

[Another eBookWholesaler Publication](#)



INTERNET STRATEGIES OF THE MASTER REALTOR

Copyright 2003 By Stan Smith All rights reserved

Proudly brought to you by

[Lewis Philips signature books](#)

[Email](#)

[Recommended Resources](#)

[Web Site Hosting Service](#)

[Internet Marketing](#)

[Affiliate Program](#)

Limits of Liability/Disclaimer of Warranty

The authors and publisher of this book and the accompanying materials have used their best efforts in preparing this program. The authors and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this program. They disclaim any warranties (expressed or implied), merchantability or fitness for any particular purpose. The authors and publisher shall in no event be held liable for any loss or other damages, including but not limited to special, incidental, consequential or other damages. As always, the advice of a competent legal, tax, accounting or other professional should be sought. The authors and publisher do not warrant the performance, effectiveness or applicability of any sites listed in this book. All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

This manual contains material protected under International and Federal Copyright Laws and treaties. Any unauthorized reprint or use of this material is prohibited.

CONTENTS

Introduction	4
Why You Just Saved \$6,000 by Buying This Book	5
The Internet Lead Generator Regimen	7
Building Your Listing Inventory	10
Maintaining Good Listing Hygiene	16
Creating a Steady Flow of Visitors to Your Site	20
The Magic Word:	23
How to Handle Email.....	33
Sample press release	39
Converting Handraisers into Buyers and Listings	43
Stay in contact with valuable information	43
What is valuable information?	45
FSBO Myths.....	46
Always be closing – Ask for the call in every online contact.....	48
Generate Referrals.....	54
The Last Word	59
Bonuses	62
7 Keys to A Killer Sales Presentation.....	62
35 Proven Advertising Headlines	66
7 Secrets of the Marketing Investor	70
My \$125,000 Survival Kit.....	85

Introduction

Congratulations!

You are about to become one of the elite real estate professionals who are quietly making a fortune.

This master class of professionals can be recognized by the tell-tell signs of success:

These Top Producers;

- **never sit an Open House**
- **never work weekends**
- **don't do floor-time**
- **consistently are their office's #1 producer ...and**
- **make selling real estate look easy**

You made an investment in this book because you are starting to catch on to these realtors' secrets. You put two-and-two together and came to a stunning discovery.

These realtors work less and make more because they have hired the world's most relentless, methodical, tireless, home selling tool ever devised – the Internet.

But hold-on a second! Don't be fooled.

*These elite Realtors aren't wasting their time on one-page brochure sites. They don't dabble with the Web. They aren't testing the Internet to see **if** it will work.*

*No – they have gambled big on the Internet and they are **winning.***

Once you've finished this book you will know **ALL** of their secrets.
Are you ready? Let's get started.

Why You Just Saved \$6,000 by Buying This Book

The Internet is a very sophisticated tool. Learning how to master its complexity takes years of trial and error and thousands (sometimes millions) of dollars.

I've spent my entire career studying the Internet. My goal is simple – I want to find the underlying equation of success for any business that wants to use the Internet to make a fortune.

I've read hundreds of books
I've attended more seminars than I can count
I've created hundreds of web sites that make millions of dollars for my clients.

This is what I've learned.

*Realtors who **aggressively** use the Internet to market their business will have access to the largest untapped pool of leads ever known in real estate industry.*

I also learned this:

*The key to winning online can be boiled down to an easy equation for success that will make the Realtor who uses it **financially independent**.*

This means –

No more feast to famine income cycles. **You will receive a fat commission check every single month.**

No more wasted weekends **sitting in someone else's home making sure strangers don't muddy the carpet.**

No more boring sessions working the floor – **answering phone calls for other Realtors.**

This all comes to an end.

To learn what I teach you here would cost you a small fortune. Internet consultants often charge upwards of \$500/month for their time. Over a year's time, you could expect to spend a minimum of \$6,000 for their expertise.

Not you.

This book is designed as a quick and easy guide book on absolutely the best Realtor Internet Marketing strategies. You will not find better coaching anywhere else.

I make you a promise –

Everything that you read in this book is factual. Not just my opinion.

I know that you work long and hard. You don't have time for theory and hypothesis. You will not find any of that here.

In return, I ask that you remain open to what you are going to read. It's powerful medicine for the Realtor who needs a jumpstart. If that's you - keep reading.

The Internet Lead Generator Regimen

I want to dispel a myth that might be in your head right now.

Getting your Internet Lead Generation system up and running is not going to happen quickly.

Changing your habits so that you are focused on high-impact lead generation is going to take focus.

That is why I call the system I created, "The Internet Lead Generator Regimen".

You will need to commit to this system. You must determine that you will let nothing stop you from putting it in motion.

A regimen is a set of activities that are performed regularly to accomplish a goal. This is exactly what you need to do make the Internet work for you.

Now that we understand what it will take – let's get to the meat and potatoes.

The Internet Lead Generator Regimen can be broke down into 4 important steps:

- Step #1: Build Your Listing Inventory**
- Step #2: Grow Your Handraiser Database**
- Step #3: Convert Handraisers into Buyers**
- Step #4: Generate High-Quality Referrals**

These 4 Steps, when done properly, create a continuous feedback loop that grows by feeding on itself. This means that once you set the system into motion, it continues to grow.

Let me illustrate for you how this happens;

Step #1: Building Your Listing Inventory

You concentrate on building the number of homes in your listing inventory.

You attack the "expired" files.

You talk to every For Sale By Owner contact that you can.

You develop a list of homes in multiple price ranges with multiple options.

Step #2: Grow Your Handraiser Database

Homebuyers flock to your site to view your inventory because of the breadth of your listing inventory.

While at your site they are enticed by the free information that you offer them.

They sign up to receive your free reports. Every time they sign-up you add their email address to your Handraiser Database.

Step #3: Convert Handraisers Into Buyers

With every free report that you send your Handraisers, you offer to assist them in their home search. Since the information you have been providing is relevant and personalized, your Handraisers trust you and an excellent percentage of them retain your services.

Step #4: Generate High-Quality Referrals

30 days after closing a sale, you send your clients a personalized request for referrals. You offer them a gift certificate if they refer you 5 prospects who need your services. About 60% of the referrals that you get are searching for a new home and 40% are looking to sell their home.

You add these new listings to your Listing Inventory and the cycle starts all over again.

Something magical will happen very quickly, your website will take on a life of its own.

You will begin to receive more phone calls without needing to spend more on advertising.

You will close more deals without spending hours on clients who are not qualified (ready to buy).

You will have complementary businesses referring clients to you because they want to be associated with a successful, well-respected real estate professional.

You will achieve leverage (this is when a small amount of effort on your part creates a large financial outcome). The Internet Lead Generator Regimen is a high-leverage system that creates gargantuan results with little effort.

With one caveat - You must be determined to set-it in motion.

Now we will go through each of the steps in the Lead Generator Regimen. I've included a page for notes after each step so that you can record any ideas that come to mind. Make sure you record these thoughts; they will help you jumpstart your system.

Okay – Let's talk about Building Your Listing Inventory.

For Those Who Don't Have a Website or Just Need a New One:

If you do not have a website – don't worry. Getting your site set-up and ready to go is a lot easier than you may think.

You don't need someone with thick glasses and a computer science degree to build your website. As a matter of fact, you can create your website very easily without having to know HTML or Java or any other programming language.

I recently found a product that allows you to point and click your way to a new website with everything you need to put into action what you will learn in this ebook. It is so easy to use that I think it could easily put the expensive website design companies out of business.

It's called "Web Site Wizard" and you can check it out for yourself at www.RealtorInternetTips.com/webwizard. So, go get yourself an instant website and come back to this point. Don't worry – I'll still be here.

Building Your Listing Inventory

Successful Realtors know a hidden-law that rookies often have to learn the hard way.

"To be a multi-million dollar producer – you must be focused on Listings".
Here's why –

The Realtor with a large listing inventory:

Has a pool of sellers who are also buyers allowing them to get a “double-dip” commission.

Has a variety of homes in different price ranges. This means that they are more likely to have their listings featured in popular listing services like Realtor.com and HomeGain.

Enjoy a competitive edge over other local Realtors because they simply have more properties to show.

If you are a new Realtor – don't get caught in the “Buyers Rut”. The Buyer's Rut is trying to earn your commission by working hours of floor time and wasting your weekends at open houses.

Here is a stunning fact:

According to a recent study of actual closed sales, "Only .5% (that's right, ½ of 1%) of Realtors said that their closing came as a result of an open house". This means that you will have to see at least 200 people a weekend to get one customer.

You're better off cold-calling!

And if you are a new Realtor with no listings, **Floor Time is a Waste of Time.**

The reason is simple; the people who are calling want to speak to the Realtor with the advertised listings. If you are new or your listings have expired or sold, they have no reason to call and speak with you.

The key to making your online marketing work is to be focused like a laser beam on getting **new** listings.

A good rule of thumb is to have a property to show in each of the major price brackets. That means a listing in the 50-100K, 100-150K, 150-200K, 200-250K, 250-300K price ranges - 5 quality listings.

Listing Tips:

There is a gold-mine of potential new listings sitting in the MLS system. The best way to get new listings in a hurry is to look for the expired listings in your MLS system. Expired listings are listings that were under contract by an agent that didn't sell.

Most Realtors that I've helped have this preconceived notion that expired listings are junk leads. Their reasoning is that if the house didn't sell then something must be wrong with the owner or the house.

However, this isn't true in the majority of cases. I've discovered that the #1 reason that listings expire is that the Realtor was either unable or unwilling to effectively market the home. They didn't do the basic things required to make sure that the home got enough showings. Unfortunately, to be candid, the Realtor didn't do their job.

This means that you will probably hear an earful about the last Realtor when you contact the expired listing's homeowner. You will also get a great opportunity to get a listing.

I've found that the following script works very well for getting an appointment with an expired listing home owner:

“Hello, Mr. Smith. I’m Susan Harris, with ABC Realty. I have been reviewing the homes that have sold in your neighborhood and I realized that your home has been on the market for quite some time. Would you mind hearing some ideas on how I can get your home sold?”

What is Mr. Smith going to say?

You bet! Mr. Smith is going to tell you to haul your butt over to the house for a brainstorming session.

Don’t be afraid to call expired listings - they want to hear from a competent Realtor!

I will even tell you how to find the time to call this goldmine of potential listings. Take the time you would normally work the floor and spend it in your office calling the expired listings.

Converting The FSBO

They have a saying in legal circles, “A client who chooses to represent himself has a fool for a client”.

The same can be said for the homeowner who chooses to sell their own home.

The process of selling a home is booby-trapped with a truckload of thorny issues that will snag even the most diligent FSBO.

Here are a few of them:

Paperwork – In a recent study by the National Association of Realtors, owners state that handling paperwork is their biggest headache.

