



# **The Ultimate Real Estate Success Secret**

**The Most Reliable, Step-by-Step Way to Grow  
Your Real Estate Production 33% to Over  
400% Each and Every Year...**

**Craig Forte**

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## **Here's a Sample of the *HUNDREDS* of Agent-Comments I've Received Regarding the System You're About to Learn...**

"I Wish I Had All The Money Back I Spent Looking For The 'Holy Grail' of Real Estate Success...And Had Started Using THIS From Day One..." Jerry B., REALTOR®, Littleton, CO

"I Used To Worry Where My Next Deal Is Coming From...I Stopped Worrying About It – Why? It's Real Simple...I Now Get At Least 4 or 5 Referrals Every Month..." Michael V., REALTOR®, Los Angeles, CA

"...in just 4 months, our "closed sales" volume is 4 times where it was last year at this time." Linda J., REALTOR® Roseville, OR

"Our First Year In Real Estate Produced 59 Transactions And A 6-Figure Income. We Use It Exclusively." Michael C., REALTOR®, Pleasanton, CA

"Doubled My Production to \$35 Million Per Year" Catherine K., REALTOR® AZ

"It's Been The Single Most Important Thing I've Done To Increase My Business Since Entering Real Estate..." Dave T., REALTOR®, IL

"When I Get A Lot of Hype About Something, I Think "Oh, It Can't Be That Good." But I Wanted You To Know That You Didn't Exaggerate..." Joyce Wilson, REALTOR®, Littleton, CO

"The First Year in Business, We Were Able To Do About \$10 Million...Last Year We Approached \$25 Million..." Mark D., REALTOR®, OH

"From \$2 Million To \$6 Million To \$10 Million To \$14 Million...Thanks" Angie, REALTOR®, Mt. Dora, FL

"...it has literally doubled my referral business! In 3 ½ years I made over \$1.12 million in commissions using it." Linda Fogarty, REALTOR®, IL

"These People Just Started Calling Out Of The Blue Sky, and It Really SHOCKED US!" Guy P., REALTOR® Riverside, CA

"It Has Increased My Business to Where I'm Getting at Least 90% OF My Transactions Through Referrals and Friends of Friends." Jan S., REALTOR® Brentwood, CA

"If You're Tired Of Having Mediocre Results From Your Advertising or Tired of the Amount of Money You Spend Where You Don't Get Any Return, I Strongly Urge You To Try This...Once You Try It, You Won't Go Back To Any Other Marketing..." Tom C., REALTOR®, Peoria, AZ

"I Wanted a Marketing System That's Very Powerful, That Has VALUE To It, but Is Also Something Not Everyone Else In Town Is Doing...Anything Else I do Is Simply Secondary To This..." Darrell H., REALTOR®, IN

"You Made A Very Tough Business A Lot Less Stressful For Me..." Randy G., REALTOR®, AZ

"There Are So Many Gimmicks Out There...But This One Really Works..." Kenneth T., REALTOR®, Orchard Park, NY

"I Have Over 85% of My Business Coming By Referral or Repeat Clients Over The Past 3 Years...It's Just Awesome Because My Clients Always Come Back To Me..." Terry J., REALTOR®, Tracy, CA

"The best part of all is that our business volume has grown by \$3-million consistently each year, and we don't have to compete for listings anymore. People just call us and say, "Come over and list my house." They know us, see us and trust us. So why go with anyone else?" Nancy, REALTOR®, Norwalk, CA



## Important Introduction...

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**“How to Grow Your Real Estate Production 33% to 400% Each and Every Year With *Mathematical Certainty* – Using a *Fraction* of the Time, Energy and Money You Now Spend...”**

Dear Friend...

Welcome to our breakthrough course, “The Ultimate Real Estate Success Secret™”.

Take a look at that headline above once again. Wouldn't it be great if it were actually *true*...instead of just another hollow promise that amounts to nothing more than crafty “hype?”

Seriously...just imagine what it would feel like next year...when you file your taxes...and your return shows that you ‘netted’ more than *twice* your current production.

But don't stop there...

Imagine doubling your production *every* year thereafter – with *mathematical certainty* – spending less time, less effort and a fraction of the stress and strain you currently face practicing real estate.

Skeptical? From one skeptic to another, I understand. With so much “propaganda” out there you may be thinking nothing could be *that* good.

Or you may be thinking that kind of production growth is impossible, or you could never personally achieve that level of success year after year.

**But let me make you a bold promise:**

Commit to *read each chapter* of this course.

*Apply* this amazing marketing strategy into your practice.

You will *never* be the same again.

This is a great day for you...because today you begin an exciting adventure. It's a journey that will lead you *not only* to breakthrough success in your real estate career...but to a life of financial and personal freedom.

But this journey won't take long. And it won't be difficult. In fact, it will be one of the most enjoyable and fun “short-cuts” to success you've ever seen.

How do I know?

Because I've shared the very same, step-by-step strategy with *thousands* of agents...new agents and 30-year grizzled veterans...from nearly every corner of the globe – and I can tell you with absolute confidence...

**If You Want To Make Millions of Dollars in Real Estate with Minimum Stress and Strain, *This* Strategy Will Get You There Faster and More Surely than *Anything Else* In the World**

That's a bold claim. But stay with me...because I'm going to back that statement with a *mountain* of proof – not just from *thousands* of real-life agents using it with astonishing success, but from reliable industry research as well.

So I hope you give me the benefit of the doubt for now. If you do, please read on with excitement and confidence...for this is truly a turning point in your life.

**Before we jump in head-first, let's get to know each other...**

My name is Craig Forte and I live in sunny Tucson, Arizona. I spent the last 32 years building *four* multi-million dollar companies, including a successful real estate development and brokerage company.

I currently own 6 real estate investment companies with properties in 5 states. I'm an active partner in a 768 acre residential development outside of San Diego. And I actively consult and create marketing systems for 2 direct marketing companies, as well as my own projects.

I'm not telling you these things to impress you, or to brag. I simply want you to know that you're *not* dealing with some "coach" or "guru" attempting to reveal to you something he's never done.

My education didn't come from a text book...or by regurgitating marketing information from another expert (by the way, our industry is *flooded* with these copycats!).

My education came from the agonizing defeats and glorious victories of 32 years in the real-world trenches.

I have a funny *quirk* about me. Each time I started or ran a new company, I would "document" the processes I used to make it successful.

My wife used to say my behavior was a little "obsessive," but over time...three decades and four successful companies to be exact...I had created a tested and proven roadmap of marketing and business-building success that was responsible for...

**Making Tens of Millions of Dollars in *Profits***

About 10 years ago, I sold my last company and decided to "semi-retire." I always wanted to teach in my life...and I discovered a great opportunity to share my first-

hand knowledge, short-cuts and breakthroughs about success with small groups of REALTORS®.

I was *shocked* at first to see how agents struggled and strained using tired, worn-out marketing techniques that were completely useless and *insulting* to the general public.

