

"Five Simple Steps to Explosive Lead Conversion!"

How to Close 3-5X More Business and Slash Your Marketing Costs by 30-50%!



Why This Mindset Can Revolutionize Your Business and Have You Crushing It Within 6-12 Months!

Friend,

When you write a check for your marketing expenses each month are you stoked? Are you fired up thinking, “This is awesome, every dollar I invest in marketing is growing my business?”

Or are you like most agents who mistakenly copy other top agents in their market? They model phrases like, “Top 1% of agents in your county, I’m the biggest, I’m the best, I’m #1,” never actually realizing that 90% of the top agent’s business is repeat and referral. And frankly, the only reason they put out marketing is to satisfy their sellers.

For agents who don’t have critical mass, that kind of “vanity marketing” is worse than burning money in bonfire, because it does absolutely nothing to make your phone ring.

When agents emulate vanity advertising, they’re falling into the trap of modeling the one thing in the top agent’s business that’s a complete and total “loss leader.”

The bottom line is if you want to grow your real estate business with marketing you can’t waste your cash, time and resources like that. You need to follow these five steps...

Step 1 – Have One Goal: “Get Them to Respond to YOU!”

For your marketing to produce growth there are several core concepts you need to rivet into your consciousness, literally etch them into your brain. The first is that the buyers and sellers of your market *DO NOT CARE* if you’re #1, the biggest, best or whatever!

All they really care about is...

“What can you do for me?”

If they’re a seller it’s, “How can you sell my home for the most money, in the least amount of time, with the fewest hassles.”

If they’re a buyer it’s, “Help me find the perfect home. Then negotiate the heck out of it, so I can sleep easy at night knowing I got a fair deal.”

That’s it!

They don't care how many gazillions-of-dollars of real estate you've listed or sold. They could care less about a pretty picture on your business card. And seriously, they could give a rat's hind end if the agent is #1, the biggest, or whatever! The bottom line is...

It's all about THEM!

That's why all the "me too" advertising needs to be phased out. All your marketing has to be crafted with purpose, focusing on your prospect's wants, needs and desires.

For example, your picture on your business cards, your brochures, or your web site should be to convey warmth, so that you seem approachable. You want people to feel comfortable, so they pick up the phone and call you.

Your graphics and design need to convey a variety of very important things like, professionalism, sincerity, and positive attitude. There is an entire range of emotions your marketing should communicate that will help warm up your sales cycle. But...

Those things are NOT the GOAL of your marketing!

The goal of your marketing is to get buyers and sellers to respond to you, period!

Your picture in the headline space is NOT going to make you more money...or help your cause. In fact, it's just the opposite. Vanity advertising creates this overwhelming feeling that all real estate agents are just full of themselves. And honestly...

Is that the message you want to be conveying?

You need to be articulating a clear compelling reason for a potential buyer or seller to respond to you. You need razor-sharp clarity that slices through all the clutter, and gives the person looking at your marketing a huge self-serving benefit, a highly-compelling reason to immediately grab their phone and call you...not all this "me-me-me" stuff.

So to reiterate, the first step in successful lead generation is to have one goal, get people to respond to YOU!

Step 2 – Clearly Define Your Target: "Know Your Audience"

You may have heard the old saying, "Aim at everything and you're sure to hit nothing!"

That's what most agents are doing. Rather than aiming at a clearly defined target, they're using the "shotgun approach." They blast a bunch of copycat marketing out into

the market, hoping and praying that some of it will make the phone ring.

It's not a good plan.

Instead, you need to slice through all the noise by isolating and micro-targeting specific segments of your market and communicating directly to those homeowners in a highly-relevant way.

To be effective you have to clearly define your audience and know who you're trying to reach. Find out as much as you possibly can about these folks. View life through their eyes and craft a clear compelling message that speaks directly to the things that are critically important to them.

Farming an area of 3,000-5,000 homes is too large of an area to communicate in a highly-relevant way. You need to break it down into smaller, more precisely defined market areas that allow you to target your message in a much more powerful way.

**Do your homework and dissect your market
into 5-7 micro-targeted geographic areas.**

It's what we call "micro-farming." Instead of 3,000-5,000 homes, drill down into smaller 300-500 home segments, where there's a greater than 5% annual turnover, and no one agent has a greater than 25% market share.

These are the defining characteristics to successfully micro-farm for listings.

If you're targeting buyers, and you want to learn more about the defining characteristics of that kind of a list, give us a call. We would be happy to discuss it with you.

