go to these events about one hour before they start, and I choose the place where the most people enter the event (because some events have many different entrances). I go to these sold-out events all over the world, and I just have a little sign on an A4 piece of paper that I take it with me and it simply reads: *One Ticket Wanted, Cash Paid, Thank You*. I always get in; I have never failed. Sometimes people offer me tickets for free or give me their tickets for less than the face value.

As I am about to leave my home to go to these events I already see, feel, and believe myself already in possession of the ticket and visualize someone coming up to me to give me their spare ticket. It works every time I have done this.

Because I believe 100% with certainty and with absolute faith that I will get into the event, there is never any doubt in my mind. I already know the outcome that I will always get a ticket and this gives me the result I desire.

Here are some of the many sold-out events I have gone to over the years:

- The Olympics in London 2012 (I got 15 tickets to all the sold-out events and even someone gave me a £725 ticket for FREE to see Usain Bolt and Mo Farah win their second gold medals).
- Live Aid at Hyde Park, London in 2005 (I got into the VIP section for FREE).
- Wimbledon Men's Tennis Final in 2014.
- FA Cup Final in 2015 Arsenal v Aston Villa at Wembley Stadium (face value ticket).
- Champions League Finals in 2006 in Paris, Arsenal v Barcelona (£50 face value ticket).

- Champions League Finals in 2013 at Wembley in London (face value ticket).
- England vs Switzerland at Wembley (FREE ticket).
- Arsenal's last game of the season in 1998 against Everton where Arsenal won the League. (£30 face value ticket).
- Old Trafford to see Manchester United v Arsenal on 8th May 2002 where Arsenal won the League (I had to sit with the Manchester United fans, but it was worth it).
- White Hart Lane to see Tottenham v Arsenal on 25th April 2004 where Arsenal won the League (I had to sit with the Tottenham fans and again it was worth it).
- Royal Albert Hall 'Music For Montserrat' Concert on 15th September 1997.
- Royal Albert Hall in 1999 'Concert for Linda' on 10th April 1999 a memorial concert for Linda McCartney.
- Royal Albert Hall in 2002 'The Concert for George' on 29th November 2002; this was a memorial concert for George Harrison to mark the first anniversary of his death.
- US Open 2001 Pete Sampras vs Andre Agassi.
- Barcelona v Arsenal on 6th April 2010.
- Many different concerts in London.
- Seminars and Events.

Warning: beware of ticket touts

Never buy a ticket from a ticket tout because they will always want a lot more money than the face value of a ticket. It's easy to spot these people: they are usually older or middle-aged men who just walk around the venue or stand there saying "Tickets? Anyone need tickets?" If you approach them, they may want you to walk off with them—don't do it because sometimes the tickets they sell are not even real and won't get you into the venue.

In my ticket course I have come up an easy way that will always protect you against buying fake tickets or being scammed online or in person at the venue.

How to buy tickets to sold-out concerts and sporting events for face value, less money and potentially for free

Here is the secret way for you to buy tickets to Sold Out Concerts and Sporting Events at face value, less money and sometimes potentially for Free. Here is my 3-step process.

1. **Research**
Things at home like:
- Venue, Floor Plan, What To Wear, Price To Pay
- Positive Mindset, Make A sign

2. **Action**
Getting to the venue:
- What time to get to the venue, How do people get there, Decide where to stand

3. **Result**
Getting the ticket
- Hold a sign, Look at people, How to avoid scalpers / ticket touts & never get scammed, One simple negotiation tip, Getting the ticket to a Sold-Out Concert or Sporting Event, every time you go, creating Memories which are Priceless

If you would like to find out more about how you too can do this I have so far recorded 30+ live video trainings of me and other people just like you getting tickets at different events, locations and filming this over several years.

I have been doing this successfully now since 1998 all over the world and I have never had a single failure yet. Because of the overwhelming demand of people contacting me over the years and asking me if I could help them do the same, I have created the ultimate course to hold your hand every step of the way through this proven and transferrable process.

Go to my website to get immediate access now to all my 30+ live training videos.

As a bonus you can download a free copy of my Ticket Secrets book.

For more information about my 3 step process to Research, Action and Result go to my website to get immediate access to all my training videos:

Scan to go to website now

Or type in this website link:

www.TicketsOnDemand.live

Chapter 7
How To Network Without Talking To People

Would you like to learn the Secret way of how to Network Without Talking To Anyone?

Every event I go to I take with me my business cards. Even if – like me – you're shy, an introvert or scared to network with people at these events, you must see it as a great opportunity to meet new people and to push out of your comfort zone.

I have come up with a quick way to network with lots of people and to collect as many business cards as possible without talking to people and it works so well that sometimes the event organizers ask me to stop doing it, can you imagine that!