I witnessed the humiliation, rejection and *wasteful-inefficiency* of cold, manual prospecting. And I watched good agents become *working-class prisoners* of their businesses, stressing to near-collapse and sacrificing their personal lives and relationships with their children and spouses.

There are lots of high-potential agents out there (including you!) who never taste the sweetness of success because the *only* thing they're missing is...

### **The Right Direction...The Right Knowledge... and the Right Tools**

So my goal was *not* to teach agents how to “beg and sell” better...or dig the *rut* any deeper...but how to *break-out* and build a *real* business: one with *reliable systems* for creating an *automatic stream* of clients, harvesting unlimited referrals and repeat business, and building a solid, predictable future.

Long story short, the few agents I had “mentored” were getting enormous breakthroughs.

Many of them were going from near-hopeless struggle to making \$300,000 to \$400,000, and a few were breaking the \$500,000 mark in net commissions (I now have several agents making more than \$2 million in commissions). And...

### **This Was All Within 6 to 18 Months Using These Methods!**

Word spread and I soon became overwhelmed with more agent inquiries than I could possibly handle. So I took the plan and put it into a simple, step-by-step “system” anyone could follow.

I aptly named the system, “**3-Steps To \$6-Figures™**.” (If you want a free 26-page booklet all about the system, see the link in the P.S. at the end of this Introduction.)

### **And that's when something remarkable happened...**

After spending nearly a decade sharing the 3-Steps system with over 14,000 agents, I discovered and perfected ***ONE stand-out strategy*** that I believe is the fastest, easiest and most reliable way to create explosive growth and *continuously-growing profits* in real estate.

Applying this strategy will be like sinking your own deep well into a vast new reservoir of clients and profits.

It will deliver you quality clients *before* other agents know they exist in the market. It will make your prospects and clients *bond* with you *for life*, bringing you automatic referrals and repeat business.

It will create such deep *relationship*, people will treat you like a close family member and insist on doing business with you and *only* you. And the good news is...

### **You Are Now Holding That Strategy in Your Hands**

There are entire chapters, ideas and concepts that will open new doors to you – many that you would *never* learn on your own – even if you spend *decades* practicing real estate.

Here's a quick peek into the money-making revelations you'll discover in our upcoming chapters...

- ♦ Why 4% of agents capture 74% of the real estate clients (while the rest wrestle each other over their table scraps)...and how to make yourself part of that elite group who get listings and buyers *first, before* other agents know they're in the market...
- ♦ The single most important ingredient of a \$7-Figure real estate production (and it's completely overlooked by 96% of all agents)...
- ♦ How to make your success a “mathematical certainty” using a simple formula I actually applied from another industry (you can't get it from a book, your broker or any other agent or “expert” because they don't know it!)
- ♦ How to create “Critical Mass™” in your practice within 6 to 18 months (where your client flow keeps growing bigger and faster, like a snowball rolling down hill – regardless of the economy)...
- ♦ How to create a “network” of hundreds of advocates for your services who act like a giant sales force automatically bringing you new clients month-in and month-out (and finally ending the feast-famine income swings most agents face)...
- ♦ A simple 4-Step process for creating a \$7-figure client generating system (and you will *never* cold call, *never* cold door, or tolerate unmotivated, lousy clients again)...
- ♦ How to finally create your own personal “market share” in real estate assuring you a stable, ever-growing income for as long as you practice real estate...
- ♦ How to *prosper* in the coming industry “depression” while other agents will be facing utter failure and bankruptcy because they failed to do *one simple thing* in their business (this one revelation could save your career!)
- ♦ And a whole lot more...

Why am I sharing something so valuable with you for FREE?



My wife thought I'd lost my mind. After all, agents have paid nearly \$5,000 just to learn this strategy in our "coaching" programs...and others have paid over \$1,600 to hear it at our seminars.

I'm on the "back-end" of my career. I don't need to struggle to put food on the table. And because I no longer actively conduct coaching and seminars with agents, I felt it was a *tragedy* to just let it sit on the shelf.

So I decided to share it with our agent community as a genuine way of creating new friendships (like ours) and introducing our Service For Life!® prospecting and referral marketing system to agents *truly* interested in a new and better way to practice real estate.

I remember a quote I saw a few years back that said...

***"A Candle Loses Nothing by Sharing its Flame"***

So the strategy is Free to you. You don't have to pay a thing to get it – not now; not ever.

But I *do* have a simple request from YOU:

When people receive something for free, they usually don't value it. So I want a promise from you...an *honest* commitment.

If I share "The Ultimate Real Estate Success Secret™" with you, promise me you will *not devalue it* just because you're getting it for free.

I want you to *promise* me you'll read *every bit of every chapter*. I want you to promise me you'll *apply* the system into your practice.

Do that...nothing more, nothing less...and *a whole new world* will open up for you.

**The Ultimate Real Estate Success Secret™ Is Presented In 2 Parts...**

I want you to understand all the details about "The Ultimate Real Estate Success Secret™." So I've organized the strategy into 2 parts.

**PART I** will give you *critically important* knowledge, skills and ideas you'll need to make the strategy work. It's designed to *ignite your mind* with important marketing revelations required for success – so please do not skip any of these important chapters. PART I is presented in the *first 7 chapters*.

**PART II** will walk you through a simple, 4-step process of creating the most powerful *income-multiplying marketing system* you've ever seen in real estate. I'm going to give you every single step, in an easy, ready-to-use format on a silver platter so you can implement it right into your business.

Each chapter will have a "**Today's Action Plan**"...easy tasks for putting "The Ultimate Real Estate Success Secret™" to work in your practice.

In closing...I want you to know I'm glad we've had the chance to meet and become friends.

If you're the type of agent you appear to be, I look forward to sharing this amazing system with you and watching your business (and life) grow to astonishing new heights.

Warmest wishes for your success,

A handwritten signature in black ink, appearing to read 'C. Forte'.

Craig Forte, President  
Forte Communications, Inc.

**P.S.** Here's the link to request your Free 26-page booklet describing the 3-Steps real estate system I mentioned above: [www.3-Steps.com](http://www.3-Steps.com).

**P.P.S.** If you aren't yet using Service For Life!® in your practice, you can order your **Service For Life!® Success Kit** for FREE by visiting our main web site at [www.ServiceForLife.com](http://www.ServiceForLife.com). It will arrive by first-class mail within 5 to 7 days – so please keep an eye out.

While you're on our site, read the *hundreds* of first-hand success stories from agents now multiplying their production with less time, less effort and a lot less stress.

## The Single Most Important Secret of a \$7-Figure Real Estate Production...

Dear Friend...

Welcome to the first chapter of our breakthrough e-course "The Ultimate Real Estate Success Secret™."

If you haven't read my introduction to this course, please go back and read it. It contains very important information for getting the very best results from this course.

If you *have* read it, you'll recall that this course is divided into TWO parts: Part I and Part II.

