



● THE DIRT ROADMAP

A FIELD GUIDE FROM FLIPPING DIRT

The *DIRT* Roadmap

Your step-by-step path to flipping land for predictable freedom income — no tenants, no rehabs, no guesswork.

Mike & Ligia Deaton

FOUNDERS • FLIPPING DIRT

FLIPPINGDIRT.US

WELCOME

You don't need another strategy. *You need the right roadmap.*

If you're a high-income professional earning well but feeling boxed in, you already know something needs to change.

Maybe you've looked at real estate before. Rentals. Flips. Airbnbs. And you walked away thinking: *too much time, too much complexity, too many headaches.*

We get it. We were there.

In 2016, my wife Ligia and I both got laid off on the same day. Different companies. Same gut punch. I'd spent 15+ years running global supply chains for Fortune 5 companies — MBA, Six Sigma, the whole corporate playbook. When it ended, every recruiter call made me feel nauseous. That path was over.

We discovered vacant land. And it changed everything.



MIKE & LIGIA DEATON, COLORADO

700+
DEALS COMPLETED

150%
AVG. ANNUAL ROI

10 yrs • 0 losses
ZERO DEAL LOSSES IN 10+ YEARS

No tenants. No rehabs. No midnight calls. Just overlooked parcels and a repeatable system — our framework is **DIRT**.

THE FOUR OBSTACLES

Why most people stay stuck.

We've coached dozens of professionals through their first — and fiftieth — land deals.

Almost every one of them was stuck behind the same four obstacles.

01 Overwhelm
Too many strategies. Airbnbs, rentals, flips, crypto, wholesaling. They chase everything and commit to nothing. No clear plan. No defined starting point.

02 Missteps
They pick the wrong market. They follow trends, choose where they live, or go with what “feels good.” That’s how capital gets wasted.

03 Hesitancy
Even with a good plan and a good market, they never send enough offers to the right owners at the right price. The pipeline stays empty. Nothing moves.

04 Fear
They get deals in hand but freeze. Fear, doubt, or lack of systems keep them from closing or selling. The finish line is right there — and they stall.

— *These aren't character flaws. They're symptoms of not having a clear roadmap. That's what **DIRT** fixes.*

INTRODUCING

DIRT

Four stages. One clear path.

DIRT is the proven, repeatable system we built from 700+ deals and nearly a decade of land investing. It takes you from “*I’m interested*” to “*I just closed a profitable deal*” — without the noise.

D

Define the
right strategy

I

Identify the
right markets

R

Reach the
right owners

T

Transact for
maximum profit

EACH STAGE SOLVES ONE OBSTACLE

From confused to *confident* — in four stages.

<p>D</p> <p>Define the strategy</p> <p>Your goal, your resources, your buy box. Clarity before action.</p> <hr/> <p>CONFUSED → CLEAR</p>	<p>I</p> <p>Identify the markets</p> <p>Go where demand exists but competition doesn't. Data over guesswork.</p> <hr/> <p>GUESSING → KNOWING</p>	<p>R</p> <p>Reach the owners</p> <p>Targeted outreach to motivated sellers with offers that get accepted.</p> <hr/> <p>STALLED → MOMENTUM</p>	<p>T</p> <p>Transact for profit</p> <p>Due diligence, negotiation, closing, marketing, and selling — with confidence.</p> <hr/> <p>FROZEN → CONFIDENT</p>
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HOW EACH STAGE SOLVES WHAT GETS PEOPLE STUCK

D	Solves overwhelm	<i>Confused → Clear</i>
I	Solves missteps	<i>Guessing → Knowing</i>
R	Solves hesitancy	<i>Stalled → Momentum</i>
T	Solves fear	<i>Frozen → Confident</i>

STAGE 01 · DEFINE

The cure for overwhelm.



Start with a plan, not a property.

Most people jump into real estate without knowing what they actually want. More money? More time? Both? They chase strategies without a plan, and they end up lost.

The D in DIRT fixes that before you spend a dollar. You define three inputs.

- 1 Your Goal**
 What does freedom actually look like for you? Replacing \$5K/month? \$15K? Quitting your W-2? This isn't abstract dreaming — this is a number and a timeline.
- 2 Your Resources**
 How much capital can you deploy? How many hours per week? What skills do you bring from your career? We call this your *Capital Stack* — and almost everyone underestimates theirs.
- 3 Your Buy Box**
 Based on your goal and resources, what's your target property price range? What kind of deals should you look for? This is where strategy meets math.