The Right Price – Owners selling their home have a hard time setting the right price for their home. They don't have a Realtor's access to current information, so they often price their home too high for the market.

Showing Their Home – Owners know what they like about their home – not what buyers want to know about their home. As a result, their newspaper listings get overlooked and they have a hard time converting lookers into buyers.

Now, take a seat for a moment. I'm going to tell you something that you don't want to hear.

When approaching a FSBO – **DO NOT**

Tell them that about your wonderful negotiating skills
Brag about your world-class online marketing machine
Insist that you are the expert on housing values in their neighborhood
Tell them that they are doing it all wrong

A FSBO is an FSBO because they are fiercely independent. They do not want to pay a Realtor commission on something they can do themselves. Remember that they replace their own toilets, change their own oil, and shingle their own roofs. A hot-shot Realtor who reads the riot act to them pushes all their hot buttons and only gets a polite but firm nudge to the door.

The key to successfully turning a FSBO into a listing is to do the exact opposite of what they expect.

Help them.

I mean *really* help them. You know that they will be facing difficulties in selling their home – so go out of your way to make it easy for them.

Here's what I mean:

When they first put up their yard sign, visit them and offer a free – no obligation Market Analysis to help them correctly price their home

When they announce their first open house, call them and offer a free checklist on what they should do to get ready for their open house

After their first open house, call them and ask them if there are any questions that you can answer for them.

Once a month, put it in your planner to send them information that will help them sidestep some of the pitfalls of selling their home.

And EVERY TIME YOU CALL THEM, ask them if you could have their email address so that you can send them some information that could help them.

Here's a script that you can use:

"Hello, Mr. Anderson, I noticed you have your house on the market. Would you mind if I emailed you a Competitive Market Analysis so that you can set the right price for your home?"

What will Mr. Anderson say?

Your right! They will be happy to give you their email for this type of free information.

Also, make sure that your site includes a page dedicated to information and tips for FSBOs. Keep this page updated with current and relevant information tailored to the needs of FSBOs.

Make sure that every email lets the seller know that more information is available at your website. When they come, you'll be surprised how long they will stick around reading up on your services. Once you've planted the seed, it will grow.

Now you're probably asking, "If I do all of this work for FSBOs how will I make any money?"

Two Ways:

Selling a home is hard work. Most of the time FSBOs turn to Realtors the next time they decide to sell their home. Guess who they will call?

Referrals: Providing great service always creates a buzz. Make sure that every email you send to your FSBO list has the following discreet but powerful request:

“If you know of anyone who could benefit from this information, please feel free to forward it on, with my compliments.”

You will find that your list of FSBO will start to generate a flood of listings that will ignite your Lead Generator Regimen.

Notes & Ideas:

Maintaining Good Listing Hygiene

I am always surprised at how many sellers approach Realtors because they were impressed by a listing they saw in the morning paper.

This reinforces the fact that you are always marketing. And the best way to advertise that you are a good home seller is to make sure that your current online listings are attractive and informative.

Here is a checklist of items that you should review to make sure your listings are in good shape:

Pictures

___ **Exterior pictures:** Get a good front-on shot of the home. Make sure that you pick a day when there is a lot of sunshine (and the minimal amount of snow for those living up North).

___ **Interior shots:** Take a photo of each of the major rooms. This will include the bedrooms, family and dining rooms, and kitchen.

___ **Virtual Tours:** Virtual tours are an excellent way to show off your listings. A virtual tour lets the buyer see each room online as if they were in the room. The effect is accomplished by taking 4-5 wide angle shots. Each shot is taken from a different angle in a complete circle. These photos are then stitched together to provide the visual effect of being in the room. We've included the names of some great virtual tour specialists in the appendix.

___ **Use a digital camera.** A digital camera can save you having to scan a photograph. With a digital camera, you can download your pictures directly to your computer and upload them to your site from there.

Description

___ **Create a complete picture.** Unlike newspaper ads, you have considerably more space to describe your listing. Take the time to create a short synopsis of the home that puts a firm image in the mind of the reader. Make sure you use a visual adjective to describe each room.

___ Make sure you include any neighborhood perks like good schools, public parks, association swimming pools, proximity to shopping centers.

Contact Link

___ **Include a link to your contact form** in every listing. You want to make it as easy as possible for potential clients to get additional information about the listing.

List the Price

Don't even think about not putting the price of the house on your online listing. Here's why; your website is supposed to pre-qualify your prospects. It can only do its job if you provide the price. The people who contact you will be able to pay the price. If you don't include the price – you will be spending valuable time fielding questions versus closing deals.

Keep your listings attractive and interesting to increase your chances of impressing the homeowner who is looking for someone to sell their home. Actions speak louder than words and an impressive online listing speaks volumes about your marketing expertise.

Now, let's move on to the next step in the Lead Generation Regimen – **Grow Your Handraiser Database.**

Notes & Ideas:

Creating a Steady Flow of Visitors to Your Site

Handraiser (n): A person who volunteers contact information in exchange for receiving information relevant to their current needs. A Handraiser is a person that has begun to be transformed from a prospect into a customer.

Attracting, courting, and converting Handraisers is the lifeblood of your business. This will be the only thing you will do for the rest of your career in Real Estate. Top producers understand this and diligently design their day-to-day activities around the process of attracting, courting, and converting Handraisers.

In the last section, we “baited” our hook with listings. Now that you have at least 5-6 listings from each price range, you’re ready to start fishing.

To be a successful online angler, you need to have an excellent marketing plan. That’s what we will turn our attention to now.

Marketing Plan Essentials

I will walk you through the major points of a successful online marketing plan. Make sure that you carefully review and do each step. Each piece is important to your plan, don’t skip steps or cut corners.

This is very important.

Choose an Irresistible Web Address (Domain Name)

Choosing your domain name for your lead generation website is the most important marketing task that you will do. The right domain will jumpstart your site’s traffic and get tons of new visitors to your site.

Unfortunately, I find that most Realtors neglect this important step and their site traffic suffers because of it.

Over the years I've discovered that the best name to select for your website is often right in front of your face.

Your domain name should be the name of your city (or suburb) and include the word home or house.

Here are some samples:

www.troy-homes.com

www.dallas-homes.com

www.Albany-homes.com

www.lexington-homes.com

www.irvine-homes.com

If your name is taken, you can often just add real-estate specific words to your domain name.

More samples:

www.troy-homes-for-sale.com

www.dallas-homes-for-sale.com

www.Albany-homes-for-sale.com

www.lexington-homes-for-sale.com

www.irvine-homes-for-sale.com

These domains work for two reasons:

They Quickly Tell the User What They Are Going To Get. People searching for new homes start their online search at the city level. By having a domain name that uses the name of a city, you are shouting that your site is relevant to that home buyer or seller.

Search Engines Love Them and Rank Them Highly

To explain what I mean, I will give you a quick course on search engine marketing.

Search engines are automated systems. They use a very complex set of rules for finding and ranking web sites. These rules have been written by technicians but they all have one thing in common:

Search engines love sites that practice what they preach. This means that sites with domain names like www.irvinehomes.com that actually have Irvine homes for sale and Irvine specific information will RANK HIGHLY on all the major search engines.

And the sites that are listed in the top 10 spots for a given search term will see MUCH MORE traffic than sites that are not. It's that simple.

Here are some tips of what NOT to do when selecting a domain name:

Do not use your name in the domain. New homebuyers and sellers often do not know what Realtor they want to work with – they just want to start searching for homes. Also if you use your name in your website – it will not rank as highly as someone who has a domain name that refers to homes.

One exception: If you are a mega-popular Realtor that everyone knows – go ahead and use your name!

Do not use a domain name extension like www.aol.com/stansmithhomes or www.geocities.com/stansmithhomes People who get free web pages often must use the name of the web site provider in the web address. Savvy internet users often view these sites as cheap and worthless. Also you will rarely see these sites ranked highly in search engines listings.

Do not use vague names that do not talk about what you do like www.thegoodlife.com or www.settlingdown.com This tactic doesn't work for obvious reasons – the domain name doesn't tell the visitor that they will get what they are looking for when they click through to the site.

These tactics will not get you traffic – save yourself the time and money.

A Zinger: Selecting several domain names with the method that I just taught you is a master Realtor secret. You will multiply the number of interested visitors to your site if you can register multiple high-quality domain names.

Search Engine Magic

Search engines are the master Internet Realtor's tool of choice. They know that 80% of all users visit a search engine first when researching a purchase. They know that people trust the search engine's ability to save them time and hassle.

If you are going to win on the Internet, you must know how to use search engines. In this section we will detail some easy ways to boost your search rankings.

The Magic Word:

If you've been paying close attention, you can probably guess the magic word for search engine success?

Are you stumped?

Okay, I'll let you off the hook.

It's the name of the city where you plan to buy and sell homes. If you live in a fairly large suburb then it's the name of the suburb.

I can't stress it enough – put the name of your city or suburb in your domain name whenever possible.

I still feel that you may not understand the importance of using the name of your city in your domain name. So, I am going to take you through an exercise that will shock you. (I believe that what I am going to show you right now is worth more than the entire cost of the book!)

Let's say that I am a new Realtor in Detroit Michigan. Detroit is a large metropolitan area with tons of home buyers and sellers.

Step #1: I will use a little tool provided by Overture.com (www.overture.com) called the "Term Selection Tool". This tool will show me how many people searched for a term in a given month.

Let's take a sneak peek at how many people used the search term "Detroit Homes For Sale".

Stay with me – turn the page -

Here is a screenshot of the results for the search term "Detroit Homes For Sale"

If you do the math, you will discover that about 2,849 searches were done using the search words Detroit and home. That is 2,849 opportunities to capture the attention of a person looking new home information in Detroit.

Understanding this, I get the domain name www.detroit-homes-for-sale.com (which still available at the time I wrote this). It meets the criteria for a magical domain name;

www.detroit-homes-for-sale.com

Has the name of my city in it.

Contains the word "homes".