The chapters in Part I (the first 7 chapters) will introduce you to important skills and ideas required before you go on to implementing the strategy, step-by-step in Part II.

Today I'm going to give you what I consider the most important secret to your *lasting success* in real estate – and it's based on *facts*, not opinion or conjecture.

So let's get started building your business...

The other day I was visiting an open house when I ran into a REALTOR® friend of mine. We started talking about "the market" when I discovered something amazing about this agent.

During our conversation he said this was the 4th time he had listed this \$425,000 home.

He said he first took the listing about 10 years ago. Three years later, when it went up for sale, he took the listing again. And again...in another 2 years when the owner was transferred in his job.

And now...5 years later...he's got the listing in his pocket once again.

Let's see...if my calculations are correct, that's between \$45,000 and \$60,000 this agent has made from this ONE home if all his transactions involve a co-broker (one of them he got both sides).

Now, STOP for just a second...

Did you catch a special "secret" about my agent-friend? Did you notice something about this agent that will literally multiply your production almost overnight?

Of course, getting the listing 4 times over is noteworthy. And making \$45,000 to \$60,000 from one home is amazing (by the way, more than 82% of his production comes from referrals, word of mouth and repeat business).

But that's not the "thing" I want you to focus on.

See, the ONE "thing" you should have asked yourself is...

**"How did he continue to get those listings time and time again when he didn't even know the new buyers?"**

When I asked him that question, he laughed and said...

"Yea, I know it's funny. Even though I didn't know the buyers from 'Adam' I *still* got the listing again because *their* agent *neglected* them and I didn't!"

"Their agent NEGLECTED them and I didn't!" Does that tell you something?

Look at these statistics disclosed by the National Association of REALTORS®  
"Profile of Buyers and Sellers"...

**SHOCKING FACT #1:** Approximately 74% of ALL clients select their agent because 1) they had an *existing relationship* with the agent (not just "knew" the agent, but a *true* relationship), or 2) they were referred to the agent from a trusted and influential source.

Think about that. Nearly  $\frac{3}{4}$  of all clients are found...*not* from a cold call. *Not* from a listing sign. *Not* from a fancy web site. *Not* from some newspaper or magazine advertisement.

Not from *any* of those things...

Yet...only **4 percent** of all agents have any type of "system" in their practice to build such a deep connection with prospects and clients, they're the *automatic choice* for real estate services. Meaning that...

**4% of Agents Snare 74% of the Market...While  
Everyone Else Haggles Over Their Scraps**

Pardon my bluntness...but which group are YOU in?

**SHOCKING FACT #2:** 66% of Buyers and 68% of Sellers report working with the *very first* agent they encounter.

Yet less than 4% of all agents have a “system” in place to beat other agents and be the *first* to capture the client...meaning that, once again, the top 4% “smart” agents capture the lion’s share of the market.

The rest fall by the wayside or struggle and strain using manual prospecting and settling for table scraps.

**SHOCKING FACT #3:** More than 71 percent of buyers and sellers report they would use the same agent again. Yet less than 11 percent ACTUALLY DO!

The vast majority of repeat business needlessly goes to another agent for *one* simple reason: The original agent did *nothing* to stay in contact, *deepen* the relationship, create on-going *value*, and become the *automatic and natural choice* for real estate services.

The question you need to ask yourself is...

Aren’t you tired of being at the *bottom* of the food chain...having to struggle and strain and destroy your personal life settling for the “scraps” of the market...while other agents with less talent, less knowledge and less skill sweep-away clients right out from under your nose?

See...what my agent-friend realized is this:

The single greatest reason why someone will do business with you is because they either KNOW you personally, KNOW OF you in a very positive light, or LEARN ABOUT YOU from a reliable and trusting source (a referral).

It's all about *DEEP* RELATIONSHIP.

It’s all about building *trust*...bringing on-going *value*...and being the *stand-out professional* people can rely on when they need real estate services.

Think about your own personal relationships...

You don't fall in love by "dating every 3 or 6 months." You don't meet your soul mate and at the end of a magical evening say, "*Hey, how bout I call you in 3 months?!*"

You don't stay best of friends with someone by sending them a calendar at the end of the year or a recipe card every 3 months...

### **So Why Do You Think This Kind of Behavior Works in Your Real Estate Practice?**

Have you gotten the first "secret?"

It's *shockingly simple*, yet only 4% of agents have figured it out and do anything about it!

Now you know why 4% of agents get all the listings and buyers (before other agents know they exist), while the remaining 96% of agents settle for leftovers.

They simply own the market share – they own the *relationship*.

The good news is you don't need to be wallowing with the 96% of "masses of mediocrity." You don't need to be a victim of ignorance. You can begin right now...today...and start claiming your just share of the real estate market.

There's no better way to *differentiate* yourself over every other agent than to have a deep, nurturing *relationship* with your prospects and clients.

In fact, this secret became the first pillar (the foundation) of how our "Service For Life!® direct-response prospecting and referral marketing system all got started ([www.ServiceForLife.com](http://www.ServiceForLife.com)).

See, we realized...first and foremost...the "secret" to success is to build a deep "relationship" with people in your business: your "house list", past clients, farm areas, lead pipeline, friends, family and acquaintances...with *regular, value-oriented, personal* contact.

Then we engineered a special marketing tool with 7 "psychological hooks," 2 "involvement devices" and 14 "direct response offers" that intentionally *involves* the reader...*connects* with them on a deep, personal level...and gives them meaningful reasons to *call you* or *refer your services* to others.

It's like having your own private, personal sales force working on your behalf to bring you new clients, referrals and repeat business.

But remember...this is NOT just about making contact with your sphere of influence (I call your "house list").

It's NOT about keeping "top of mind" with people like some "newsletter mills" proclaim (McDonalds restaurants have programmed my kids to be constantly "top of mind"...*but that doesn't mean I want to eat there!*)....

### **This Is About a Whole Lot More...**

Relationship happens when you provide *clearly superior service* to people. It happens when you *never forget* your clients, hot leads, friends, family, and farm areas. It happens when you drop the professional snobby posturing, and get *personal* and *human*.

It happens when you *bond* with them by bringing *welcomed, value-oriented contact*.

It happens when you *recognize* and *appreciate* them on a regular basis – and set-up a dynamic for them to *reciprocate* to you in the form of on-going referrals, word of mouth and repeat business.



It happens when you *demonstrate* you are a *true professional*, competent in your skills and with *their* best interests at heart.

And it translates into *cold cash* when you *specifically show them* all the ways in which you can help *solve their problems* and deliver *unique benefits* when buying and selling – and give them *irresistible reasons* to contact you.

Does all this make sense?

This “strategy” is not based on a whim...or conjecture...but based on pure fact and a *mountain* of proof. The question you need to ask yourself is...

### **Are you willing to start profiting from this strategy?**

If so, I will share all the details of this strategy with you over the next few chapters. I’ll lay it out...step by step...so that a child could do it.

The only thing I need from you is a *decision* and a *commitment*.