Patrick's goal was to retire his wife from her job. After defining his Freedom Plan, he started closing multiple flips — and is nearly there.

PATRICK · FLIPPING DIRT COACHING CLIENT

YOUR FREEDOM PLAN

GOAL	TIMELINE
\$ / month	months
CAPITAL	BUY BOX
stack	\$ range

These three inputs become the filter that makes every decision downstream easier.

KEY TAKEAWAY *You don't start with a market. You don't start with a deal. You start with a plan.*



STAGE 02 · IDENTIFY

The cure for missteps.

Go where demand exists — *and competition doesn't.*

The fastest way to lose money is picking the wrong market. Most beginners guess — they follow trends, pick where they live, or choose what feels good. That's how money vanishes.

THE IDENTIFY FILTER · 5 LAYERS

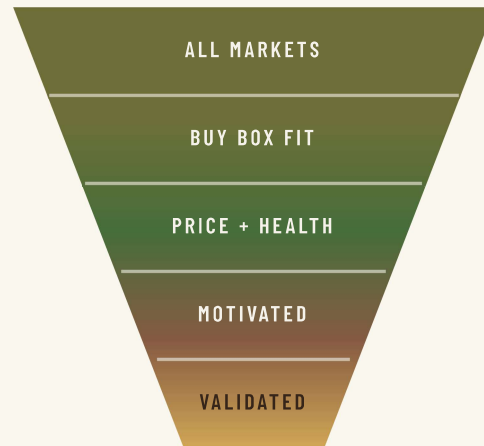
- 01 Match to Your Buy Box**
Can you buy here at your price level? Eliminates 80% of bad markets immediately.

- 02 Market Price Fit**
Do retail prices support your margins? Buy at a discount and still sell profitably.

- 03 Market Health**
Are deals happening? Turnover, demand, activity — not stale inventory.

- 04 Motivation Signals**
Out-of-state owners, tax delinquency, absentee indicators — these accelerate deals.

- 05 Market Validation**
Does this market respond to real offers? Test before you commit capital.



Cody received 8 accepted offers from his campaigns. Flipped his first property — bought for \$4,500, total return over \$13K — and is now picking up 2 more.

CODY · FLIPPING DIRT COACHING CLIENT

KEY TAKEAWAY *You don't need the "perfect" market. You need a proven market that fits your plan.*



STAGE 03 · REACH

The cure for hesitancy.

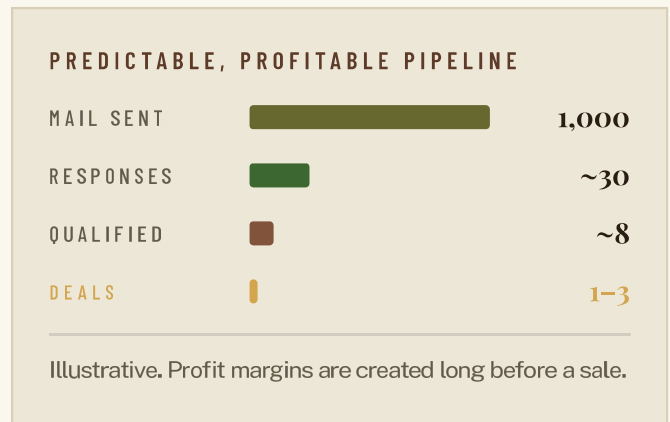
A plan without action is just a wish.

The Reach stage turns your strategy and market into a Predictable, Profitable Pipeline. This is where most people stall.

Even with a good plan, they never send enough offers — so the pipeline stays empty. Reach builds outreach systems that run consistently.

- 1 Target motivated sellers**
 You're not buying off the MLS. You're reaching owners who don't even know they want to sell yet — until your offer arrives.
- 2 Craft offers that get accepted**
 Pricing is a science, not a guess. Use comparable sales data to generate precise offers that protect margins and attract serious responses.
- 3 Build consistency**
 One campaign doesn't build a business. A system that runs every month does. That's momentum.

REMEMBER
You don't make your money on the buy. You set up the profit margin on the buy. Money only comes after the sale.



Randy started with a \$200 capital outlay using a low-risk model. Within 3 months, he'd generated \$24K in profit — and the system is still running.