The screenshot shows a web browser window titled "Overture- Search Term Suggestion Tool...". The page content includes:

- Search Term Suggestion Tool**
- Text: "Not sure what search terms to bid on? Enter a term related to your site and we will show you:"
- List of suggestions:
 - Related searches that include your term
 - How many times that term was searched on last month
- Text: "Get suggestions for: (may take up to 30 seconds)"
- Input field: "Detroit Homes For Sale" with a play button icon.
- Note: "All suggested search terms are subject to our standard editorial review process."
- Section: "Searches done in February 2003" with a table:

Count	Search Term
932	detroit home for sale
744	detroit michigan home for sale
736	home for sale in detroit mi
229	home for sale in detroit
121	metro detroit home for sale
71	home for sale in detroit michigan
26	detroit mi home for sale

for

was

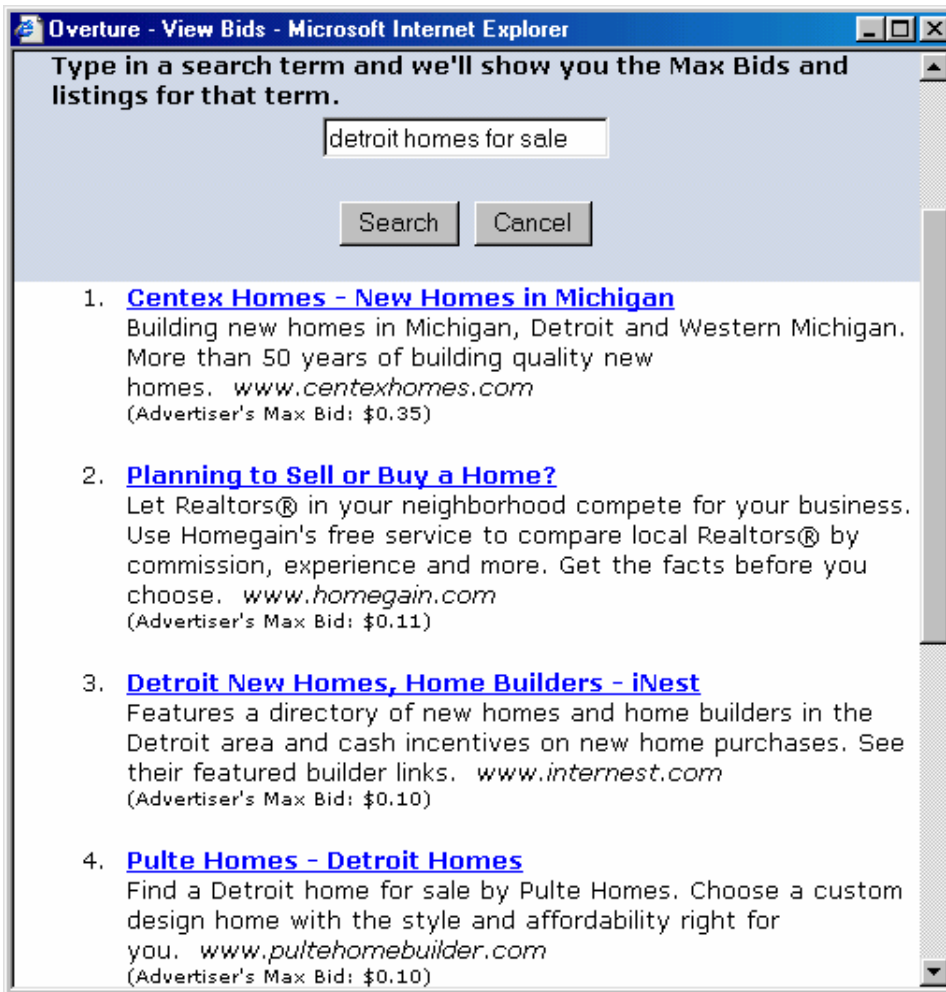
Tells the visitor what to expect when they visit the site.

I know search engines will love it and I know that at least 3,103 people have the chance to see it.

Now let's see how I can generate some instant traffic to my web site.

For this let's go to Step #2:

I will use another tool from Overture (www.overture.com) that allows me to view how much it will cost to get the #1 spot on 80% of the search engines on the web. These search engines include Yahoo, Google, and MSN – heavy hitter search engines and directories that are used by millions of people each day.



Now, I am excited!

Let's look at what we have to do.

The #1 Spot is occupied by a home **builder** not a home seller. If I were looking for a site that had listings of homes for sale in Detroit – I would ignore this site.

The #2 spot is owned by one of the top MLS listing aggregators in the real estate business (HomeGain). This site will have a good chance of getting visitors.

The #3 spot goes to a home builder directory – again not likely to get a lot of visitors.

Here's the stunning FACT. You can OWN the #1 spot for just \$.36 cents a click. That means that all 3,103 searches on the term Detroit Homes will show your web site FIRST.

My fictitious new Realtor bids \$.36 cents for the top spot and instantly becomes the #1 online Realtor in the Detroit market on the top search engines. Not bad for 15 minutes of work. Go through the same process for your area – I know you will be happy with the results.

Make Your Pages Search Engine Friendly

When you submit your new web site to the search engines, they dispatch what are called “spiders” to index and rank your website.

These spiders are incredibly complex virtual programs (like the agents in The Matrix). They are methodical hunters of web site content. When they get to your site, they quickly search and catalog all the key words on your pages.

They take what they found and put it through a sophisticated set of rules and proprietary algorithms. The result is a search engine ranking. Everyone hopes and prays to be in the Top 10.

Now there are literally thousands of books on how to “crack” this process to get the top. Surprisingly, the best strategy to get in the top 10 is to just consistently do the basic things right.

Here is a checklist of some ways to make your pages absolutely irresistible to the search engines:

Create Great Titles For Every Page. When you visit a web page, the title is in the top-bar in the browser. The title is one of the first things that search engine spiders look for when they begin indexing your page.

To improve your rankings, make sure that each page on your site has a descriptive title that includes your magic word (in case you forgot – the name of your city).

For example, your home page might have a title that says. “The Place to Find the Best Detroit Home Listings on the Web”

Pack Your Meta Tags With Keyword Variations. Meta-tags are the next place the search engine spider looks for information about your site. Meta-tags carry all of your search term (or keyword) suggestions.

Fill the Meta-tag section of your HTML code with search terms that describe what you offer on your site. If I were a Detroit Realtor, I would use the following search terms in my Meta-Tags:

Detroit homes
Detroit homes for sale
Detroit home buyers
Detroit home sellers
Detroit real estate
Detroit Realtors
Detroit real estate agents
Detroit listings
Detroit home listings
Detroit For Sale By Owner
Detroit FSBO
Detroit real estate brokers

These search terms tell the search engine spiders that your site is about Detroit and real estate. They will use this information to determine your ranking. Make sure you use meaningful search phrases so that your meta-tag isn't ignored because it is full of fluff.

This is important! Most of the major search engines will ignore pages that use an excessive amount of keywords. I usually try to create 10-15 quality keywords that are descriptive and use my “magic word”.

Describe Your Site. After processing your title and meta-tag information, the spiders search through your page for keyword information.

Include at the beginning of your pages a brief 1-2 sentence description of your site. Make sure you use your magic keyword. A description for my fictitious Detroit Realtor site might say:

“Welcome, you have reached Detroit’s #1 resource for home buyers and sellers.”

The spider will index the words;

Detroit
Home
Buyers
Sellers

Since these words will be used often in your site, there is a very good chance for you to get a high ranking on many of the top search engines.

Alt-Tag Your Home Pictures. A little-known technique that I’ve used with success is naming each picture that you place on your site. You name each picture by using the alt-tag option on each of your pictures. The alt-tag is loaded if your picture fails to load or if the browser has been configured to not show pictures.

If you have someone else design your site – make sure you instruct them to add a description of each picture in the alt-tags.

The search engine spiders will record the alt-tag information and use it as a factor in your search ranking. Every little bit counts with search engines.

Submit Your Page Often. Search engines “spider” the web on different schedules. If you were to launch your site and do nothing to market it – the search engine spiders would eventually find it and index it.

A good search engine ranking will help us build the quality and quantity of our leads more quickly, so I suggest you submit your site to the major search engines regularly. Whenever you add new information to your site, submit your site again.

I would also submit individual pages that have important information. If your site contains home buyer checklists or advice for FSBO sellers, submit those specific pages to the search engines.

Regular submission of your site will increase your chances of a high ranking that causes a jump in visitor numbers, resulting in more Handraisers. Just what the doctor ordered.

Some Not So “Sexy” But Effective Ways to Attract Visitors to Your Site

Once you have your web site set up – Don’t be shy.

Plaster your web site address on everything that you use to market your real estate business.

According to the 2001 NAR study, 41% of home buyers use the Internet as a research tool when searching for a home. You miss out on this massive pool of leads if they do not know how to reach your site.

Here are some places that your web address should definitely be displayed:

Business Cards: Realtors hand out a ton of business cards. Make sure that your address is legible and prominent on your card. If you need to, put some information on the back of the card so there is enough space for your web address.

Where is the best place to put your address? I suggest right under your phone number.

Flyers: Flyers give you the opportunity to describe the benefits of your web site. Let your prospects know what they can find when they visit your site. If a person is in the market for a new home, they are likely to visit your web site before they call you. It is always a good idea to make sure your web address is easily found on your flyers.

Postcards: Many Realtors are using postcards to carpet-bomb the neighborhoods that they want to do business in. Postcards are a cheap way to get your name in front of a targeted group of prospects.

One disadvantage of postcards is that they are rather small. Putting your website address on the postcard allows the recipient to log on to your site and see what homes you are listing, then they may become a Handraiser.

One tactic that I've had great success with is using the postcard to promote the web site. On one side, I have an attention-grabbing question like:

“Do You Know How Much Your Home is Worth?”
Flip this card over for the answer

On the other side of the card, I offer a free Competitive Market Analysis that is available on my web site.

This tactic makes some Realtors nervous because they want to try to stuff a bunch of information on to the postcard. When they're finished, they have a postcard that says everything but accomplishes nothing.

Focus on sending people to your web site. This is a very effective way to pre-qualify your prospect and get key information through offering free information like a Competitive Marketing Analysis.

Try it yourself; I am confident you will be excited with the results.

Classified and Home Book Listings: Putting your web address in your classified and home book listings may require a little sacrifice. I know that most classified listings are only 3-4 lines long, so Realtors have become master abbreviators. Realtors loath to use a line for anything else except promoting the features of their listing.

The problem is that the normal home buyer always wants more information about the listing. I am going to suggest a “take it or leave it” technique – either it’s for you or it isn’t. I would just encourage you to give it a try.

Try including the line “get detailed info and pics at www.detroit-homes.com”

Here’s the advantage of the technique:

Buyers pre-qualify themselves – If they like what they see and the price is right, they call you.

You can write as much as you want about the property on your website with no space restrictions.

You can offer helpful information with the listing to build credibility and trust with the potential client.

You can get permission to stay in contact with the prospect – increasing your chances of signing the client.

This technique saves you time and provides the home buyer with the information they need; a win-win solution for everyone. Give it some thought. Don’t take too long though; your competitors might beat you to it.

How to Handle Email

As your lead generation site grows, you will find that the number of emails you receive from prospects will increase dramatically.

I've seen many Realtors miss opportunities to make great commissions because they neglect their email follow-up. Unfortunately, they viewed answering emails as a hassle and not worth their time.

Their loss – Your Gain.

If your prospect emails you, treat it just like a phone call. Return it as soon as you can. Ideally, you should try to send a return email within 24 hours of the email. Master Realtors respond to emails within 2 hours of receiving them.