Sometimes when I used to go to these events, I was normally stuck with the most boring person in the room, and they wouldn't ever shut up or go away. I just couldn't ever think of a polite way to excuse myself from that situation to get away from them. I knew I’d be stuck with that person and I wouldn’t be able to network or try to meet anyone else.

Also I don’t know if you are like me but I have always felt whenever I went to these networking events or business events or conferences that I maybe would speak to the person sitting next to me if they talked to me first and then I would leave the event with one business card and I would go home regretting that I wasn’t brave enough to collect more business cards and to go up to people to introduce myself but I find it so painful to do that I would just rather leave.

So for years I kept asking myself ‘how can I network without having to talk to people?’ And I finally discovered the Secret many years ago which allowed me to network without talking to people and the majority of people at the event come up to me and give their business cards to me without me asking them. It is truly amazing to see this live.

And I have recorded many videos of different events I have been too over the years so you can see me do this in real time and I even get my camera person to interview the people who see me do this and what made them want to come up to me and give me their business card and what they think of this idea and you’ll be amazed by their reactions.

If you would like to learn more about this incredible way to Network without talking, I’ll hold your hand every step of the way through this easy 3 step process that I have developed that anyone can do which will help you to network without talking to anyone as well.

Create the leads to motivate people to take action.

Convey your message in a way that’s unforgettable.

Collect business cards with a simple proven process that works every time for everyone, everywhere. Building relationships that last a lifetime.

CREATE

Things at home like:
- Make a sign
- Take your business cards
- Take a clipboard, pen and sheets of paper
- Think about the venue you are going too
- What to wear
- Leave with a positive mindset

CONVEY

Your message at the venue:

– What time to get to the venue
– How do people enter and leave the event
– Decide where to stand
– Hold a sign
– Look at people

COLLECT

The business cards:
- Learn how to communicate your message within seconds
- How to quickly get rid of boring people
- Use the 30 second rule to build a crowd of people waiting in line to meet you
- This simple system works so well that sometimes event organizers and security may ask you to leave the venue (but don’t worry I will teach you how to overcome this)
- The secret way to collect a lot of business cards and make new contacts and build future relationships so that people remember you, like you and want to do business with you.

A simple step by step process to networking and collecting business cards at every event you go too, creating Relationships which last a Lifetime.

I’ve even created the greatest business card in the world it’s a $1,000,000 Business Card?

You’ve got to network quickly with people and so try to talk to each person for thirty seconds to one minute—if they are interested in you, say, *“Let’s catch up after the event, it was nice to meet you”* and move on to the next person.

Don’t worry if you feel nervous or scared because I always do! What I have learned is to feel the fear and do it anyway!

As a bonus you can download a free copy of my Networking Secrets book.

Scan to go to website now

For more information about my 3 step process to Create, Convey and Collect go to my website to get immediate access to all my training videos:

Or type in this website link:

www.NetworkingSecretsOnline.com

How to get closer to reaching your goals

Now it’s time to get motivated and to start to take action so you can accomplish your dreams and goals in life.

If you want to accomplish one thing at a time, within the next week write down what you want to see happen, and just do it, it’s that simple. Get something else done in week two, week three and so on. There’s fifty-two weeks in a year; you can accomplish a lot if you break a year down into doing one thing every week, or even one thing every month which is a start and your momentum will build up like a snowball on top of a hill.

All you need to do is start by doing something each day that will move you towards your goal.

Like in that Chinese proverb that states ‘a journey of a thousand miles begins with a single step,’ it may take a long time to get it finished, so we must take the first step. You have to take the first step. You just have to do something. Take action today. Many people don’t take action or do anything at all.

My goal in writing this book is to inspire you to Take Action, to buy a property for £1 or with a football ticket. Maybe you want to increase your salary or start that business, so dare to dream big, because you can have anything you want in life. Be anything you want, do anything you want. Remember that opportunities are all around us. Be brave and stand out from the crowd and make your dreams become a reality.

Begin Your Dream Right Now,
Whether You Are Ready or Not.
Your Willingness to be Bold has
Genius, Magic and Power in It

Laurence Lameche

Buying my dream home In London

Now, what I am doing is looking to buy my dream home in London. Although I must say I wasn't looking to buy anywhere for perhaps the next three to five years, but recently a few months ago I walked along The Bishop's Avenue, which for decades was known as "Billionaire's Row," one of the most expensive roads in London where you can find many mansions.

My mother used to drive me down there when I was younger to inspire me before I moved to London. I used to love going to London when I was a child, seeing these mansions thinking, just like the TV character Del Boy would say from ‘Only Fools and Horses’: “This time next year, we’ll be millionaires!” I’d always think to myself, “I will also figure out a way to one day become a millionaire.”