RANDY · FLIPPING DIRT COACHING CLIENT

STAGE 04 · TRANSMACT

The cure for fear.



The finish line is right there.

This is where most people freeze. Deals in hand, but fear or lack of systems keeps them from closing. Transact gives you confidence at every step.

01

Evaluate

Deep due diligence. Ownership, access, liens, taxes, zoning, HOA. Confirm the deal is as good as it looks.

02

Close

Negotiate, finalize terms, execute the purchase. You follow a process — not a prayer.

03

Market

Pick your exit: cash flip for quick profit, or owner financing for monthly income that 10x's your buyer pool.

04

Sell

Handle incoming buyers, negotiate the sell side, execute contracts, collect profit.

THE MINDSET SHIFT

You don't need 100 deals to hit \$10K months. You need the right 1–2, repeated.

The ones that free you financially and mentally.

KEY TAKEAWAY

The mechanics are straightforward. It's when our minds get in the way that doubt appears. DIRT removes the doubt.

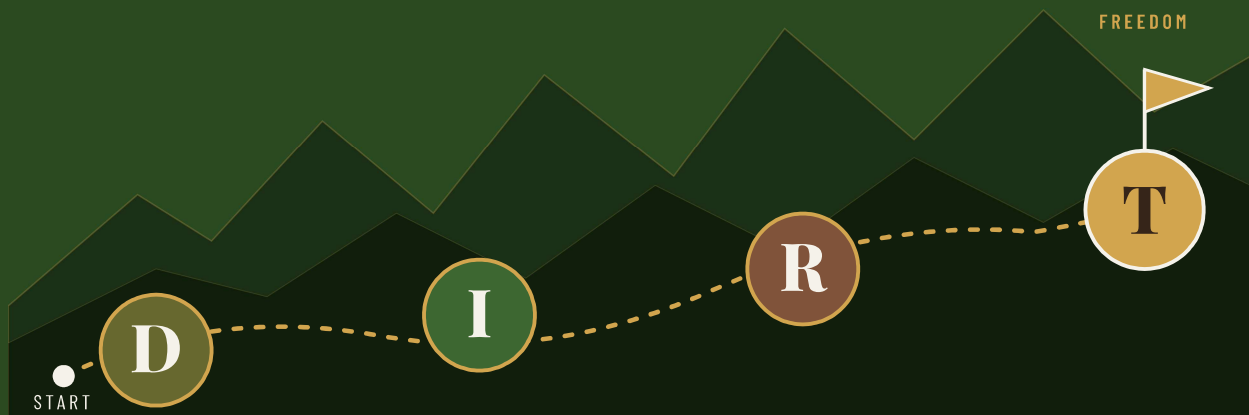
Keith bought a property for \$12K and sold it for \$36K — in three weeks. That profit funded his next round of deals.

KEITH · FLIPPING DIRT COACHING CLIENT

BOUGHT \$12K → SOLD \$36K IN 3 wks

THE FULL PATH

Your roadmap to *freedom income.*



WHAT YOU DO

WHAT YOU GET

D **Define**
Set your goal, resources, and buy box

→ *Clarity*

I **Identify**
Select proven, profitable markets

→ *Focus*

R **Reach**
Build your Predictable, Profitable Pipeline

→ *Momentum*

T **Transact**
Close deals and collect profits

→ *Freedom*

The same framework behind 700+ completed deals — for first-timers and for operators scaling to six-figure portfolios.

The path works. The question is whether you're ready to walk it.



MIKE & LIGIA DEATON • FOUNDERS, FLIPPING DIRT

YOUR NEXT STEP

Ready to start building your *freedom income*?

You've seen the roadmap. Knowing the path and walking it are two different things — that's where we come in.

BOOK A FREE STRATEGY CALL

No pitch. No pressure. Just clarity on whether DIRT is the right path for you.



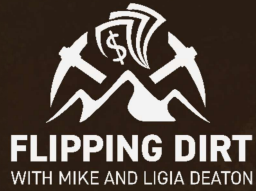
SCAN TO BOOK

calendly.com/mikeandligia/fd-strategycall

Not ready for a call? Register for our next free live workshop at flippingdirt.us/DIRT.

Make today your someday.

— Mike & Ligia Deaton, Founders



KEEP GOING

*Flip the script.
Live life: elevated.*

*Flipping Dirt: Land Investing Strategies From Beginner to
Advanced — available on Amazon.*

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