A quick email response will boost your prospect's trust in your services. An email that goes unanswered just proves that you are not serious about helping them find or sell a home. A fast follow-up email is a very cheap way to start a profitable relationship.

Many Realtors ask me if they should call the prospect if they have their number.

My answer would be no, unless the prospect has asked for a return phone call.

Respect your prospect's space; if they sent you an email, use email to stay in contact with them until they initiate a phone call. Online users like the anonymity of the web. If you respect their need to anonymously browse and “kick the tires”, you will win their respect.

If you call them without permission, you will be looked upon as just another telemarketer – Ouch!

On the other hand, don't hesitate to include an invitation to call you in your follow-up emails. Once they have called you, they have given you permission to call them back. At this point, conduct all communications by phone. Getting

permission to hold a face to face or phone conversation is one goal of the relationship building process.

What's Your Email Address?

Okay, I've always been straightforward with you and I will not fail you now.

If you are using Yahoo or AOL as your email service, stop right now.

The biggest obstacle to success online is convincing your prospect that they can trust you.

Each of us is getting spammed every day.

Look at who is spamming you.

I would bet that most of the email addresses end with AOL, Yahoo, or Hotmail.

I hate spammers – and so do you – and so do your prospects.

You are not a spammer – I know this.

But who would know the difference if your email address ended with AOL, Yahoo, or Hotmail? Selling homes is hard enough, don't handicap yourself by using an email address that will only create mistrust.

A personalized email address should come with your hosting account for your website. So, once you have your site up, you should have an email that reads something like susan@detroit-homes.com

Every web site hosting company that I've ever worked with provides email addresses as part of their package. If your web host doesn't provide this option, look for another web host. Personally, I use www.websitesource.com and [WebSiteWizard](#) for my sites. They give great customer service, idiot-proof web design help and a lot of services at a great price.

Advertising in Local Online City Guides

Almost every city in the United States has a local online city-guide. These city guides can be found by visiting www.yahoo.com and entering your city and state as search terms.

Yahoo operates its own city-guide but the search results will also list other local guides that provide information about your area.

I am a big fan of advertising in these local search guides. Yahoo offers a service that will allow you to list your property for 21 days for \$49.95. This will get your listings in front of thousands of visitors everyday!

Also, be on the lookout for local search engines and online business directories. Many times, your local chamber of commerce will have a site devoted to helping consumers find local businesses.

I like using these local resources because they often allow an online ad for a very low price. Also, people who are looking to move into the community rely on these web sites for information about neighborhoods, schools, etc.

I've discovered that many of these resources are overlooked by most Realtors. It is likely that you could be the first Realtor in your area to use these resources to attract clients – with no competition. That's a good deal!

More Local Online Resources That Can Increase Your Site Traffic

In the last two years, local newspapers have created online sites for their readers. These online sites mirror the printed newspaper with a few extra goodies thrown in.

I've found that advertising space on local newspaper websites to be very affordable and effective. The web-savvy buyers in your area will probably scan the online newspaper hoping for more updated listings.

This is a great opportunity to get your advertising in front of them and direct them to your site.

Here are some tips that can help you boost your response from online newspaper ad advertising:

Get on the front page. Online newspapers often sell advertising spots on the front page (or homepage) of their web sites. This is a great place to put advertising since it's the place where most readers will be for an extended amount of time.

Ask for a good position on the real estate area of the website. Almost every online newspaper has set aside a section for real estate listings. Get a good position on this page if you can afford it. Expect this page to be a little pricey because it's ground-zero for real estate buyers and sellers.

Make sure your listings are in the online classified section of your local newspaper. Many Realtors miss this opportunity. You can boost the visibility of your listings by putting them online as well.

Attract attention with an irresistible offer. Any online advertising should offer free information that the buyer or seller might need. For example: GET A FREE HOME BUYERS KIT AT www.Detroit-Homes.com. This will grab eyeballs and get them to your site in a jiffy.

Radio: In the last two years, radio stations have built websites to promote their radio stations to the local community. They faced one problem; it was very hard to get people to their websites because most people just listened to the station for information and they had no need to visit the site.

To get visitors to radio websites, they started adding special sections for automotive dealers, restaurants, fine dining and real estate.

The best way to investigate this advertising option is to tune in to the local easy listening, talk, and country radio stations. Listen for the website address. If they have a website, they will let you know at every commercial break (believe me on this one). Visit the web site and check out what advertisers are already there.

If the site allows for advertising, go to the "Contact Us" or "Advertising" page and use the information provided to get in contact with the station. Let the representative know that you are looking for inexpensive options for advertising on their site.

The good news is that most Realtors don't bother to check out these new advertising opportunities. Only the master Internet Realtors take the time to find a niche and persistently use it to grow their business. You're well on your way to being one of the elite.

Make your site "news" – effectively using publicity

Local area newspapers and radio stations are starved for news. Reporters comb their local communities everyday looking for news, any news. While most of the space can be filled with national and international news – a news station (radio or newspaper) must have good local news to interest the local community.

This bottomless appetite for news can be used by the smart Realtor to get FREE advertising. Let's take a moment to see how this is done by the master Realtors.

Your information-laden site is a great resource for local residents. This entire book has been based on one important fact:
Homebuyers and sellers need information and reward the Realtor who gives it to them with a steady flow of business.

This means that the Realtor with the most information on their site will attract the most visitors.

More visitors lead to more listings.

More listings mean more properties to show, which leads to more buyers visiting your site to look at those properties.

More buyers equal more closings.

More closings every month put more zeros in your commission check.

When you follow the lead generation site system, you will find that your site fills with helpful information.

This is why your site is "news".

Imagine sending a press release to your local newspaper telling them that there is now a comprehensive information source for home buyers and sellers in the area and it can be found at www.yourcity-homes.com.

Any reporter worth their salt will file this information away for two reasons:

You've just given them an idea for an article.

You've given them a resource for any home-buying information that they may need for real estate articles they may write.

Now that you know this, make it a point to:

Fill your site with as much helpful information as you can to make it attractive (not only to your clients but to the local news media). Inform your local newspaper whenever you update your site with any new information.

The next suggestion is worth the price of this book alone:

Get in the habit of writing and sending articles about your local real estate market to your local newspaper.

Being persistent is the key to getting free publicity. If one of your articles gets published you will be regarded as the "expert" in your area. This reputation will get you a steady stream of listings and closings that will propel you to the top of the mountain.

If you aren't the "writing type", I suggest that you find someone who is. Write down list of things for the new home buyer or seller to consider in your market. Give your hired writer the list (which is now their outline) and wait for the finished article. I've done this many times to get a quick article to the newspaper (with great success).

What if the paper doesn't use your beautifully written article?

Fine - **POST IT ON YOUR WEBSITE!**

That's right – put it on your lead generation web site! While you're at it, submit the new page to the search engines with the techniques we discussed on page 28. The article can also be included with your other marketing materials.

Either way you win - The more articles you write, the more tools you have to grow your online business.

Sample press release

I've included my favorite press release to help you get started. Many Realtors have adapted (a nice way of saying "STOLE") this press release to get a massive amount of free publicity for their business. I've included it for you to jump-start your Public Relations effort. If you need help writing your own press release, just email me at stansmith@terrasimarketing.com – I would be happy to help you.

FOR IMMEDIATE RELEASE

Contact: Stan Smith (734) 243-5900

RISING STARS!

How this "dynamic duo" created Albany's Fastest Growing Real Estate Agency in just 12 months.

“Wishing upon a Star” holds a wealth of meaning for Stephanie Mills and Ann Wright, owners of Albany's fastest growing real estate company – AllStar Real Estate Team. Just a year ago, they quit well-paying positions with a shared wish; to manage their own top realty company. Just a year later, they're well on their way.

Even if you haven't heard their name, you can't miss the tell-tale Yellow Star yard signs popping up in lawns all over town. Ann says, “We designed our first yard sign with copy paper and crayons – we just knew we wanted a sign that

everyone would instantly notice”.

From "can't miss" yard signs, to star lapel pins, to the engraved star over their office entrance – the duo decided to concentrate on communicating the AllStar promise of AllStar performance from the start. “We were and still are very aggressive about enthusiastically marketing AllStar Real Estate – we work very hard for our home buyers and sellers. We take their trust in us very seriously.”

Growing any new business is tough – growing a business in the face of stiff competition is near impossible. However, tell this to Stephanie and Ann! They will just smile and point to their growing team of 25 Realtors, a new office building and their ranking as one of Albany's top Realty firms. AllStar Real Estate's success has been built, in part, on servicing the needs of a rapidly growing city.

Albany County has seen explosive growth as new home buyers migrate north from Toledo and south from Detroit to escape the bustle of city life. New to the area, these welcome transplants need the help of knowledgeable Realtors who offer personalized service and are willing to go the extra mile.

While the recession has hurt many businesses, AllStar is thriving in the economic downturn, Stephanie shrugs off the pessimistic forecast with stubborn optimism - “We didn't even notice the recession, we've just been busy handling the new clients. If anything, the recession has given us the chance to help more people get into a new home.”

The facts bear out their optimism; AllStar continues to grow in Albany's competitive Real Estate Market, leap-frogging other realty firms that have been in business for years. The firm's “hypergrowth” has handed the duo their only challenge; finding an office big enough to house them. With characteristic flair, Stephanie and Ann decided to build their own office building – complete with an engraved star above the entrance.

Now they have a new office, a growing client list, and an office full of Realtors itching to help anyone wanting to buy or sell a home, Stephanie and Ann are

living a “wish” that has come true.

When they are asked about their future, Ann smiles and says “Our business plan is very simple – offer our clients great service and have fun doing it.” So the next time you visit an open house, don’t be surprised to be greeted by a friendly face with an AllStar smile.

--- End Copy

Contact: Stan Smith (734) 243-5900

Notes & Ideas:

Converting Handraisers into Buyers and Listings

We've covered a lot of information so far. This is the point where it gets fun. Up to now, we've talked about the importance of building your listing inventory and techniques for building your Handraiser database.

Now we will concentrate on transforming that database of names into enthusiastic buyers.

Here we go!

Stay in contact with valuable information

Staying in contact with your Handraisers is the key to converting them into clients. The best way to stay in contact with them is to ask their permission to send them information that will help them find or sell their next home.

People love information and they love to receive relevant information via email. Imagine how appreciative a home buyer would be if you sent them an article full of home buying tips. They would love you and give you their business – period.

The key to staying in contact with your Handraisers is to email them valuable information and tips on a regular basis. The easiest way to do this is to use a tool that many Realtors are unaware of but it is easy to use and incredibly profitable.

A little background first.

Whenever you fill out an online form, the information you enter is submitted to a person who reads what you entered and manually responds to your request.

For example, if you have a question about the warranty on an electronic gizmo, you would fill out a form where you would ask your question. A person on the other end would get your question in an email and respond to you.