Step 3 – Offer Real Meaningful Value: “Craft a Compelling Offer...with a Strong Emotional Hook!”

So now you're focused like a laser on getting people to respond to you, not just pretty glamour-shot pictures or meaningless slogans. *You are all about making your phone ring!*

You've got 5-7 clearly defined market areas of 300-500 homes. You've researched the demographics, psychographics, local market conditions, the local planning commissions' initiatives for the next 12 months, community events and anything else you can think of that could be relevant to the homeowners in those micro-niche-markets. Now...

How do you craft a compelling offer and get

buyers and sellers to respond to you?

It starts by being sensitive to what information is truly important to your audience. Here's a quick example...

Let's say one of the neighborhoods you want to penetrate has a hotly contested municipal bond issue for financing the local middle school expansion. It's coming up in the next local election. With that you could craft a headline line something like this...

"Attention Village of Swansea Homeowners: Upcoming Local Elections May Cost You Thousands of Dollars! Learn How Newly Proposed Municipal Bond Debt Could Affect Your Home's Value this Coming Year!"

Imagine you live in Swansea, you like money, and your home is pretty important to you since you're thinking about selling in the near future. *Would that headline pull you in?*

My guess is it's got a pretty fair chance. You would probably want to know what was going on, and how it may affect your nest egg, right?

The idea is know your audience, find out what's important to them, and communicate those things in the most relevant way possible. Then craft compelling ad copy that reaches in and grabs them by their emotional strings and gets them to respond to you!

Which leads us to...

Step 4 – Make It Easy: “Focus on The Path of Least Resistance”

As human beings most of us tend to take the path of least resistance. It's rooted in our physical bodies. We have four times more pain receptors than pleasure receptors.

Prospects are constantly avoiding pain and pursuing pleasure, as they filter through all the “noise” in your market. The biggest issue is this “fight or flight” mechanism triggers your prospects into avoiding pain four times more, than they will pursue pleasure.

So what does this mean to you?

If you cause a prospect to think, analyze, or learn even the most basic new skill to get information...that equals “pain” to them.

They'll avoid it.

Vs...

If you entice a prospect with a compelling offer, amplify their curiosity, and guide them down a path that requires zero effort, absolutely no pain...that equals “pleasure” to them.

They will respond!

Here’s a simple example. Keep in mind there are hundreds of ways you could apply this “path of least resistance” idea to your marketing.

Picture a seller looking at a homes magazine, newspaper, or your web site. Which one of these two ads do you think is more effective at getting a seller to respond to you?

**I Need Listings! Top 1% of Agents in
Anywhere County! Multi-Million Dollar
Producer! Call Me Today!**

Or...

Special Announcement for Swansea Homeowners!

Thinking About Selling Your Home?

**Get a FREE Over-The-Phone Market
Evaluation! Know What Your Home is Worth
Before You Talk to Anyone!**

**For a Free Recorded Message – 24 Hours
Call 1-800-959-6550 Ext 5503**

**Call now and also receive a complimentary free copy
of our special report “11 Things You Need to Know to Pass
Your Next Home Inspection” while supplies last.***

Seems fairly obvious, doesn’t it?

The first ad is incredibly self-serving, yet you see it all the time. “I need listings. I’m

#1...I'm the biggest...best...super-hero in real estate"

Well, who cares what that agent "needs," except that agent?

Unfortunately this type of ad is constantly copied, and it creates a lot of pain that prospects will avoid. And they don't call, would you?

Now let's look at the second ad.

Go ahead and call the demo line at 1-800-959-6550 ext 5503 and be sure to listen all the way to the end. See how it offers your prospective seller meaningful benefits?

Every seller wants information to help calm their fears. They view agents as sharks. And offering useful relevant information will gently draw them toward you.

The second reason this ad is so successful is it provides "the path of least resistance" and makes it super easy for sellers to respond to you.

They dial a phone nearly every single day of their lives, they're comfortable calling for "recorded information," and you're *not* triggering any pain receptors.

So they respond, you serve them with useful relevant information, and the entire process gently and effectively leads those sellers to respond to you. The best part is now...

You're viewed as a trusted advisor

With this deeper level sales psychology it effortlessly builds trust and rapport. They begin to view you as a trusted advisor, not just as a shark out to earn a commission check. It's smart marketing that leverages "the path of least resistance."

CASE HISTORY: J.A. Dava ran ad #2 in a local throw-away newspaper for a total cost of \$43. It went out to 23,000 households. He got seven inquiries, presented four CMAs and took three new listings. *The result was J.A.'s \$43 investment in smart marketing yielded nearly \$20,000 in commissions.*

Interesting Footnote: all seven inquiries were with people in the "over 55 age group," the folks who still read the newspaper.