In the summertime this year, I was walking around a food festival in Wimbledon, and it was such a beautiful sunny day that I walked around the park. I hadn’t been to that area before. Then I stumbled across The All England Tennis Club (where the Wimbledon tennis matches take place each year).

I remember walking there and thinking, “Oh wow, these properties are amazing.” Then I walked all the way around the park and there were other bigger mansions, and I wondered how much it would be to live there. I was just thinking it was such an unbelievable dream to imagine living there. I rushed back home, got on the Internet, and started to look. One of the properties I liked was for sale at £5,000,000, and I thought, “Wow, one day if I work hard enough I will buy it." Another one was around £10,000,000, another one was £15,000,000; they were all just amazing dream homes.

Recently, I rented a flat in Paddington from a landlord as a Rent2Rent, which means I am renting it out as a serviced apartment / holiday let in London. It was completely unfurnished; it didn't have anything − no bed, no furniture, none of that. I had to try to find ideas how to decorate it nicely. It's in a beautiful building and I could rent it out to holidaymakers for between £250 to £300+ per night and the rent I pay for the flat is £2,000 a month. Even at £250 pounds a night, that's £1,750 a week or £7,500 per month.

I thought I should have a look at these multi-million pound properties to just inspire me for ideas on how to decorate this new flat, so I was just looking and searching online. I went page after page after page looking at how they decorate the living room and what furniture they chose. In a lot of the photos there are two sofas and a nice rug, a coffee table sometimes wooden or glass, and a beautiful mirror above the nice fireplace.

I appreciated the attention to detail − you know, the dining table and chairs, the bed, the matching bedside tables and lamps, how they decorated it with many pillows, wardrobe, chest of drawers and desk. Most of the homes looked like show homes and they were all just so beautifully decorated.

I just wanted to search online so I'd get an idea, "Oh, that looked good, wow look at how they have decorated that room," and then I came across this unbelievable property and as soon as I saw it, I thought: "Wow, I'd love to live there, this is my dream home." At the time I thought it was way out of my league; I thought I couldn't even possibly imagine buying something like that, right now. Then I thought, "No, that's a limiting belief. Why can't I live there?" Then I thought, "This property is perfect − it's the most beautiful home I've ever seen in my life. It's in a really nice part of London." I thought I just had to go and view the property.

Next year I'm coming to a significant birthday. A good friend of mine always wears this expensive Rolex watch, and I, for years, always wore a watch that was hardly worth anything. Even though it was a special watch to me because I bought it for myself when I took my mum to New York one Christmas; I had the watch for over fifteen years.

I always wondered how my friend felt wearing such an expensive watch. He's like, "Ah, I feel like a million dollars when I wear it, it makes me believe I can achieve anything in this world. I feel powerful; it makes me feel amazing. Every day when I wear the watch it makes me want to work harder."

I said to him, "How can you afford to pay for something like that? It's so expensive." He said, "Oh, it's quite simple. It's like buying a car." He was paying it off a little bit every month and you can get financing over the course of maybe two or three years. I never knew about this form of financing. I'd thought that to purchase it I would have to have the money in my bank account, to pay it off or to use a credit card. How on earth does someone pay something like that off if they don't have the money?

I thought it was a great watch, and that I had to get one in order to feel that I've made it. Then I would be able to walk through the door of my dream property and it would make me feel like a million dollars. I bought myself two nice watches from Bond Street and then I contacted the estate agent, and he said, “Unfortunately, the property has just been removed from the market. It’s not for sale anymore.” I said, “Oh, no. You don’t understand. This is my home. I am meant to buy it. I’ve waited a few months to call you. I’ve been busy, writing ‘this book’. Is there any way I can view the property?” He said, “No, sorry. It’s been taken off the market by the owners.” I said, “Why?” He didn’t know and gave no reason at all. I said, “Look, you don’t understand. With the property I have now, I knew that I would buy it before I even saw it. I have the same feeling with this property. I love the property so much. You don’t understand – it’s not just a home. This is my forever home. I absolutely love it – I have to see it.” He said, “Just write me an email and I’ll talk with the owners and get back to you.”

I did that, and a few days later, he came back and said, “It’s your lucky day, the owner is going to let you see it one time, and one time only. You have to view it on this day at this time.” I said, “Yes, no problem, fine.” I hired a Mercedes Benz taxi to take me there in style and the agent took me around. Then the owner came back home, and I said, “You have the most beautiful home I've ever seen in my life. I just absolutely love it – and thank you so much for allowing me to view it. I bought you these flowers to say thank you." The owners, husband and wife, were very touched by the flowers, but it meant a lot to me to see their property.