Which brings me to...

### **Today’s Action Plan:**

---

Nothing happens without action.

You can talk about growing your business...you can talk about a better life...but it’s all *wishful thinking* unless you’re willing and committed to take *concrete action* to make it all come about (gosh, I sound like a stern school teacher, don’t I?).

Are you ready to get in the game and have some fun?

If so, I’d be happy to be your personal “Virtual-coach.” With each chapter I’ll give you a few “action tips” to put each step of this strategy to work in your practice.

They won’t be difficult. In fact they’ll probably be fun – certainly lots better than the rejection and humiliation of cold calling, cold doors or dealing with strangers who wish you would go away (and you’ve probably had your fair share of those, I’m sure!).

Today your action plan is to make a *decision*. Please don’t take this lightly, because *this* decision will change the course of your life forever.

I want you to decide that you’re *truly committed* to this strategy.

I want you to start thinking about your business as a “*relationship*” business rather than a “single-transaction” sales business (no, you don’t need to become a social butterfly).

I want you to STOP neglecting your clients, leads, friends, family, acquaintances and farm areas – and COMMIT to a relationship-building connection with them.

Commit to this for now...and we're on our way.

Oh...and take a moment right now to go to [www.ServiceForLife.com](http://www.ServiceForLife.com) and check out the hundreds of “success stories and strategies” from agents using this strategy and the Service For Life!® Direct-Response Prospecting and Referral Marketing System.

It'll open your eyes to the potential of your business.

### Coming Up Next...

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In our next chapter, you're going to discover what the top agents in your market hope you never learn – it's *Three Profit-Making Distinctions* that can propel your business to non-stop profits for as long as you practice real estate.

# A Tale of Two Agents...

(And *Three Profit-Multiplying Marketing Revelations that Can Double Your Production Every 6 to 9 Months with Mathematical Certainty*)...

Dear Friend...

Welcome to Chapter 2 of our course...

To begin today's chapter, I want to share a quick story with you. It's actually a true story about two agents I know who approached their businesses in two *vastly* different ways.

It's also a revealing story, highlighting a *unique distinction* about your business that can improve your life almost on the spot...

On a beautiful summer day 3 years ago, two REALTORS® began their careers. They were very much alike when they started out, these two agents.

Both had big dreams for their success. Both entered the business because they liked working with people and wanted to work in a "profession," not just a sales job. Both wanted more control of their lives, with no upside limits or "glass ceilings" to their earnings potential.

And more than anything, both wanted to build consistent, lasting businesses and secure futures...and a lifestyle that included personal and financial freedom.

## **Today – 3 Years Later – Things Are Quite Different For These Two Agents...**

In one practice, the agent is "*doing just what he was taught*." He lives off one-time transactions. His "secret" is to play the numbers...go out into the cold market and chase his business.

He knocks on doors. He mass farms. He sits floor time. He runs ads. He interrupts strangers in elevators and grocery lines...

He's out there pounding the pavement, struggling daily for that "one out of a hundred" people to say, "*OK, let's talk*." He has no systems; he runs by hard instinct. As soon as one deal is closed, he's *frantically* searching for the next...and the next...and the next.

When he's feeling dejected, his broker's worldly advice is to "*suck it up and keep cold prospecting...this is what real estate is all about.*" His production is like a roller coaster – one month feast...the next starvation.

Almost daily he faces rejection, abuse and disloyalty from clients. Almost daily he experiences the agonizing grind of being just another commodity in a sea of agents...a "salesman," rather than a trusted professional...

And almost daily he wonders where he will be in one year...two years...five years from now at this deplorable rate.

Worst of all, he's in real estate "no man's land," making too much to quit and not enough to keep going...

### **He's Frozen, Bewildered...and Adrift**

The second agent started at the same time, but *this* agent did something different...

The day she began practicing, she learned that real estate is a "relationship" business. And she realized that  $\frac{3}{4}$  of all clients are found because they either *know* the agent already...are *referred* by a trusted source...or come back as *repeat business*.

So instead of "playing the odds" and chasing a cold, brutal market, she began to cultivate relationships in a very special way.

And she used one single relationship-marketing system she discovered to nurture those relationships. A simple, yet little-known tool and system that takes just minutes a month...yet bonds clients, prospects and leads to her like close family.

Over the past three years, she has easily cultivated over 800 relationships who, because of her unique contact system and service to them, *consistently* provide her an average of 8 new, quality clients a *month*...more than 90 transactions every year...

### **With No Prospecting...No Frantic Chases... No Rejection...and No Frustration**

Her production is as predictable as the sun rising. Ninety six percent of her business actually calls her. She has the cool confidence unseen in most agents...the kind of self-assurance that can quiet a room when she walks in.

She's respected by her clients and envied by her peers. She's not concerned with competition, market changes or future recessions.

She has carved out her own *personal market share* – a source of clients and income she can rely on...in good markets and bad markets...for as long as she practices real estate.

But she has more. She owns a *real, lasting business*, not a “sales practice.” Her business has allowed her to buy a gorgeous home, drive any car she wants, fund a secure retirement account, and to live life on terms she sets for herself.

And she has more free time than ever. Time for herself. Precious time with family and friends. Time to do what she wants.

She has control.

One single marketing strategy based on one steady reality. That’s all it took.

That’s what put the sparkle in her eye. That’s what gives her the calm, assured air of knowing that she’s taken care of business...and earned the right to be called *rich*.

Step back for one moment and ask yourself...

### **Which of These Two Scenarios Sounds Most Like Yours?**

If you’re like 96% of agents, it’s likely your answer will be closer to the *first* scenario.

That’s the bad news.

The good news is you can easily join the elite 4% of all agents simply by understanding and applying *three* revelations about your marketing...revelations you’re going to learn right here in this course.

Real estate is primarily a *relationship* business. It’s not a technology business. Not a cold-call numbers game. Not an “image” business.

The single greatest reason why anyone will do business with you is because they either *know* you personally, *know of you* from a referral, or *learn about you* from a credible source. That’s because...

### **People Buy From People They Know, Know About, Respect, Trust, and Like on a Personal Level...**

Remember, according to the National Association of REALTORS® “*Profile of Buyers and Sellers*,” approximately 74% of all agent business comes this way.

So how can this apply to *your* business?

We can “reduce” this entire strategy into ***three*** important “Profit-Multiplying Revelations”... revelations that can quickly multiply your production...cut your stress and strain by a huge amount...and practically force your production to grow year-after-year...

**Profit-Multiplying Revelation #1:**

**STOP cold prospecting and mass-marketing...and START focusing your time, energy and money (like a laser beam) on the creation and/or selection of a SMALL, HIGHLY-MOTIVATED MARKET OF PEOPLE MOST LIKELY TO RESPOND TO YOUR CONTACT AND PRE-DISPOSED TO DO BUSINESS WITH YOU.**

Stop playing the single-transaction, rabbit-chasing game most agents play. Stop subjecting yourself to humiliation, rejection and embarrassment created by cold, manual prospecting and “low results” marketing.