The problem with this process is that it can be pretty time consuming, especially if you run a popular site that gets lots of traffic.

Understanding this, some pretty smart guys came up with a tool called an autoresponder. An autoresponder is just a program that sends a pre-typed message automatically to everyone who submits a form to a specific address. This process is completely automated and cuts down on the work for the person running the site.

Savvy online Realtors use these autoresponders to feed a constant flow of helpful information to people who visit their site and ask for information. Instead of spending hours trying to warm up a prospect, these Realtors let their site do the work automatically for them.

While most online Realtors know about autoresponders, only a few of the top Master Internet Realtors know about so-called – “smart” autoresponders.

Here’s what these new smart autoresponders can do:

send a *series* of messages to the visitor

send email messages that can be personalized with any information that the visitor provides when they submit their request for information send messages on a predetermined schedule. For example they can;

send Message #1 when the information request is submitted.

send Message #2 two days after message #1.

send Message #3 seven days after message #2.

And so on.

The autoresponder that I use can send a total of 7 personalized messages on any schedule I choose.

Using a smart autoresponder is a must for any Realtor who wants to see a steady stream of high-quality leads from their lead generation site.

I recommend using the GetResponse autoresponder available for download at www.GetResponse.com. I've used this autoresponder for years, and it has made my clients a lot of money. There are other great autoresponders out there – www.GetResponse.com is the one that has worked the best for me.

What is valuable information?

Valuable information is any thing that is immediately relevant to your prospective client. An easy test is to ask yourself, "what information would a home buyer want in their hands when they tour a home?" The first couple of things that come to mind are pieces of valuable information.

Another great way to find out what your clients look for is to go to any search engine (I prefer Google – www.google.com) and type in either "home buyer tips" or "home seller tips". You will be shown a list of sites that have tons of information targeted at home buyers and sellers.

Visit these sites and write down the sort of information they provide. This information should be the basic information that you provide to prospective clients.

Here is a quick list that I put together after going through the process I just explained:

- No Money Down Financing
- Home buying checklists
- Home selling checklists
- Buying foreclosure property
- Home inspection help
- Home appraisal help
- Rent vs. Buy
- Mortgage Calculators
- Home Warranties & Insurance

Guaranteed ways to get more for your property

FSBO Myths

I want to give you an incredibly valuable tip that will get your web site ranked #1 in your area and create a steady stream of hot-lead traffic for you.

This is the formula:

Step #1:

Use the process I just described to find articles that are directed at home buyers and home sellers.

Step #2:

Scroll down to the bottom of the articles and look for a reprint rights box. This box usually contains information on whether you can use the article on your site. Most authors will allow you to reprint the article if you make sure they receive the credit for the article.

Step #3:

Place the entire article on your site and create a link to it from your home page.

Step #4:

Submit your new article page to the Google search engine.

Step #5:

Repeat steps 1-4 as often as possible.

If you follow this formula, you will see a steady increase in the traffic to your website.

Hot Tip:

Writing your own home buyer and home seller ebook, then giving them away for free is absolutely the best way to exponentially build the traffic to your site. I've used this technique to melt my hit-counter with visitors.

Your reports don't have to be 100 page treatises. They can be simple 2 to 3 page ebooks that highlight a certain topic. The sneaky part of this strategy is that you add your contact information at the end of each of these ebooks!

Here is what will happen; potential clients will download and print out these ebooks and refer to them as they go through the home buying or selling process. And, every time they read the report, they will read your name and number! Here are the tools you need to put this into motion:

Learn How To Write A Compelling ebook

Get yourself a copy of [7 Day eBook](#). This is one of the ebooks that I keep on my desktop. This book will have you kicking out a lead-generating ebook every week.

Format Your eBook

You can write your ebook using a word processor but it isn't a good idea to distribute it as a .doc or .txt document. Unfortunately, computer viruses love to infest word processor documents. As a result, your leads are probably very leery of accepting a word document.

The best way to deliver your ebook is to create a .PDF document. Unfortunately, the program you need (Adobe Acrobat) is very expensive. So I suggest using a program called [eBook Gold](#). This cool piece of software takes your word document and converts it into a safe and secure document that can be opened on any computer. It even prevents others from copying your work! Check it out.

Distribute Your eBook

I suggest using an autoresponder to distribute your ebook reports to prospective clients. I recommend using either [GetResponse](#) or [Aweber](#) to get your lead generating ebook reports into the hands of your leads.

Ok, now let's move on -

Always be closing

– Ask for the call in every online contact

As your site gets up and running, you will be sending a great deal of information to your potential clients. Using the autoresponder technique we just discussed, your website will be automatically building relationships with your Handraisers.

Add this phrase in **every** email or piece of information you send to your leads to maximize your success:

“I am always available to answer any question you may have. I can be reached toll-free at (800) 000-0000.”

The goal is to convert your Handraiser into a client. Up to this point, you have been courting them with relevant information that meets their needs. By asking for the call, you move the relationship from their computer to their living room.

You might be worried that you will be swamped with questions from “Tire-Kicking” cold leads. While you will get the occasional call that is a complete waste of time, don't worry! The majority will be from hot leads that need a Realtor.

Make It Easy to Reach You

The Master Internet Realtor uses their web site to pre-qualify their prospects. Their main tool for gathering information to start their lead generation process is their site's online forms.

If you're new to the web; an interactive form is simply an online order form that you fill out online instead of filling a paper form in with a pencil. If you've ordered anything off of the web, you have filled out and submitted an interactive form.

A person fills out a form, then they hit the "Submit" button and the information is sent (usually) by email to the owner of the website. This process is quick and automatic taking no time on your part.

While most real estate agents have forms on their site to collect information – most of the forms are not true lead-generation forms.

True Lead Generation forms do three things:

They Pre-qualify prospects

They reveal the leads Intention to Buy

They plant seeds for referral opportunities

Let's take each of these tasks one-by-one and see what role they play on an interactive form.

Pre-qualify Prospects

Pre-qualifying prospects means getting the information you need to determine if they are a real lead.

Here are some good pre-qualification questions:

Are you buying or selling a home?

How long has your home been listed?

When will your home's listing expire?

Are you pre-approved for a home mortgage?

Are you currently represented by a real estate agent?

Is your current home for sale?

Would you like to speak to a Realtor immediately?

Is this your first home purchase?

These questions get your lead to show their cards; to reveal if they need to be contacted immediately with personal emails and possibly a phone call. You can also use these questions to weed out the Handraisers that may be a waste of time. For example, if you get a form from a Handraiser that is represented by an agent – you probably would not contact them.

An added perk of using pre-qualification questions is that using these questions will also help you to form immediate rapport with the Handraiser which will make it easier to convert them to a hot lead.

Intention to Buy A excellent way to filter your incoming leads is to ask them the following question:

When do you intend to purchase your home?

0-3 months

3-6 months

6+ months

Your visitor's answer to this question will tell you what leads are hot, warm or cold. This question is a popular one and it shows up on most forms because it works!

Some make one mistake in using **only** this question to determine how warm their lead is. I suggest using this question in combination with the pre-qualification questions to make sure you don't mistake a warm lead for a cold lead.

For example, if the person is pre-approved for a home but plans to buy in 6+ months – don't write this lead off as a cold lead! As you know, people who are pre-approved for a home can pull the trigger immediately. Some home buyers take months to find the perfect neighborhood and the perfect home. Treating this "cold lead" like a hot lead, based on your pre-qualification question is an excellent strategy. Don't judge a book by its cover.

Generate Referrals

We will talk about the power of referrals in detail in the next section. However, I do want to talk briefly about the role of your interactive form in generating high-quality hot leads.

Real Estate Agents use a variety of other businesses to assist them in closing a deal.

This group of businesses include:

- Home inspectors
- Home Appraisers
- Title Companies
- Mortgage Brokers
- Landscaping Companies
- Cleaning Services
- Attorneys
- Tax Accountants

All of the businesses rely on real estate agents for business and also come into contact with clients who need the services of real estate agents.

Savvy Realtors take the initiative and feed these referral sources with as much business as possible to make sure that they are the **preferred Realtor** when the local mortgage broker needs to refer a freshly pre-approved home buyer.

Your online site is a key way to generate referral opportunities for your referral sources. This can be done simply by asking the following questions:

Are you pre-approved for a mortgage?

Has your home been appraised (for sellers)?

Do you require assistance “sprucing up” your home for presentation?

“Yes” answers to these questions are a referral. And referrals are the key to rapidly expanding your income from your real estate business.

Stay tuned – we will talk more about this in a moment.

Invest in a toll-free number

This section is short because it is a “no-brainer”. A toll-free number is a **powerful** incentive for a hot-lead to pick-up the phone and give you a call.

A toll-free number tells the prospective client that:

- You are available
- You are credible
- You are committed to customer service

Time after time, I’ve seen my clients' business increase when they add a toll-free number to their website and other marketing materials. It will cost you a little more a month but a toll-free number is definitely worth the investment.

Notes & Ideas:

Generate Referrals

The last component of your Online Lead Generation System is an active and growing source of referrals.

Referrals happen when one person recommends to another person that a particular service or product will suit their needs. Referrals are highly qualified and highly lucrative. Cultivating referrals is the key to success to any professional sales person.

There are two sources of referrals for real estate agents:

Referrals from joint venture partners
Referrals from past clients

First I will tell you how to use your online lead generation site as a tool for encouraging referrals from business partners.

We will finish by discussing some easy internet-based ways to encourage your past clients to send hot referrals your way.

Joint partnerships with complementary businesses

The majority of the referrals that Master Realtors receive come from a network of complementary businesses that rely on Realtors for business. I talked about these businesses earlier but I will show you the list again to refresh your memory:

Home inspectors
Home Appraisers
Title Companies

Mortgage Brokers
Landscaping Companies
Cleaning Services
Attorneys
Tax Accountants

With the increasing popularity of the web, each of these businesses is very likely to have a web site. They use their web sites for the same reason you've built your website – to generate leads.

However, they have an itch that only **you** can scratch:

These complementary businesses rely on you to generate referrals! Here's what I mean. If I am looking for a home, I will first go online to search for the perfect home, then I will contact a Realtor. It is at this point that the real estate agent becomes the new home buyer's #1 source of information.

They want to know:

the best place to go to get a mortgage
the best person to contact to inspect their potential new home.
which is the best title company to handle paperwork and escrow
And so on – and so on.

The person that the home buyers trust is their Realtor. And that is your advantage.

The smart Realtor keeps a list of preferred partners that they feed these referrals to. They understand that good referrals are currency for encouraging reciprocal referrals.

The logic is simple; you scratch my back – I will scratch yours.

If you are just getting started, I will lay out a simple plan for getting referrals from business partners in your area.

Step #1:

Make a list of possible complementary business partners. Use the list I provided to give your list a jump-start.