A week later, there were about four or five other properties in that same area that were also for sale. I wanted to see them, but I didn't have the same feelings for any of them. I posted the owner a letter because I always like the personal touch of trying to speak to the owner to try to figure out the reason why they are selling their property. If I can understand that, then hopefully I can figure out a win-win deal for both of us.

Two hours later, I was by chance in the area, and the owner drove past, recognizing me from behind, and said, "Oh, hello Laurence." I said, "Oh hi there, how are you? It's nice to see you again." I said, "Look, I do love your home. Is there any way I can take your number and talk to you about it some time?" He gave me his number and then from there I was talking to him.

I said, "The trouble is I don't have any money to buy it because all my assets are all tied up in the property I own. I’m going to have to sell quite a lot in order to buy it. Where I live right now, I‘ve loved living there, and I would never before consider selling it. I’m a bit scared to sell it. In case the deal with you falls through, can we meet up and talk about it?”

Anyway, we talked a bit about it, and we talked again about it and he kindly said, “Look, we like you, me and my wife. We want someone that loves our property to buy it.” When I met them, I told them, “Your home is the most beautiful home I’ve ever seen. I probably shouldn’t tell you this because it’s not good for negotiation, but I absolutely love your home and I would love to live here. It’s an actual dream come true.

Ever since I saw it advertised online, every single night, every single day I can’t stop thinking about it. I’m thinking about it all the time. When the agent showed it to me, he gave me a brochure of the property and I have it on my desk; so every single day I look at it and I visualize living there.

The owner said he would take it off the market for a year if that would give me enough time to try to buy it. For that, they wanted a small deposit payment from me into their solicitor’s account, just to hold it for that time. If I didn’t complete, they keep the money; if I do complete, it would be taken off the asking price.

Because I told them that I don’t have any way of raising money without selling something, which I don’t want to do. They have since said, “Look, if you want we’ll just keep it off the market,” and they told me another idea would be to not ask me for a deposit, but maybe they could allow me to have eight months to try to find a way to buy the property. They also said that they don’t want any deposit from me, if that helps me to try to figure out a way to buy it.

I’ve spoken to a few mortgage brokers and they said on the property portfolio that I have (with the properties that I have bought for a football ticket and the other £1 properties I’ve acquired in London and my other properties I own) that they reckon I can do it and buy my dream home. I don’t have to sell any property. I had thought I’d have to sell quite a lot and will have to pay capital gains tax. I always wanted to keep the properties that I have, thinking that the ones that I pay off would provide me with a path to retirement.

However, the mortgage brokers and the people I've been speaking to have said that I could get my dream home through taking out a bridging loan with the money I have built up in equity in the properties. Then, within twelve months, I would need to get a mortgage to purchase it. As I write this book, I'm thinking about standing outside The Bank of England, Liverpool Street Station, City of London, and Canary Wharf with a sandwich board saying: *"Help Me Buy My Dream Home, I Will Pay You A High Interest and A Charge Against The Property"* to see if any investors would be interested in helping me.

In the next edition of this book, I'll talk more about it, and I will have a photo of me outside my dream home.

It doesn't matter whether you're rich or poor because we all have one thing in common and that is time. However, every day that goes by, you get one day older, which means you have one day less to achieve the wealth and success you desire.

Dream Big and Believe that Anything In Life Is Possible. I Wish You Every Success In The Future.

About the Author

Laurence Lameche moved to London and, as he didn't have a penny to his name, he slept in his car. He was hungry for food (and success!) and was determined to succeed but he lacked any business experience.

Laurence graduated from the school of hard knocks, life. He is now a multi-millionaire property investor, entrepreneur and motivational speaker.

He specialises in Rent2Rent, Serviced Accommodation / Holiday Lets in London, Lease Options / Purchase Lease Options and Instalment Contracts, with these strategies allowing him to control property with little or no money, or maybe the cost a Football Ticket.

Every single strategy shared in this book, has been experienced by Laurence on his journey to success. There have been many ups and downs but he has just given things a go and doesn’t let the rules stop him, as he finds legal ways around the rules and you can too!

This book shares many simple principles which can be followed by anyone wanting to achieve success in the property market, in or out of London! By following these simple ideas, you too can have a million-dollar business card, network like a pro, set big goals, step out of your comfort zone, learn from failure and achieve great success!

You too can learn how to buy property in London or anywhere in the World with No Mortgage and No Deposit. Or for the price of a football ticket or for as little as £1.