Okay, let's talk about lead quality...

Step 5 – Focus on Quality over Quantity: “A Lead is NOT a Lead Until You’ve Had a Meaningful Conversation!”

I talk to agents nearly every day who tell me they have 2, 3, 4,000 “leads” in their database, and they always want to know how to get more out of those leads.

The real issue and the real truth is those are NOT leads.

What they have is low-quality lead data.

Yes, there are people in those databases who will create a real estate transaction.

However, there’s a painfully obvious problem

Those people will close a transaction with someone else, because they don’t feel any sense of commitment to that agent who captured (or purchased) their info and has been emailing them crap they never even read.

In fact, their name, free email account, and bogus phone number they enter half the time are probably in 10-12 other agents’ databases too.

No, sorry to break the news, but those aren’t leads!

And here’s the healthiest thing you could do...

“Cut your losses short and let your winners run.”

This is a tough business decision, but for most agents it would be best to delete all the leads that haven’t shown a serious intension to either buy or sell...and start fresh.

There would be the initial pain of withdrawal, but as the clouds cleared and their thinking refocused it would be incredibly liberating.

The challenge is most agents are just too attached to their “leads” to break the addiction cycle. They’ve invested so much money. It’s like they’re stuck in an abusive relationship, chasing low-quality leads, to try and save their dwindling investment.

However, going forward I’m going to suggest an entirely different plan.

Rather than chasing prospects, talking into voicemail endlessly, and feeling like a lap dog begging for attention, I’m going to suggest you adopt a new mindset, and it’s this...

**A lead is not a lead until you've had
a meaningful conversation.**

A name and email address is not a lead.

A phone number is not a lead.

A lead is someone you've actually spoken with, opened up a dialog with, who wants you to follow up with them.

That's a lead.

Where do you find those kinds of leads?

Virtually every single buyer or seller does the exact same thing. When they're actually ready to buy or sell, they get in their cars and drive around neighborhoods they like, and want to live in.

The irony is that the drive-by prospect, the absolute best prospect in the entire real estate universe, has become almost like the forgotten prospect!

Typically agents take one of two approaches.

They put out a basic branded yard sign that does almost nothing.

Or...

They put out 3-5 "high tech" tools because "That's how everyone shops these days!" It dissipates that prospect's focus over multiple response paths, causing them to think way too much! So that perfect prospect does nothing, and just drives away.

Remember, you've got to make it easy!

So here's an example of how our agents focus prospects on a single call-to-action, make it super easy for prospects to respond, and consistently generate 8-10 live inbound lead calls (*perfectly-timed live conversations*) per listing, per month.



Important Note: Our MVR system amplifies curiosity and triggers an automatic reflex in prospects. *This is not just call capture.*

MVR is the key trigger point that delivers you perfectly-timed live conversations 80-90% of the time. [FOR A SAMPLE BROCHURE and why we beat Zillow to the prospect 80-90% of the time Click Here!](#)

Now agents always ask, “How good are these ‘perfectly-timed’ live conversations?”

Based on over 25,000 drive-by prospects surveyed:

- 1.) 21.8% buy or list a home within 30-90 days.
- 2.) 48.9% buy or list within 3-12 months.
- 3.) 29.3% are trash can leads.

Another Important Stat: 20.8% of drive-by prospects are seller

opportunities. They are a neighbor considering selling or someone who wants to live in this neighborhood, but they live in a home they need to sell first.

The best part about the drive-by prospect is 99% of the real estate industry has either abandoned them, or they're completely wasting that brief window of opportunity.

Most agents do nothing to cultivate the drive-by prospects, and the rest focus on emphasizing technology over real live conversations.

The big opportunity for you is...

**It's easy to connect with the drive-by
prospect when you know how!**

Again, it's ironic, because these are the single best real estate prospects in existence!

So while the crowd zigs, if you're armed and ready, you can zag...and easily dominate with these underserved buyers and sellers.

Those who understand this amazingly simple dynamic are crushing it with these high-quality buyers and sellers who are out driving around, ready to do something right now.

The main point is quit running with the crowd, chasing low intent, low quality lead data. Shift your mindset and focus like a laser on having meaningful conversations.

That's the key to successful lead generation in the coming days ahead.

*** If you would like to know more about us, what we do, how we do it, etc., etc.*

You can call us at 1-800-959-3959 or [contact online support](#).