Step #2:

Determine which of these business partners has a website. If they have a website, check to see if they have an area for links to other sites. If they do, make a check by that business on your list.

Step #3:

Contact these businesses and ask the owner or webmaster if it is okay to place a link on your site that connects to their site.

Note: I am suggesting you offer a link on your site first because it shows that you are willing to give before you get. This will also motivate the business to put your link on their site. They will often do this without you actually asking them to do it!

99% of the time, the business will love to have you place a link to their site on your lead generation site. Now, ask for a link on their website. Again, since you are the one with the leverage - you have the **best** access to motivated home buyers and sellers and these complementary businesses will probably put your site on their link page.

Step #4:

Monitor closely how much business that you refer to your business partners through your website. As the number of visits to your website increases, so will the number of referrals to your online business partners.

Step #5: THE MOST IMPORTANT STEP!

After a couple of months of sustained referrals to your partner, invite them to lunch and **ask them for referrals**. Many times, I speak with Realtors who are upset with their business referral partners because they are not giving them any referrals. In many cases I discover that the Realtor had never asked for referrals.

By the way, if you ask for the referral and **still** don't receive quality hot-lead referrals in return, find another partner fast.

Activating Past Customers

It is common knowledge that getting referrals from past customers is an extremely easy way to make a fortune as a Realtor.

You may already have access to sophisticated databases, software and coaching programs that teach you how to cultivate your referral opportunities.

However, these programs often miss one crucial tool for building your referral base. And this tool is automatic – you set it in motion and forget about it.

I call it the **Online Referral Engine** and this is how it works:

Get your past customers email address at the time of the close:

For customer surveys

Information about the neighborhood

Home For Sale Alert

Create a series of 5-6 emails which contain helpful post move-in tips.

Plug these emails in to your autoresponder and schedule these emails to be sent once a week for 5-6 weeks

On the last 3 emails, ask for the referral and offer a token gift for the referrals.

The **Online Referral Engine** works because:

It provides useful information to the new home buyer

It is sent to a captive audience. Your client has already trusted you with the biggest financial transaction of their life. They are likely to want to help you.

It is discreet – only after you've shown your genuine interest in the new homeowner do you ask for the referral.

A referral gift shows your intent to reward them for helping you **PLUS** the gift motivates them to act quickly.

This entire process happens online and automatically. All you have to do is make sure you add your new customers to your autoresponder list.

The Last Word

Now take a breath. I've given you a ton of information and I am sure that your head is probably swimming right about now. That's okay! Don't get scared, worried, or overwhelmed. Instead, you should be excited, enthusiastic and motivated!

Why? Because you know that you have a valuable guide to building a lead generation website that will launch your real estate career through the roof! I suggest you take each section and read it once again, then use the notes and idea pages provided to write down ideas that you can put into action **now**.

In the appendix, I've provided a list of recommended companies and resources that you can use to jump-start your efforts. I've personally reviewed each of these companies and I am confident they are able to provide you with expert advice.

I wish you the best and good luck!

Notes & Ideas:

Bonuses

Virtual tour specialists in the appendix

7 Keys to a Killer Sales Presentation

35 Proven Advertising Headlines 10 Killer Headline Templates – Use these headline secrets to get more calls and clicks

7 Secrets of the Marketing Investor – Exclusive

7 Keys to A Killer Sales Presentation

BONUS REPORT #1

1. Getting Your First “Yes”

People like to be known as a person of their word, a person that can be trusted. This strong social imperative has wired most of us with a predictable psychological trigger; once we have agreed to do something, we stay consistent with that agreement.

Understanding this fact gives you a very powerful tool for increasing your sales presentation close rate. Simply create a question that gets your prospect to agree with you. For example, “Would you be willing to use my services if I showed you how I can sell your home within 60 days?”

This question works because it gets the prospect to say yes and agree to use your services once you have shown them your marketing plan. It is a double-barreled gun that almost always gets a close.

2. Know Your Products Emotional Benefit

People buy a home because they make an emotional connection with the property. It could be something as simple as the smell of the home when they first enter it or the elm tree in the backyard that reminds them of the elm they used to climb in the summer.

While the features of the home are important, they play a secondary role in the purchasing decision. To use this information to your advantage, ask more probing questions on what the prospect is looking for in a home. Use the answers you get to create a list of emotional benefits of the home.

For example:

Your prospect tells you that they are looking to start a family soon.

I would show a home and make the following comments:

This kitchen would be a cozy place for a family to get together and hang out

The family room is big enough for everyone to relax comfortably

This room is on the north side of the house; it will stay a nice steady temperature, making it good for a nursery.

Make sure your sales presentation has these emotional hooks in it to grab your prospects attention.

3. Know What Makes Your Prospect Tick

We just talked about understanding your home's emotional benefit. You will also need to focus on what makes your prospect tick.

As you know, people are very different. Some people are very analytical. Some people know which home is right for them because it "feels right". It is important to understand how your prospect processes information so that you can

lead them through your sales presentation in a way that is most comfortable for them.

I get this information by just listening to my clients. Clients that want to review sales materials, brochures, and floor plans before they even see the home are most likely an analytical, detail-oriented person. The person who wants to see pictures of all of their options or was referred to you is probably a “feeler”.

Keep this information handy and use it to tailor your interaction with your clients.

4. Tackle The Flaw

Find each of your listing’s flaws and create an attractive reason to buy. I have seen many Realtors get hung-up on imperfections in their listing and subconsciously sabotage their sales presentation.

Here’s what this looks like:

No basement = No flooded basements

Low square footage = Cozy starter home

Small Yard = Easy Maintenance

No Fireplace = Lower energy bills

Small kitchen = Less to clean

Now your flaw is an added benefit! Make sure you do your homework on your listings and find each one's hidden benefit.

5. Put the Product In Their Hand

You can make his happen by asking what I call “Personalizers”. Here are some of my favorites:

(Bedroom) Where would you put your bed?

(Kitchen) I bet you could put this cupboard space to use

(Kitchen) Would this be enough counter space?

(Garage) Would you put both cars in the garage or just one?

(Basement) Would this be a work room or an entertainment room?

Let your clients own their house before they sign the papers. When you can get your client to mentally move in to your property, they will invariably do whatever it takes to make that mental image come true.

6. Boost Products Value

Don't get caught in the rut of just describing your listing as a 3 bedroom, 2 bath, ranch with family room, kitchen and detached garage. A listing described this way looks like every other listing on the web and in the paper.

I suggest compiling a list of the unexpected features of the home. This is a great tactic because people like to buy things that are original and unique. No one wants to buy the exact same cookie cutter house that everyone else has.

Here's a quick list:

- Garage with built in shelves for easy organization
- Finished basement with wet bar
- Professionally landscaped front and back yard
- Insulated and finished attic storage area
- Convenient second floor laundry close to second floor bedroom

These off-the-beaten-path benefits will help your clients see the added benefit of their future home purchase, making it much easier for you to close the sale.

7. Honesty

Honesty sells – period! People naturally warm to an honest person - a straight-shooter. By the same token, people can pick-out the sleazy dishonest person almost instantly.

Honesty builds trust and I look for opportunities to be truthful with my client. If I don't like the home, I will tell them. If I think they want to price their home too high, I tell them. I never shade the truth – ever.

35 Proven Advertising Headlines

BONUS REPORT #2

I've spent years studying newspaper advertising. I am always on the lookout for the best way to create a newspaper ad that guarantees a good response. Since most Realtors use the newspaper to advertise their listings, I've found that my research comes in handy in creating compelling newspaper listings.

The one thing that I've learned is that a good ad ALWAYS has a great headline. In fact, studies have shown that the headline is 5 TIMES more likely to be read than the actual ad. So, if you want to make sure that your ad is read, it pays to spend time learning how to write a great headline.

To get you started, I've included my private collection of proven advertising headline formulas and tips. I have used each of these headlines with tremendous success. I am sure that they will bring you success as well.

1. Begin your headline with the word “Introducing”

“Introducing a special gift for a special time of year”

“Introducing a new way to accelerate your retirement savings”

2. Begin your headline with the word “Announcing”

“Announcing the marketing ebook that you've been hoping for”

“An important announcement to home-based entrepreneurs”

3. Use words that have an announcement quality

“Finally someone has figured out online marketing”

“Thank you for making us – America's leading small business advertising agency”

4. Begin your headline with the word “New”

“New technique for building your subscriber mailing list”
“New system for building your income daily”

5. Begin your headline with the word “Now”

“Now in ebook format!”
“Now a no-cost advertising system is finally available”

6. Begin your Headline with the words “At Last”

“At Last!, a marketing manual that even an “idiot” like me can understand!”
“At Last!, a light bulb guaranteed 10 years!”

7. Put a date into your headline

“Beginning June 1 . . . the lowest furniture prices of the year
A 19- [Insert Year] warning from the Wall Street Journal”

8. Write your headlines in “News” style

The wines you loved in Paris are here
Better hearing is suddenly here

9. Feature the price in your headline

“ Magnificent All-Mahogany Dining Room . . . \$749”
“Would You Spend \$5 to feel like a Million?”

10. Feature reduced price

“With up to \$2,000 in options savings, it’s more attainable than ever [auto]”
Pigskin executive file case \$19.80 [Reg. \$35]

11. Feature a special merchandising offer

Double the trade-in value on your fur

12. Feature an easy payment plan

Order Now . . .pay after January 10

13. Feature a free offer

Free 10 Day Trial of three record album

14. Offer information of value

Mini-skirts aren't the only way to feel young

15. Tell a story

How I improved my sales closing rate by 50% in one month

16. Begin your headline with the words "How to"

How to turn 40 without going bald

17. Begin your headline with the word "How"

How do I connect my business to the internet? 1-800-827-ftc

18. Begin your headline with the word "Why"

Why these vitamins can make you feel peppier

19. Begin your headline with the word "Which"

Which is the best battery value for your car?

20. Begin your headline with the words "Who Else"

Who else wants a whiter wash with no hard work?

21. Begin your headline with the word "Wanted"

Wanted: A Few Good Men

22. Begin your headline with the word "This"

This is the quietest dishwasher in America

23. Begin your headline with the word "Because"

Because fleas come back

24. Begin your headline with the word “If”

If they gave awards for cash management, we'd be thanking the academy

25. Begin your headline with the word “Advice”

Advice to husbands

Advice to brides

26. Use a testimonial style headline

Let me tell you how I reduced for keeps

I was going broke – so I started reading the Wall Street Journal

27. Offer the reader a test

Can your scalp pass the fingernail test?

28. Use a one word headline

Corns

Vitamins

Sex

Hernia

29. Use a two word headline

Itchy Scalp

Diaper Rash

Free Money

30. Use a three word headline

Burn Fat Faster

Double Bonus Sale!