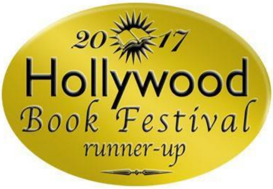
Many years of experience buying property in London with no money, then renting them as serviced accommodation to generate maximum rental income, is just one of Laurence’s specialisms. Laurence’s properties are owned and controlled by him and also rented from other landlords and letting agents.

Book Awards for 'How I Bought 3 London Properties For A Football Ticket'

Some of the many awards this book has won around the world.

Amazon No.1

Best Seller



Runner Up

Hollywood Book Festival

Business Category

Bronze Medal Winner

eLit Awards

How To Category

Finalist

The Wishing Shelf Awards

Books for Adults (non fiction)

Honorable Mention

New Your Book Festival

Business Category

Honorable Mention

San Francisco Book Festival

Business Category

Honourable Mention

Paris Book Festival Awards

General Non-Fiction Category

Official Selection

New Apple E-Book Awards

Motivational Self Help Category

Honourable Mention

London Book Festival Awards

General Non-Fiction Category

If you liked reading this book, please scan this QR code and give it a 5-star review on Amazon

Or recommend the book to someone you care about, because it could help change their life. And it would mean a lot to me if you could post about this book on social media.

As a Special Thank You for doing this for me here is a FREE Gift Video I made for you called *"I AM" Affirmations for Abundance in Health, Wealth, Success & Happiness (For A New You!). Click on this link now:* **https://tinyurl.com/yysx3qxa**

Your Referrals Help Children's Wishes come true! Help Us Help The Kids. We are giving back to those in need when you refer a friend or family member that buys this book, you're helping a sick child's wish come true because for every book sold a portion of that will be donated to **Make A Wish Foundation.**

Property Rental Secrets by Laurence Lameche

Each training module is a video course presented by Laurence Lameche to guide you through this simple step by step process to let your vacant property using only social media.

The Post

There is a very simple way to post your property on social media that will grab everyone's attention automatically.

The Where

I have a system for knowing exactly where your potential tenants will see your post.

The Offer

How to make your rental property a "no brainer" in the minds of those looking.

I took the knowledge I already had from renting my own properties over the last 20 years and was able to get a new tenant within 4 days!

Let's break it all down.

14 Training Video Modules

#1 Facebook Advertising in Groups Pages

#2 How I Rented My Property Within 4 Days on A Facebook Group Page

#3 Facebook Profile Page Training & Secret To Getting People To Share

#4 What Photos To Use To Advertise Your Property Online

#5 How To Find Local Councils Contact Details on Facebook & Google. Plus How Much Do Councils Pay

#6 12k Facebook Views On A Video To Help A Homeless Family Rent A Flat For FREE At Christmas

#7 Booking.com, HomeAway, Airbnb, Holiday Lettings, Gumtree Training

#8 How To Contact Newspapers, Magazines, Radio & Television + Where To Find Their Contact Details Online & How To Approach

#9 The Secret To How I Got Into Newspapers, Magazines, Radio & TV Since I Was A Teenager

#10 Ideas Of Who To Contact To Rent Your Property - Power point Presentation

#11 £5000 (Gift) Lawyers Paper Work To Protect You

#12 2nd Part Of Training Of How To Evict A Holiday Guest

#13 Phoning Hotels

#14 How To Apply For A Mortgage Payment Holiday

- Private Facebook Group Page
- Bonus Training
- Lawyers Paperwork To Protect You
- Bonus Spreadsheets, Templates, Messages, Scripts & Emails

Scan to go to the website now

As a bonus you can download a free copy of my Property Rental Secrets book.

Invest in your future today? Type in the link below:

www.PropertyRentalSecrets.co.uk

Books, Online Training, Webinars & Live Events

You maybe thinking, Is it Easy? Does it work? And can I do it? And the answer is yes to all those questions because all my trainings come with a 100% money back guarantee.

Get Sold Out Tickets To Concerts & Sporting Events For Face Value, Less Money & Sometimes For FREE:

www.TicketsOnDemand.live

How To Network Without Talking To People:

www.NetworkingSecretsOnline.com

How To Rent Your Property Without A Letting Agent:

www.PropertyRentalSecrets.co.uk

How I Bought 3 London Properties For A Football Ticket:

www.PropertyBookSecrets.com

Awaken You’re Inner Hero Within 24 Hours

www.InnerHeroSecrets.com

Scan to listen to Property Call Secrets Podcast

Apple Podcast

“Follow” my podcast to make sure you never miss an episode and if you like it leave me a 5 star review

Spotify Podcast

Scan to get your FREE Ticket to Laurence’s next live in person property event in London

ZeroToPropertyHero.com/event

Scan to attend this FREE Online Webinar

ZeroToPropertyHero.com/webinar

Either invest in an online training or give your money away to the Government. I make all my online trainings so simple for you to understand, it will be like I am holding your hand every step of the way through these easy, proven and transferable processes.