The single greatest asset in your real estate practice is also the one most overlooked.

I see agents spending *tens-of-thousands-of-dollars* on “low-potential” advertising and promotions to the cold market...when the secret to a lasting, ever-growing income is sitting in their *client files, address books, community groups, compatible service professionals, and in their own minds.*

Am I saying you should *abandon* your homes ads, target farming, “just listeds”, “just solds,” and other promotions?

Absolutely not. There are proven elements to make these kinds of promotions generate enormous leads and clients for you. But 96% of agents have no clue about them, so their marketing hemorrhages cash with no results.

**(Special note:** if you want to learn those critical elements and see a turn-key, proven marketing system used by more than 14,000 agents worldwide go to [www.3-steps.com](http://www.3-steps.com) and order agent Laurie Kaye’s Free 26 page booklet).

What I *am* saying is that you need to *prioritize* your prospecting and marketing expenditures (time, energy and money) in the *most productive* way possible.

Your marketing promotions will have the *greatest results* when targeted to people who either *know you* or *know of you* in a positive light. And the *one* market with the greatest potential of all is the one YOU create.

Yes, it’s a list of PEOPLE WHO KNOW YOU ALREADY: your past clients, your friends, family, neighbors, members of your PTA you work with, community boards you serve on, your church or synagogue, and *those who would KNOW YOUR NAME if mentioned to them.* You want to ...

**PRIORTIZE Your Marketing Efforts According to  
The “QUALITY” of the Prospect to Respond  
and Do Business With YOU**

Think about how you make purchase decisions in your own life...



People...first and foremost...always rely on a person or product in which they have an *existing relationship* – whether it's your dentist, your florist, or the toothpaste you buy.

Why do we do this?

Because we're all creatures of *habit*...because we don't like to make mistakes in life. We like predictability. We like to know we're making good decisions.

Which is why we primarily want to deal with someone or something we *already know and can trust*.

Does this make sense?

Success in marketing starts with *your* mindset. Every person you know...either personally or professionally...has the direct or indirect ability to send you an on-going flow of clients.

That's why you need to develop a mindset that's constantly open to accumulating and cultivating people into your "House List" and *progressively improving* upon the relationship.

How to do this?

It's easy. It doesn't take long to put into action. And it is absolutely fail-proof when you apply it.

But I'm getting ahead of myself.

I don't want to overwhelm you with too many ideas at one time. I want to give them to you at a rate where you can *think* about them and absorb them deeply into your mind.

In a few minutes I'm going to share with you Profit-Multiplying Revelation #2, then # 3. These are probably the 3 most important distinctions you'll ever learn for growing your business and improving your lifestyle.

Remember, my goal of the first part of our course (**Part I**) is to open your awareness to these marketing ideas and concepts – to build your "marketing aptitude."

In **Part II** I'm going to show you, step-by-step, the fastest and most effective way to build your "house list" and cultivate it for non-stop, ever-growing business.

And as you grow your list, your production continues to grow automatically – like a snowball rolling downhill: as it gets bigger, it rolls faster...and as it rolls faster, it keeps getting bigger and bigger.

Sooner than you think, your practice hits a point I coined called, “*Critical Mass™*” where your client-flow and production become consistent as spring-flowers bloom year-after-year.

I’ll talk more about *Critical Mass™* in an upcoming chapter. But for now I want you to understand the astounding power of this simple revelation.

### Today’s Action Plan:

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Take a look at all the things you do to generate clients in your business. List them out.

They could be: advertising, cold calling, farming, sign riders, info tubes, floor time, just listed/just solds, referral promotions, bus benches, etc.

Now, take that list, and *prioritize it* according to which method produces the *best* results for you. If you don’t track where your clients are coming from, you need to start – this is the first step in maximizing your marketing dollars (and profits).

So if you *haven’t* tracked your results, for now just give an estimate and list them out – from most effective to least effective.

Next, look at how much money (or time – which is money!) you spent on each of those items.

Finally, take the amount of money (or time) you spent on those items, and divide it by the number of transactions each one produced – and you’ll have a “basic” idea of the efficiency of your marketing.

**Here’s a prediction:** if you do this exercise correctly, you’re going to find that the promotions that produced the very best, *most efficient* “results” for you (the *most clients* for the *least effort and money*) were those to people who either knew you personally, knew of you, or were referred to you.

Sure, you may get clients from your home ads, your web site, farming or other means, but the *most efficient* will *always* come from your “house list.”

How efficient? The Direct Marketing Association research says that marketing to your “house list” is *at least 16 TIMES more efficient and profitable* than marketing to the “cold” market.

So start thinking of all the people who could go into your “house list”...all the people who would know your name if mentioned to them. Start accumulating these folks either on 3 x 5 cards or a database.

In a little while I’m going to show you exactly how to create your database, and build your house list in record time – then I’ll show you how to quickly harvest *explosive and lasting* business from these folks.

It will astound you.

## Coming Up Next...

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This chapter provided the *first* of three “Profit-Multiplying Revelations” for you. In a minute, I’m going to share with you the *second* “Profit-Multiplying Revelation.”

It will reveal how to *progressively increase* the quality of your house list – providing *better and better* results as you go (I’m talking about an avalanche of new clients, cascades of referrals, and a 90% repeat business rate).

## Service For Life!® Profile of Success...

### **“Our First Year In Real Estate Produced 59 Transactions and a 6-Figure Income. We Use It Exclusively...”**

Dear Craig,

Just wanted to call and give you some feedback about your Service For Life!® marketing system. Our first year in residential resale produced 59 transactions and a 6-figure income. We used it exclusively. We do not mail a postcard, we do not mail any other kinds of letters. It was the only mailing piece that we use.

And that was for 11 months. It wasn't even a 12-month period. We love it! It is the lowest-cost, highest-return marketing piece that we use. It's the best relationship-building tool.

I looked at about 5 to 10 different providers for marketing services. When I found Service For Life!®, it was the only one of its kind. I ordered it. It's the mainstay of our marketing efforts. My wife was a little skeptical upfront, until the first one hit the mailboxes and the phones started ringing. And then she was politely nagging me on a monthly basis, "When is the next newsletter going out?"

So it's been a winner for us. There is nothing like it anywhere. I even mail it out to our out-of-area referral realtor base, to stay in contact with them. Only one of them signed up to get the newsletter, so go figure there.

Anyway, our subscribers love it. We get comments that they read it cover-to-cover. They look forward to our family stories and the cover letters. I hear, "I really enjoy your mailer. You really put a lot of effort into it, don't you?" And, of course I reply, "Of course, we do put some effort into it."

One of the things I love about it most is that we're not perceived as real estate agents looking for our next deal. However, we're not secret agents, either. We're perceived as friendly agents, looking out for the best interests of our customers.

Blessings to you and your staff. It's always a pleasure working with you guys, and we'll talk to you later.