31. Warn the readers to delay buying

Buy no desk until you have seen the new, all-steel executive
Read this before you order your zoysia grass

32. Let the advertiser speak directly to the reader

Why I offer you this new kind of pipe for \$5
You've earned it. Now enjoy it.

33. Address your headline to a specific person or group

To car-owners who want to cut gasoline bills
You too can beat the market

34. Have your headline ask a question

Will we ever run out of trees?
Would you believe the jug on the right is 45% lighter?

35. Offer benefits through facts and figures

Windmachine burns up to 89% more calories than ordinary treadmills

7 Secrets of the Marketing Investor

BONUS REPORT #3

Introduction

Warren Buffet is considered to be the most successful stock investor in history. The numbers speak for themselves; he is the third richest man in the world and, as of today, stock in his company Berkshire-Hathaway sells for \$2,793 a share! Buffet's investments have made money when the market is up and even more money when the market is down.

Warren Buffet's insight is so valuable that every year, thousands of Berkshire-Hathaway stockholders make their pilgrimage to the company's stockholder meeting to listen to the amazingly simple and stunningly profitable investment tips from their precocious leader. If Tiger Woods is the king of golfers, then Warren Buffet is king of investors.

What is his secret? It's a simple recipe that combines stern discipline, ruthless accountability, and careful information gathering. Warren Buffet is famous for never investing in a company he couldn't understand. Remarkably his strategy is used by savvy business owners to market and grow their businesses as well.

Think about it.

What if you considered yourself to be a Marketing Investor? What if you coldly looked at your advertising as if it were a share of stock that had just two weeks to pay for itself? What if you partnered with marketing "advisors" who grew your sales potential much like an attorney watches your legal liability and an accountant protects your financial position?

Here is what would happen - You Would Absolutely Dominate
Your Marketplace and Demote Your Competition To A Dismal
Future Of Desperately Holding On To Second Place.

Why? Because your business will have discovered a marketing system that would pound your message into the minds of your prospects, so when your prospect is ready to buy, you would have absolute confidence that they will remember your product and buy it regardless of price!

This brief report will give you valuable insight into seven powerful marketing investment secrets used by an elite club of marketers. Marketing Investors hold these gems close to their vest because they cannot afford to let their competition know these lethal tips that guarantee a market monopoly. (Pop Quiz: Guess Who is Warren Buffet's best friend? – Bill Gates)

We invite you to review these secrets. Many rapidly-growing small businesses have built their businesses around these highly-effective marketing principles. These secret strategies can be put to use immediately but we want to remind you of one sobering fact; the business that reads this report and takes action will be the winner. Simply reading this material and tossing it in a folder will only place your business on death-row, just waiting for your competition to become the next Fortune 500 business legend.

So Read and then Act.

Let's Get Started.

Secret #1: Picking the Right Road

“If you don't know where you are going – any road will get you there”

The same goes for marketing and advertising – if you don't have a marketing plan you can be only sure of one thing – that you will never be truly successful. Yes, you may get a few sporadic sales but you will never achieve what we call “knee-wiggling” success.

Knee Wiggling Success is:
Watching your sales grow consistently every month
Spending less money on your marketing while seeing more customers walk through the door
Being able to raise your price and get more business rather than less
Learning that your customers are selling your product and paying you for the privilege.

Knee wiggling success is not a fairy-tale. Even while you are reading this report, our clients are seeing extraordinary results in their own businesses. The key to getting started is to take the first step of every Marketing Investor – Know where your headed.

Don't just make a mental note, actually take out a piece of paper and write down the objective of your marketing plan.

Here are a few great examples of a clear and measurable marketing objectives:

Effective Marketing Objectives

Increase Saturday sales by 50%

Turn 25% of first-time customers into repeat customers

Fill my contact database with 25,000 hot prospects

The reason why the Marketing Investor writes down their objective is because they are betting on one stunning fact:

98% of their competition will not even bother to take the time to write down their marketing objectives.

That is why the marketing investor wins every time; they know where they are going and, with their goal in hand, the set out to find the tools to get them there.

Take a moment to fill in the blanks

"Our advertising plan must __ (achieve what?)__ within __ (time period)__. Ready? Ok, let's move on -

Secret#2: Marketing Like A Tossed Salad

I love a fresh garden salad with Ranch dressing. When you look at a great salad, you can't help but dive into the plump red tomatoes, the crisp ice cold lettuce, the salty olives, and the crunchy breaded croutons.

Strange thing though, I never fantasize about devouring a full bowl of olives or a cup of croutons or a plate of lettuce. However, if you combine these ingredients together – ring the dinner bell, you've made something different all together – you've made a tossed salad.

Like a tossed salad, the best marketing plan includes a mix of effective advertising tools. They might include a generous helping of newspaper advertising, some radio advertising and a dash of direct mail or a spicy mixture

of provocative press releases, hard-hitting brochures and neck-snapping business cards.

A "business killer" for any small business advertiser is to gamble your entire marketing plan on one advertising tactic – especially if you are just starting your advertising program.

You want a diversified marketing plan that does the following:

A Diversified Marketing Plan . . .

Reaches all of your prospective customers not just newspaper readers or radio listeners but all of your customers.

Uses each advertising vehicle to strengthen the other so that the customer receives a consistent message

Uses the unique strength of each medium to accomplish the overall marketing objective

A diversified marketing plan protects your marketing investment. It also helps you highlight which advertising is working and which should be eliminated. While the details of selecting the right mix of advertising can't be covered in this report, we encourage you to answer these questions:

Who is your target customer?

How do they gather information they need to make a purchase?

Can you reach them through their favorite information/research source (i.e. Internet, Newspaper, Magazine, or Radio station)?

Will your ad stand out and catch their attention?

If you are having problems answering these questions or just need someone to walk you through this process - call (734) 243-5900, our Marketing Advisors would love to assist you.

Once you have written down the answers to these questions - read on to the third secret - Be An Ad Mechanic.

Secret #3: How to Be An Ad Mechanic

Put on some old jeans, t-shirt and your favorite ball cap – it's time to climb under the hood of a successful ad.

Every great ad has four easily recognizable parts:

Anatomy of a Great Ad

1. Capture Eyeballs with “The Hook” :

A hypnotic headline that literally drags a person’s eyes across the page and down the ad. A headline that hooks will peak curiosity and beg to be read. A jaw-dropping headline that hooks gets the heart pumping and the brain thumping. Every great ad has “the hook”

2. Convince With Evidence

“Ladies and Gentlemen of the Jury . . .” You know what comes next – a compelling outline of the evidence. In an ad, the very first sentence after the headline begins laying out the evidence supporting the headlines claim. The evidence gives the customer a rational reason for purchasing your product or service.

3. Comfort with a Safety Net:

Your customers absolutely hate taking a risk. No matter how well you support your product or service they want a guarantee that they are not being swindled. Every great ad has an iron-clad, no hassle guarantee that reduces the customer’s risk to zero.

4. Compel them to take action

The best salespeople know that their prospects want to be nudged over the finish line. And a great ad does just that – they make it easy for the customer to buy, call or visit a showroom to buy the product.

The debate over what makes a great ad can be settled in one word – profit. If your ads have these four elements and are easy to understand and benefit-oriented you are sure to see sales from your ad.

Warning: Why You Shouldn't Advertise Like A Fortune 500 Company

Ever heard of institutional advertising? Institutional advertising is what you see on TV during the Superbowl or an episode of Friends. Institutional ads are created by large Fortune 500 companies who are seeking to create “brand awareness”.

Brand awareness is a fancy way of saying, ‘They remember our company name’. Brand awareness is a good thing to have if you can afford to wait for years to see it. Big companies think in terms of years not weeks, and they don't mind not seeing an immediate return from their ads. This isn't the case for small and medium sized business owners.

You need to see an immediate return. If you run the ad on Sunday, you see paying customers walk through the door on Monday.

The Capture, Convince, Comfort, Compel formulae is specifically designed to get a rapid-response to your advertising. The Marketing Investor understands this potent advertising secret and they use it to see an immediate return on their advertising investment.

Secret #4: It's Alive!

I saw the offer in my Sunday newspaper and I couldn't resist checking out the web site to get more information. The website did its job; I signed up for the free email newsletter and that's when I was enrolled in the most persistent Marketing system known to man. Here's how it went:

<p>Week 1: Received an email thanking me for ordering the newsletter and promising to stay in touch</p>
<p>Week 2: Received another email informing me that the company wanted to offer me a special deal in the next couple of days and to remember to open the email when it arrives</p>
<p>Week 3: Received special offer – but I decided not to order</p>
<p>Week 4: Received another email letting me know that they hadn't forgotten about me and a call that day could still get me the special offer.</p>
<p>Week 5: Received email informing me of a discount exclusively for the first 1,000 orders – I took the bait – hook, line, and sinker</p>
<p>Week 6: Received Thank You email with a list of other services I might want to consider to complement the product I had just bought.</p>

This system was methodical, smart, and effective. Look at your own marketing; is it what I call “Love ‘em and Leave ‘em” marketing?

“Love ‘em and Leave ‘em”, meaning that you make your offer once and then throw their name in the trash if they don't respond? If so, you are missing a goldmine in sales.

Let me tell you a story . . .

When I first met my wife-to-be, I let her know, somewhat prematurely, that I wanted to lifelong relationship with her. As I should have expected, she told me to cool down and try “being friends” first.

Now most guys would have taken this as a “no-go” and moved on. Not me (I can be a little dense at times). I believed that the best way to increase my chances of finally “going steady” was to stay in contact. So, I cooled my heels but stayed in constant contact and after three months, I finally proved my sincerity and the rest is well “history”.

Your prospects and my wife act the same way; most of them won’t simply fall into your arms the first time you make your offer. Most likely you will need to stay in constant contact with them until they are ready to buy.

In marketing, the most persistent business wins. A Marketing Investor views each customer as long-term investment. If the prospect is indeed a prospect (with the willingness and ability to buy), then staying in consistent contact will turn them into a customer.

However, most businesses lack the Marketing System that will filter their suspects, nurture their prospects and reward their clients. Here are five quick steps to take to create your Marketing System.

5 Steps to Creating Your Marketing System

Step #1: Identify Your Prospects

Take all the time necessary to get this step right. Ask yourself this question, “What does my ideal customer look like, act like, and want?”. Take a piece of paper and draw a stick figure, then label what brand of shoes, shirt, and pants they wear. Imagine what they do to relax. What books they read, what songs they hum to themselves while daydreaming – get the point?