All my video trainings are recorded live where I teach you in real time what I am showing you to do. I believe in teaching you practical, so nothing is theory. And it will help you to take back control in your life.

I teach the strategies in this book in more detail online. I also offer more information, advice and guidance for anyone wanting help on their property journey and I support first-time investors to get started in helping them achieve their property goals.

Laurence can be contacted by email:

Success@ZeroToPropertyHero.com

Scan to book a FREE 30 Minute Strategy Call With Laurence Lameche

https://calendly.com/mentormelaurence/30min

Awaken You’re Inner Hero Within 24 Hours

by Laurence Lameche

Wake Up to Take Control of Your Life Today!

Awaken Your Inner Hero Within 24 Hours is a go to guide for a better life, to help move you towards personal change. It will act as a driving force for your success. By giving you an easy-to-follow proven step by step process that works every time for everyone.

Twenty-four Chapters of Hidden Secrets to Change Your Life Forever! This book will help you take back immediate control of your Time, Mind, Emotions and Financial Destiny! Make your dreams come true.

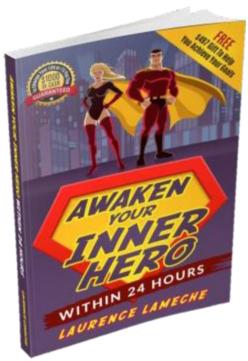
Everyone from Men, Women, Teenagers and Children from all walks of life who read, understand and apply these simple principles will benefit from the wisdom inside these pages. Because you’ll learn the Secret that **“They”** Don’t **Want You** To **Know** About!

You may experience a **Changed Life** if you embrace this philosophy so **Be Prepared!** It will help you to uncover the hidden truth for a better way to live your life with Freedom, Abundance, Happiness, Peace of Mind, Positive Attitude and Taking Action to Achieve your Goals. Remember Your Future Needs You!

You'll learn how to overcome your inner villain to awaken your inner hero to help you transform your life right now by applying the teachings and learn not to let technology control your life.

Use positive thinking to change your attitude by making small changes to replace old habits for new ones and learn how to do it. Discover how to deal with criticism to not let people effect your mood.

Find a job you love or work for yourself and make success happen with ideas, motivation, inspiration and turn regrets into opportunity. Go from failure to success, anger to happiness, stress to peace, depression to sensational, negative to positive, procrastination to action.



Scan to order your copy now

Buy A Copy Of My International Bestselling Book Today! By Going To My Website Now:

www.InnerHeroSecrets.com

Zero To Property Hero

(Online Training)

by Laurence Lameche

If you would like to learn more about getting on the property ladder today Laurence created ‘Zero To Property Hero’ to help hold your hand every step of the way through this easy to learn proven process that you can learn about in the comfort of your own home.

What you will learn:

- 12 Training Modules recorded in real time with real students just like you with families like yours learning this process over 12 weeks via zoom.
- 50+ hours of property training showing students succeeding with my simple proven system that works every time for everyone, anywhere in the world.
- Replace your job within 3 to 6 months with property.
- Become financially free through property.
- Retire within 3 to 5 years.

- Learn how to overcome fear and control your mindset to succeed.
- Scripts to learn how to talk to property owners, landlords, estate agents, lettings agents and watch Laurence do this live in the different modules.
- Learn many different creative strategies to get no money down property deals. No mortgage, no deposit, no job, bad credit and no experience and you will still learn how to do this from start to finish.
- Learn how to do Rent2Rent deals and Rent2SA deals renting landlords properties as serviced accommodation on Airbnb and potentially doubling the normal rental income every month.
- Become the only logical choice when it comes to property investing in your area.
- Save the 10 to 20 year learning curve that I went through all the trial and error, the pain and frustration so you don’t have to figure all this out by yourself.
- You’ll not only learn from my successes but also from my failures as well so you won’t have to make the same mistakes.
- Find your accountability partner

- Join a private online community to get lifetime support
- Question & Answers each month for 12 months
- Case studies of students going through this online training

Who's this training for?

- Experienced and novice property investors. There are insights and "golden nugget" techniques found only here!
- All those with the desire to create passive income, to increase their property portfolio, or to move from one deal to the other
- Those who simply want to let one property for an extended period of time with no mortgage, and gain equity at the end.
- People who are fed-up and frustrated with property investing programs that haven't delivered on their promises.
- Anyone that wants to retire early, and live life on their own terms!
- If you're willing to discover all the possibilities available outside traditional property financing and exchange, then this training is for you!