Michael C., REALTOR®, Pleasanton, CA

## **THREE Critical Marketing Revelations that Can Double Your Production *Every 6 to 9 Months* with Mathematical Certainty – Continued...**

### **(Profit-Multiplying Revelation #2)**

Dear Friend...

Welcome to Chapter 3 of our “*Ultimate Real Estate Success Secret™*” e-course...

In this chapter, I want to follow-up on our first revelation with our “Profit-Multiplying Revelation #2.”

Before we begin, I want to ask you to make a quick observation about most “agent marketing” (including yours)...

Have you noticed that the “dominant belief” of most agents is to have their marketing “hit” the *most number* of people possible?

If you’ve ever run a homes or newspaper ad, I’ll bet dollars-to-donuts the ad rep hooted all about their “huge” circulation and all the red-hot hungry buyers and sellers they target who can’t wait to read *your* ad and call you.

After all, that’s what 327 *other* agents are doing ...surely you don’t want to miss out on being in *that* publication every single month...

Or some agents believe they need to send out a recipe card or a 4-color “canned” newsletter to their farm or sphere every quarter, thinking their occasional “top-of-mind” stay-in-contact system is going to bring them an avalanche of business...

Or some agents think that if they send out 5,000 “market activity analysis” to the “neighborhood” every month surely *someone* will call and ask them to list their home...

We’ve all been hoodwinked by ad reps and their sales scams. We’ve all been duped by thinking “staying top-of-mind” is the miracle-secret to “guaranteed business.”

And we’ve all been seduced into thinking that throwing enough “mud” at the proverbial wall will translate into “someone” responding...

**And Nothing Could Be More *Wasteful* To Your Business...  
And More *Disastrous* To Your Ultimate Success!**

If you're a red-blooded human being interested in making a profit, you run by a budget. You've got only so much money, and so many hours in the day...and you need to get the *very best results possible* for every nickel and minute you spend in your business.

We learned last chapter that the *first* step in effective marketing is to *prioritize* your marketing efforts and money according to the *quality* of the "list" most likely to respond and do business with you.

That's why I told you the "most profitable asset" of your business is not your car or your cell phone or your laptop computer...**it's the *group of people who know you...know of you...and are most inclined to welcome your marketing, refer your services and do business with you again and again.***

But the list alone is not enough. Today, I want to bring you the second part of the equation. It's...

### **Profit-Multiplying Revelation #2:**

**Create *Consistent, Personal, and Welcomed and Valued* Contact That Distinguishes YOU From Other Agents...to the small, high-potential group of people (your "House List") most likely to send you new business.**

**Here's an important revelation:** There's a *huge difference* between "mass-marketing with stay-in-contact programs," and *nurturing a deep relationship...* a relationship essential for becoming the stand-out choice for real estate services.

Staying in contact is nice (certainly better than nothing) and you may *think* you're being effective, but if you expect to create the kind of relationship that will compel people to respond and do business with you...

### **You Need a Whole Lot More!**

The only way to gain *dominant market share* and become the one (and only) agent your house list thinks of when they think "real estate" is by marketing...

### **NARROW and DEEP.**

What do I mean by marketing "narrow and deep"?

Marketing "narrow" focuses all your time, energy and money on only those who are *most predisposed* to work with you. It's about market selection.

You only have so much money to spend on your marketing, so why not spend it on the "market" that's most likely to respond and maximize your return on dollars spent?

That market is the topic we covered in Chapter 2...your personally-created "house list."

Now...what do I mean by marketing "deep"?



Most agents completely underestimate the “type” of contact required to cultivate relationships and be the stand-out agent for generating business. It’s incredibly *easy* once you understand it. The secret to success with this process is...

**Consistent, Personal, and Welcomed and Valued**  
**Contact That Distinguishes YOU from Other Agents**  
**For As Long As You Practice Real Estate...**

Let’s dive into marketing “deep” and its 3 components. Here’s what you want to think about when marketing your services (especially to your house list):

**Component #1: What do I mean by “Consistent”?**

According to the Direct Marketing Association, the “optimum” time period to make contact with *anyone* is about every 21 days. This means you should plan on establishing a contact program that’s delivered to your house list every three to four weeks.

Not a calendar every year. Not a recipe card every quarter. Not a “canned” agency-slick newsletter or post card every 2 months.

*Monthly* at the latest.

Now...there’s another important point I want to make about “consistency.” It’s important for you to recognize that...

**The Results of Your Contact are**  
***Cumulative Over Time***

The *quality* of your house list, farm or other contact list *increases with cumulative contact*. This means that they become *more responsive* over time, and your contact program becomes more and more profitable the longer you do it.

Don’t short-circuit your success by quitting.

If you don’t have monthly contact, your relationship never gets the *traction* needed to harvest business from these folks...not to mention you want to be there the *very minute* anyone on your list is thinking of selling – or knows of someone thinking of selling – so they can use or refer your services.

Does this make sense?

**Component #2: What do I mean by “Personal”?**

What I’m about to tell you goes against all conventional “wisdom” in the so-called “professional” marketing circles.

Somehow...somewhere...our industry adopted the idea that a stuffy “professional” image – making people think you’re a hoity-toity “big cheese” – is appealing to people. After all, that’s what your clients want in a REALTOR®, right?

Nothing could be further from the truth!

Sure you want to be as competent as a brain surgeon in your field. And you don’t want to “look” like a homeless person selling real estate.

But I’m talking about something else – I’m talking about your “*positioning*” in the eyes of your prospects and clients.

Answer this question: which do you feel would be more *personal*, more *touching*, and make you want to hire a service-provider: a personal, hand-written note sent by a good friend who you know is a *true expert*, or a 4-color glossy brochure by some “agent” or “company”?

People don’t do business with “companies”...they don’t do business with “professional robots”...*they do business with other PEOPLE.*

Become a “person.” Drop the snooty image and get down on the carpet with ma, pa and the kids (figuratively, of course)...and watch people gravitate to you.

How do you become more “personal” yet still look “competent” as well?

Let’s look at a few examples you can use right now...they’re right out of the Service For Life!® *Prospecting and Referral Marketing System for REALTORS®*...

First we engineered Service For Life!® to “look” like it came right off your personal computer...like *you* spent the time and energy to research these helpful articles...like *you* spent the time to write it.

*You* are seen as the “expert” helping your clients – not some obvious “newsletter mill.” This is the best way to “position” you as a *true expert* with your reader’s best intentions at heart.

Second, you want your contact to look *as personal as a birthday card* from your beloved Grandma. So we “package” Service For Life!® with a very “down-home” looking approach. Remember this...

### **Personal-Looking Mail Gets Opened... “Junk Mail” Goes Into The Trash!**

If it doesn’t get *opened* first and foremost, it certainly isn’t going to get read or acted upon – and you’ve wasted your money.

Agents resist this look at first, thinking it won’t “reflect” their haughty image. But we’ve tested this warm, personal look against dozens of “slick” newsletters in all kinds of markets...and Service For Life!® out-pulled clients...