Step #2: Find Out How Your Prospects Get Information

After identifying your prospects, see where they like to hang-out, what they

like to read, who do they depend on for information. Look at the stick figure you drew in the first step and ask yourself the question “What does this person have in their carry-on to read on the plane?”. Is it a newspaper or magazine? (which magazine?) Do they love to unwind with the local “Easy-Listening” radio station or surf the web? Find out where your prospects are most susceptible to listening to your pitch then go to Step 3

Step #3: Ask Them to Dance

If you haven't heard the latest marketing buzzword, now is the time. It is called “Permission Marketing”, the latest holy grail among marketing egg-heads. Permission Marketing is simply asking your prospect for permission to stay in contact with them. Once you have received this permission, you can open the flood gates of persuasive, compelling, and action-oriented communication.

It is very important that you get this permission because without it, you are just a spammer. A what? Not the nauseous gelatin meat that you find pressure-packed into a cute tin. No, I mean the marketers who send email and snail mail to those who didn't ask for it. This type of marketing never works. Don't try it – get permission.

Step #4: Make it easy to buy or give permission

It never ceases to amaze me to read a brilliant advertisement that ends with a toll-free number in micro-type at the bottom of the ad. If you have gone through the trouble of writing a great ad – make sure that you make your toll-free number, web address and office location as BIG as possible. Don't make your “ready to buy” customer search for your contact information.

This includes getting the prospect's permission to contact them in the future. Make your contact form easy to understand and fill-in completely in one minute. Resist the urge to get every shred of information that you possibly can. Remember your prospects are time-starved and everyone hates filling in forms. At the most, ask for a name, address, and email address. Finally, if your form needs to be mailed back to you, spend the extra quarter to make it postage-free.

Step #5: Get The Referral

This step is the most widely known and the least used. Always ask for the referral; even if your prospect does not buy from you, ask for the referral. You will be shocked by how many will not purchase your product or service but will refer to you two or three other friends that will! The bonus to asking for the referral is that most likely you will make the sale without needing to spend as much time or money as you did with the initial person who made the referral.

If the person does buy your offering, then definitely ask for a referral. Referrals from satisfied customers are the most powerful marketing tool known to man (and the oldest). A couple of years ago, at the height of the Internet craze, the term Buzz hit the advertising lecture circuit like an Oklahoma twister. Everyone wanted to know the secret of harnessing the power of Buzz.

Here's a quick lesson on Buzz and it goes like this:

Lots of Referrals = Lots of Word of Mouth = Lots of Buzz

The companies that enjoyed the benefits of Buzz just did what savvy Marketing Investors have been doing for centuries, getting others to refer their product.

Secret #5: A Baby only A Mother Could Love

Before I began helping small business owners with their marketing and advertising, I worked for one of those big, fancy Madison Avenue Advertising agencies.

If you were to visit my old agency, you would immediately recognize the reverence that surrounded the Agency's work. Magazine ads in gilded frames adorned the walls, sleek television sets played the latest television commercials in a ritualistic loop begging to be noticed.

If you traveled to the top floor, you would enter the inner sanctum of the agency's power – the Creative Department – remove your shoes Moses, you're on Holy Ground.

Don't misunderstand me - I love to watch clever commercials. As a matter of fact, I have a Superbowl party every year to watch the commercials – not the football game. But guess what, clever commercials don't sell.

That's right, I said it! Cute commercials with dancing monkeys or cannons shooting hamsters only entertain – but they don't sell.

Much to the horror of the big agencies, it is the ugly, text-filled, white-space choked, ugly duckling ad that pulls customers through the door like free lemonade in Texas. The reason for this seemingly contradictory phenomenon is deceptively simple; ads that sell - sell and ads that entertain do just that - entertain.

Remember the “Mean Joe Green” ad that Coca-cola aired in the early 80's. Just thinking about that little kid offering the battered and beaten football giant a Coke still chokes me up.

But, the folks at Coca-Cola pulled the ad after a couple of months. "Why?" you ask; because it didn't sell. Sure people were reminded that little kids are cute, innocent and surprisingly generous but this didn't make people switch from Pepsi to Coke!

Coca-Cola realized that the best ads simply said – Drink Coke because it tastes better. You know what? That's the type of ad that the Marketing Investor absolutely loves because it earns money every time.

If you have an advertising agency helping you with your marketing, be on guard for what I call “The Beauty Myths” They go something like this

Ad Beauty Myths

“A Good Ad Makes Good Use of White-space”

Newspaper ads are too expensive to waste space. Make your case – sell your product's benefits and take as much space as you need. If you can't fit it a newspaper ad, write your prospect a letter. White-space doesn't sell – words do.

“People Hate To Be Sold – You Must Hide Your Sales Pitch”

Wrong, people get annoyed with businesses that confuse or mislead them. Customers will appreciate your business clearly telling them what you are selling, how it will help them, how they can learn more, and where they can buy it. Don't be afraid to sell and you will find out that your customers don't mind buying.

Pictures Sell

This is actually close to the truth. Nothing attracts attention like a photograph. However, don't use your photograph as the headline because a picture means something different to each person. A picture without a headline is likely to get confused and ignored. Always accompany your photograph with a hard-hitting headline that will drag your prospects' eyes down the page.

“People Scan Ads They Hate to Read Them”

Wrong! If your ad rep or advertising agency tells you this, tell them you're not interested in their services and show them the door. This person is guaranteed to take and lose your money quicker than a Vegas slot machine.

The common adage among savvy Marketing Investors is "The More You Tell, The More You Sell". Research has shown that the more text you use to explain the benefits of your product the more you sell, not less! Your prospect wants to hear what you have to say about your product and your information makes it easier for your prospects to say yes. Don't fall for this Marketing Beauty Myth.

Secret#6: Test, Test, Test!

A daily newspaper recently began selling advertising packages to local businesses that looked like great value but were actually the most ludicrous idea that I had seen in a long time.

The deal went like this; If you bought a package of 2,3, or 5 ads they would deeply discount the last ad that you ran in the package. Sounds good – who would pass up a discount deal?

Here's the catch, you had to pick one ad to run and you were not allowed to change it. This means that if your first ad bombed, you were stuck with paying for the bum-ad for the remainder of your contract! No matter how much you begged, you couldn't change a single word!

I told all of my clients to run from this deal like the "Black Death" because it violated a cherished secret of the Marketing Investor

Test Everything;
Test your headline.
Test your first sentence in the ad.
Test your offer.

Test the size of your ad
Test where you put your 800 number.
Test, Test, Test!

Testing your ads can be time-consuming. The good news is that there are simple and inexpensive ways to easily test and track your advertising. Our agency, Terrasi Marketing has built easy-to-use systems that even the most time-starved entrepreneur can use to test their ad's effectiveness. Call us at (734) 253-5900 to see what we can do for your business.

The Marketing Investor will test dozens of ads until she finds the one with the best results. Once that ad is found then the last and most profitable secret becomes important:

Secret #7: Rabbit Farming

I'm sure you have seen the cute television ad that Visa is using to promote the Visa Check Card. In the commercial, a man with his little daughter are purchasing two bunny rabbits. Of course, the man wants to use a personal check and the clerk begins to ask for an endless litany of identification.

In the meantime, the two fertile bunnies are reproducing at an exponential rate right before the shocked girl's eyes. The commercial ends with the pet store full of bunny rabbits.

Ask yourself a question, if you had an ad that made you \$3 for every \$1 you spent. How many times would you run the ad? That's right – as many times as you could afford. In how many newspapers or radio stations would you run the ad. Let me guess – everywhere that would take the ad. Just like those bunnies your ad would be everywhere.

This is the last secret of the Marketing Investor. I call it the power of multiplication and it's the single most important sales-building principle in marketing. Once you have found your winner, bet the farm on it. Don't be shy, run the ad as many times as you possibly can.

Here are some ideas:

Put your headline on the back of your business cards with the line “Ask Me About This Ad”

Put your ad on the back of every store flyer. You will be amazed at how many people will show up at your store with the flyer

Put your ad on your web site linked to a contact form for more information

Use your ad as the “on-hold” message on your telephone.

Read the ad to everyone who gets your voicemail

Place the headline of your ad below your signature on your stationery and emails

Multiplying your ad will allow you to truly maximize your advertisement's sales-building potential. Another added bonus: your ad will drive your competition nuts. No matter where they go – they won't be able to escape your success.

Putting All The Pieces Together:

You've just absorbed a ton of information. I suggest printing out this report and adding notes in the margin to help you digest the material. After you've spend some time reviewing the Seven Secrets, promise yourself that you will act on what you've learned.

I've discovered that the winners in business consistently do what their competitors won't. And the area that business owners neglect the most is their advertising. I've also found that the business that concentrates on perfecting their marketing strategy always beats their competition.

My \$125,000 Survival Kit

Unadvertised BONUS!

Imagine this:

I am stripped of everything I own.

I've lost my memory – the last 10 years of my life are gone. Everything that I've learned about Internet Marketing – flushed down the toilet.

I have to start all-over.

What tools would I need to make \$125,000 in 12 months?

Here's My List:

["The Insider Secrets to Marketing Your Business on the Internet"](#)

Two 3-Ring binders full of information that I've used to make a ton of money. I keep these manuals next to my desk and refer to them often. If I got knocked out cold and woke up with amnesia. I would use these binders to re-teach myself everything I know today.

[7 Day eBook](#)

You couldn't pry this book from my dead fingers. I wouldn't trade this book for all the tea in Hong Kong (sorry, all the tea in China is a ton of money – I ain't stupid).

[GetResponse Autoresponder](#)

My entire business is on autopilot. I just wake up and check the stats. GetResponse is better than a secretary. Every day, my clients get great information automatically. This tool alone has allowed me to shave 10 hours from my work week.

[WebSiteWizard](#)

I've used this tool to create 3 websites in one afternoon! I didn't need a computer science degree or even a basic knowledge of HTML. I just point and clicked my way to a new website. If you need a quick and cheap website – this is the best software package on the planet.

[eBook Gold](#)

Every week I write articles and publish eBooks that make me thousands of dollars. The key to my success has been this handy software tool. Here's what eBook Gold does – after I've written my book or report – I load up this software – hit a button and bam! I have a packaged eBook that can be read on any computer on the planet. No mess – no fuss.

[ClickBank](#)

I'm well on my way to earning back the fortune that I lost at the beginning of this little report:

I've re-taught myself everything I know about Internet Marketing with Internet Marketing – “The Insider Secrets to Marketing Your Business on the Internet”

I've got my little-black-book of dirty – “should be illegal” tips to making money fast on the Internet – 7 Day eBook

I've re-built my website in 30 minutes and started reeling in hot leads at a breakneck pace with WebSiteWizard.

I've supercharged my website traffic by sending out a steady flow of useful information to my newsletter subscribers with GetResponse

I've written and published viral reports and eBooks that are posted all over the Web with eBook Gold

Now – How do I collect my money? You guessed it – with ClickBank. ClickBank will get you set-up and making money in no time with their easy to use credit card processing services. ClickBank handles all of my orders and sends me a check twice a month. It couldn't get any easier!

[Another eBookWholesaler Publication](#)