Watch my free webinar now and invest in your future today? Get started on your dreams:

www.ZeroToPropertyHero.com

Gold Package

You will be working with Laurence and our leading trainers on a zoom call in a small group of 12 people for one hour per week for 12 months, where we will hold your hand by helping to make the phone calls for you in securing property deals in the area that you want to invest in.

By speaking to the Property Owners, Landlords, Estate Agents, Letting Agents negotiating Rent2Rents, Rent2SA and no money down deals for Purchase Lease Options,

Helping your every step of the way through my easy proven and transferable process that works, every time for everyone showing you exactly what you need to say to get a yes and then negotiate the deal for you from start to finish helping you to succeed every week.

We will also listen to you making phone calls yourself to practice and then we give you feedback on how well you did and what you can do next time to improve.

These weekly zoom calls are in a group of 12 people, where we will hold your hand by helping you find property deals in the area that you want to invest in.

We will make the calls for you by speaking to the Property Owners, Landlords, Estate Agents and Letting Agents and we will also help you to negotiate Rent2Rents and Rent2SA's and no money down deals for purchase lease options.

Here is what is included in the course
- **Access to the Members Portal** (online training, so you know exactly what to do and how) 12 modules (10+ hours of training)

- **Weekly Zoom Calls** (One Hour) for 12 Months within a group of 12 people

- **Doing Due Diligence** on Property Leads (online videos)

- **Access to the Private Facebook Group** where you can get help from Laurence, my team and other members

- **Negotiation Scripts** (Training Videos Speaking To Owners, Landlords, Estate Agents & Letting Agents)

- **Power Team** (Accountant, Lawyer, Tax Advisors, Mortgage Brokers, Investors with Money To Lend for Property Deals, Insurance Brokers, Photographers, Cleaners, Handymen, Plumbers, Electricians & Boiler Repairs)

- **Templates** (Business Cards, Flyers, Postcards & Newspaper Adverts)

- **Weekly Q&A's** (One Hour) for 12 months

- **Legal Contracts** (Paperwork, Forms & Documents)

- **Learn How To Do Rent2Rent Deals Without Paying A Guaranteed Rent Or A Deposit**

- Landlord Testimonial Videos for Credibility

- Learn How To **Get Around The 90-Day Rule In London** For Serviced Accommodation

- VIP Meet Up Days In London with other Students

- **83+ Live Recordings of how to do a Rent2Rent & Rent2SA deals** with landlords & Letting Agents on the first phone call. Also learn how to do many different creative strategies to get no money down property deals. No mortgage, no deposit, no job, bad credit and no experience and you will learn how to do this from start to finish live.

FREE BONUSES

- **Inner Hero Secrets (Online Training) worth £495 per year www.innerherosecrets.com**

- **Networking Secrets (Online Training) worth £795 www.networkingsecretsonline.com**

- **Property Rental Secrets (Online Training) worth £995 www.propertyrentalsecrets.co.uk**

Bonuses (if you have made the full payment)

- Laurence will go to the **1st viewing in London** with you.
- **WhatsApp Group**
- **Staging Days In London Apartments**

We offer a 100% money back guarantee if you haven't been able to get one property deal within 12 months after making the moves then we will give you a full refund.

We are also happy to fund a property deal that you find by paying the rent, deposit, paying for the furniture and decorating the property so long as we get back this money from the property deal within the 1st 6 months from the rental profit and you agree to split the deal with us 50/50 on a joint venture basis. So, we can be your investor for potentially any property deals!

The investment is the price of a cup of coffee a day. If you would like to find out more on how we can help you in your property journey then book a free 30 minute strategy call with us using this link and we can help you get started

Scan to book a FREE 30 Minute Strategy Call With Laurence Lameche

https://calendly.com/mentormelaurence/30min

Property Call Secrets (Podcast)

In this podcast, Laurence Lameche shows you behind the scenes of how to make live phone calls to Landlords & Lettings Agents to get Rent2Rent & Rent2SA deals by playing the recordings of real-life phone calls showing you how to negotiate these deals, as well as talking about them after each call explaining what you can say to make deals happen.

Laurence will also be playing phone calls with Property Owners and Estate Agents showing you how to do No Money Down Property Deals 'Purchase Lease Options' what to say and how to explain it in east-to-understand language that anyone can do in the comfort of your own home. So that you an learn to acquire property with no mortgage, no deposit, bad credit, no job and no experience!

You will learn about other property investment strategies and investor mindset from his Amazon No.1 Best Selling book, “How I Bought 3 London Properties For A Football Ticket”.