## **300 to 800 Percent Better!**

This means 3 to 8 *times* more profitable for you than anything else.

Third, we engineered Service For Life!® with unique “psychological triggers” specifically designed to *bond* with people and *deepen* the relationship.

Nothing connects people to you more than when you actually *recognize* them in your marketing. We’ve created specially-tested language that recognizes your clients and bonds them to you.

And we highlight areas where you can show your *appreciation* of your clients – another important trigger.

We also supply each issue with specially-tested “teasers” for your readers to receive helpful consumer information – another bonding tool that “positions” you as a stand-out professional – and gets you a quality lead *before* any other agent.

### **Component #3: What do I mean by “Welcomed and Valued”?**

Do you think people welcome being pressured?

Do you think people welcome being “sold?”

Do you honestly believe people don’t see the “sales motives” of your current marketing – whether it’s an ad, recipe card or market analysis?

Your contact must be something that is *welcomed and valued* by the recipient *on its own merit*.

By this I mean it must contain information that is *engaging, informative, helpful* and *seen as valuable in the eyes of your reader* – whether it’s a farming tool, and ad, or regular contact to your house list.

Sending out a “market update,” recipe card or soft-content 4-color newsletter is *not* valuable and generally goes from the mailbox into the trash.

Why? Because it overtly carries a “sales motive.”

Your contact needs to grab them by the lapels and proclaim, “*here’s something that’s personal and fun to read, and can help you in lots of areas in your life.*”

Providing people genuine value creates a dynamic that *sets you clearly apart from other agents*. It’s called “*subtle obligation.*”

What is “subtle obligation”?

Our society dictates that when anyone gives you something of true value, or does a favor for you...you’re “culturally obligated” *to reciprocate to them* – to return the favor in some way.

For example...when you open a door for someone, they're more likely to open another door for you. Send a birthday card to a friend, and you can bet your bottom-dollar they'll send one to you on your birthday.

So when you're giving helpful, useable and entertaining tips and information every month...making people's lives easier and more enjoyable...with whom do you think they'll want to reciprocate?

## **YOU!**

So how do you make your content so irresistible, so compelling...readers cannot escape reading it? Here are a few ideas I've used...

We "structure" Service For Life!® to look a bit like a "tabloid" format. Why? Because tabloids have the *highest readership* of any publication.

No, we don't exploit scandalous material, but we *do* use emotionally-charged headlines to grab reader's attention.

Next, we use compelling, *hard* content. Most newsletters use soft, wishy-washy content that peaks no emotional reaction from readers. We use "how-to" *hard* content that gives readers *truly useable information and resources* they can act upon to improve their lives.

Next, we use special *involvement devices* designed to capture attention and *engage* the reader. The longer someone spends with your newsletter, the *more likely they will be to act on it*.

Remember, if your contact doesn't get opened and read, it's *never* going to bring you clients.

## **Finally, You Need To Distinguish Yourself From Every Other Agent in the Market...**

Your contact must *demonstrate* that you are *knowledgeable and competent* in your profession. But no one's going to believe you tooting your own horn.

So you must give *indisputable evidence...PROOF of your competency* and all the reasons why people should do business with you. How?

Make yourself an "expert" by becoming an authority on important real estate topics. For example...

In Service For Life!® every issue has an important "Q&A" section where we answer important real estate questions for clients (in *your* voice).

Next, we give you pre-written Consumer Awareness Reports – some as long as 12 pages – all designed to make you a *stand-out authority* and convert leads to clients automatically.

The reports also tell people what they get when they do business with you. They demonstrate your competence and give your services credibility by outlining all the step-by-step ways you help your clients when they buy or sell with you.

We also provide areas for you to use *believable testimonials* about your services from past clients. And gather and use *believable endorsements* (quotes about you) from already-respected leaders or figures in your industry or community.

The bottom line: Your “professional image” holds no influence over people. People don’t respond to what you say – but they *will* be positively influenced when you *demonstrate* your authority in real estate and *prove* your competency.

### **Does all this seem a little overwhelming to you?**

I hope this chapter gave you an appreciation for the “type” of contact required to capture market share and be the stand-out REALTOR® in your market. I’ve watched this simple process turn “average” agents into multi-millionaires.

Marketing “narrow and deep” makes you beneficially unique to your prospects and clients. It tells people you’re different. It tells people that YOU are the stand-out choice for real estate services.

But it can be a bit overwhelming to do it all yourself.

See...the reason why I created the Service For Life!® Prospecting and Referral Generating System was because I believe it’s your job to practice real estate, not create or write marketing content.

I created it so you wouldn’t even have to “think” about all the elements at play...you won’t need to research and write your own articles, create involvement devices, client recognition and appreciation, referral programming, answers to real estate questions or consumer reports – you can just transfer my 32 years of marketing expertise and copywriting right into your practice.

No one else has captured all these important elements into one marketing tool. Some have tried, but because they don’t understand all the elements, they produce second-rate knock-offs.

And you suffer.

But I’m not here to “sell” you. I’m here to reveal the essential elements that can take your career to new heights – to simplify your business and transform it into a lasting, enjoyable career.

It’s easier than you think once you get started.

### Today's Action Plan:

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Take a look at one of your Service For Life!® issues. If you don't have one, you can see one online at [www.ServiceForLife.com](http://www.ServiceForLife.com).

Even though it's just one issue (and insert), you'll see examples of every element we talked about in this chapter: "tabloid" headlines to capture attention; useable, "how-to" hard content; involvement devices; client appreciation; client recognition; referral programming; real estate Q&A; and special reports – all designed to bond people to you and demonstrate your competence and expertise in real estate.

But were not finished...

### Coming Up Next...

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There is one more "Profit-Multiplying Revelation" we're going to cover in Part I of this course.

Use it and you can harvest more clients in a month than you now get in a year. Ignore it...and the profits from all your "contact" and marketing efforts so far will *vanish* like a thief in the night.



## **THREE Critical Marketing Revelations that Can Double Your Production Every 6 to 9 Months with Mathematical Certainty – Continued...**

### **(Profit-Multiplying Revelation #3)**

Dear Friend...

Welcome to Chapter 4 of our “*Ultimate Real Estate Success Secret™*” e-course...

Today you’re going to learn the third *marketing revelation*...it’s a revelation that can bring you more client volume in a month than you now get in a year.

Sounds like “hype”, I know. But I’m serious.

And the great thing is...the revelation you’re about to learn today can be used in ALL of your marketing – your home listings, display ads, listing presentations, just listed’s and just solds, classifieds, farming letters, prospecting scripts...even your business card! And the minute you start using it...

### **Your Client Volume Will Explode Like Fireworks Welcoming a New Millennium!**

But before we begin, there’s something *critically important* you need to know...

Up till now, you learned (in Chapter 2) the importance of creating your own “personal market” of people who know you...who welcome your contact...and will quickly think of you for their real estate needs or referrals (your “House List” of past clients, friends, family and acquaintances).