Laurence has been investing in property since 2004, he will share Real Estate Investing hints, tips and tricks, which he normally only shares on his Platinum Mastermind Property Mentorship.

Scan to listen to my Property Call Secrets Podcast

Apple Podcast

“Follow” my podcast to make sure you never miss an episode and if you like it leave me a 5 star review

Spotify Podcast

Rent2Rent, Rent2SA & No Money Down Success Day in London

Learn the practical step by step knowledge from Laurence Lameche a property expert in helping you build a property portfolio and making passive income

Laurence has been doing Rent2Rents and Rent2SA's (Serviced Accommodation) in London since 2009 and he has been doing Purchase Lease Option deals in London since 2011.

He is an Amazon No.1 Best Selling Author of 'How I Bought 3 London Properties For A Football Ticket' & 'Awaken Your Inner Hero Within 24 Hours'. He is a Property Mentor, Entrepreneur, Investor and founder of Zero To Property Hero.

He has been featured on the BBC, ITV, Sky News, The Sunday Times, Mirror, The Negotiator, Property Investor Today, Landlord Today and here are some of the quotes about him in the press:- MailOnline "Property Tycoon"- Buy Association "Property Mogul"- Share Radio "Property Magnet & Expert"- TimeOut London "Rags-to-Riches story began"

On the day you will learn how to do the following:
- Live calls - Tired of rejection after rejection? We teach you how to get a YES from your first point of contact for Purchase Lease Options, Rent2Rent, or Serviced

Accommodation deals. Learn how to actually secure deals over the phone!

- Negotiation - How do you speak to the landlords/sellers? Don't worry, we'll give you a full breakout of our script, why it works, and how it can help you close property deals with ease.

- Student case studies - how did they do it? Our students will go through how they secured their first, second, third deals so you won't want to miss this!

- Speaking to landlords - What does it sound like when you speak to a landlords? We've got audio recordings of our successes which we will share with you, giving you an insight in what we say, how you can overcome objections, and how we leave our landlords begging to work with us!

- Finding deals - You're ready to start your journey… but where do you go to actually finding the deals? We break down the easiest and fastest ways to talk to landlords and sellers DIRECTLY. And what to say to estate agents and letting agents.

- Credibility - You might be thinking, it's so easy for us, we've been doing this for years! How do I get started as a newcomer? We've got you covered. Leverage our success and expertise to get started, whilst you grow your expertise, portfolio, and confidence

- Strategies - With so many creative strategies in the market, which one is right for you? We go through each one, including process, resources, funds needed and what makes each one unique to enable you to pick the right deal which works best for you.

- Why would a property owner / landlord want to do a no money down deal, we explain exactly why they would want to agree a sale price today but you pay them this money sometime in the future while babysitting their mortgage payments.

- How to create multiple streams of income

Scan to get your FREE Ticket to Laurence's next live in person property event in London

ZeroToPropertyHero.com/event

Rent2SA Secrets Masterclass Training Online Webinar

You will learn how to get started in renting properties as serviced accommodation on Airbnb and potentially make double to triple the normal rental income.

What you will learn:

- How to find landlord phone numbers
- What to say when speaking to landlords, secrets to overcome rejection & get a yes over the phone
- Do due diligence on the property to check whether it is a good deal or not
- Arrange a viewing and what to do when you go
- Build rapport without credibility or experience with the owners. Make an offer, Agree a price
- Negotiate no deposit plus a rent free period
- Check the person is who they say they are to protect yourself
- Sign the contract, Pay the rent, Get started
- Now advertise on Airbnb and how to get bookings

Learn how to secure property deals over the phone!

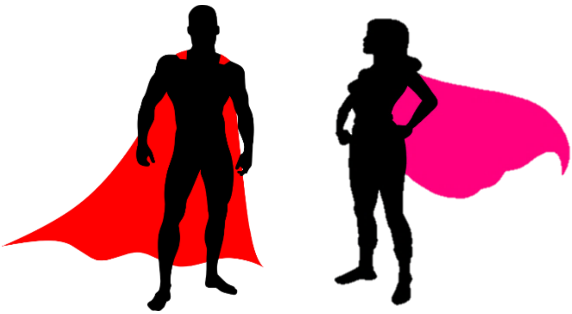
Scan to attend this FREE Online Webinar

ZeroToPropertyHero.com/webinar

THE **BEST** 

Free Gift EVER

That Will Change Your Life Forever!



Learn how to claim your £497 worth of Inner Hero Secrets Mastery Information Absolutely FREE.

Including a FREE ‘Test Drive’ of Insiders’ Inner Circle Superhero Secrets Membership

Claim Your Inner Hero Secrets Bonus
Go Here Now **www.InnerHeroSecrets.com/freegift**