Then, in Chapter 3, we talked about the revelation of marketing “Narrow and Deep” to your “market” (house list or farm)...to bond them to you like family.

But the *critically important* point you need to know is this: **If you *don’t* get *today’s* revelation right, all your effort – the time, the energy, the money you’ve invested up till now – will be *completely wasted*.**

That’s why...today...I want to bring you the *third* part of your success equation. It’s...

**Profit-Multiplying Revelation #3:  
Give people multiple, meaningful, self-serving REASONS TO CONTACT YOU FIRST and REFER YOUR SERVICES.**

We're all busy. Our attention spans are limited in today's world of *information bombardment*.

That's why it's so challenging...so difficult to get *any* marketing message through to the right prospect.

But even getting your message through to the right prospect doesn't mean you've won the battle. In fact, this is where most agents blow it and lose the prospect...and in turn they lose their commission check.

They lose the prospect and waste valuable marketing dollars because...

**They Gave the Prospect Absolutely NO Meaningful Reason to Respond or Do Business with Them!**

Your contact must *overtly* give people reasons to respond and contact you, and *subtle* reasons to refer your services.

What do I mean by this?

Most agents naïvely assume that people will call them just by seeing their photo in a fancy ad. Or some neighborhood letter with a market analysis. Or when they write, "Call me for your real estate needs."

It's time for some "tough love."

No one will call because your tag-line says, "when you're serious about real estate," or "when you expect the best," or any of those meaningless, wishy-washy gutless messages.

People are *self-interested* first and foremost. They're not interested in your designations, your "image" or your pets.

They'll respond to you when you OFFER them credible assistance to help them *solve an urgent, pressing problem...or provide them with a deeply-desired benefit...*

**What Kinds of Offers?**

Let's look at a few examples you can use in your practice...

Our Service For Life!® agents use "education-based marketing" to help their prospects and clients make educated decisions when buying and selling – ways to sell their home for top dollar...ways to dress their home to show best...how to scour the market for hidden bargains...and how to get the best financing when buying.

And in the meantime, the strategy "positions" the agent as a knowledgeable professional with their clients' best interests at heart. There's little work on your part – everything is created for you.

Or how about instead of CMA's you expand your service and make it *different* from other agents by giving "Home Audits." Your home audit is more than a CMA...it's a complete analysis of the ways to position and dress the home to sell for top dollar in short time.

Or how about community resource guides revealing school information, shopping, medical resources, etc. to offer your prospects and clients.

Or special customized reports of exact homes on the market matching the description of what the buyer is looking for (all pulled from MLS).

### **Do You Think Your Prospects and Clients Are Interested in These Topics when Buying or Selling?**

You bet they are!

Do many agents offer these resources and motivate calls? Hardly any.

Why? Because the agent community has been brainwashed into believing the "single-transaction sales" mentality.

Rather than position themselves as a helpful, valuable professionals...our industry is denigrating agents to look like *sales scavengers* – forced to settle for the leftovers of agents who truly get it.

See, the secret here is giving people *meaningful, self-serving reasons* to connect with YOU and call you – rather than you chasing madly into the market hat-in-hand and looking like just another "commodity agent" scouting for business...

### **That's How You Get People to Call You**

And they'll *REFER* to you when you subtly *tell them* to do so, *how* to do so, and give them the *reasons how and why* you're the best choice for referrals.

**Remember this:** People will never refer your services unless they truly believe in YOU...your competence, your knowledge, your professionalism.

Why is this?

Because giving a referral puts *THEIR* credibility on the line for a positive outcome.

They don't want to look bad. So unless they're *completely certain* you're the outstanding choice and will treat their referral with first-class service – they'll keep their mouths shut about you.

### **DO YOU SEE WHAT WE ARE DOING HERE?**

Over the past 3 chapters, you've learned three simple revelations to ingrain in your mind that will CHANGE YOUR BUSINESS AND LIFE FOREVER:

1. Creation of a HIGH POTENTIAL MARKET most likely to welcome your contact, respond, do business with you, and refer your services to others – your “House List”...
2. Create consistent, welcomed, value-oriented CONTACT that demonstrates your value, uniqueness and competency while being warm and personal (not stuffy)...
3. Give meaningful, multiple, irresistible REASONS to *CONTACT YOU* and subtle reasons on how and why to refer your services to others.

It's easy to create your own personal “house list.” All you need is a database and a little persistence and initiative to make contact monthly; EVERY MONTH (I'm going to show you how to do this step-by-step in Part II shortly).

It's the SECOND and THIRD parts of the equation that are difficult: 1) taking the time and energy to create welcomed, value-oriented contact, and 2) giving people multiple reasons to contact you and refer your services.

After all...your job is to sell real estate, not spend hours researching and writing marketing tools good enough to work in your practice.

The truth is...you could study marketing for years, try and try on your own, and *still* never get it right.

So chances are it *never* gets done for you. And chances are you *never* get the market share you deserve. You never get the “traction” needed to really meet your potential in real estate.

You can save yourself a mountain of work...and a boatload of frustration when you focus on doing your *highest value work* (working with clients and closing deals), and let other experts help you do what they do best.

That's why I created Service For Life!®. It's one, single, simple tool that's done for you each month. It's scientifically engineered to include gripping reading, with 7 “psychological triggers,” 2 “involvement devices” and over 14 “direct response offers.”

A “welcomed” tool that builds such a strong, valuable BOND with your market, they think of you automatically without even considering other agents (it's true).

A tool so unique, we received registered Federal Trademark Rights and Copyright on its name and design.

Shoot! I don't mean to sound like I'm selling. But this tool is for real, and sometimes I can't help myself.

You just can't imagine the excitement you feel when this tool and strategy kicks into action for you. It's like nothing you've ever seen before.

But enough of my rant. Let's quickly move on to...

### Today's Action Plan:

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I want you to see an example of what we've been talking about here today.

Open an issue of Service For Life!®. Or take a look at the sample issue on our site at [www.ServiceForLife.com](http://www.ServiceForLife.com) – but ALSO take a look at the sample *insert* I put up there as well.

See if you can identify ALL of the *overt offers and subtle referral programming* we have in play with just one sample issue: Educational-based marketing, overt offers, offer teasers, referral programming, referral appreciation, client recognition, referral obligation, agent credibility devices (Q&A article) and more.

Then take a look at all the stories and strategies from agents just like you who are using this tool in their practices. These are no casual quips, but true-to-life stories of how agents are multiplying their production with less stress, less strain and a whole lot more fun.

### Coming Up Next...

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Have you ever heard of the term “Critical Mass” in physics?

“Critical Mass” occurs when an object or process in motion reaches such a momentum that it continues at that momentum...even increases that activity forever.

Well, about 10 years ago, I coined the term “Critical Mass™” in real estate...where your practice can actually generate 70%, 80%, even 100% of its clients from the “marketing momentum” you've created.

But more than that...I've discovered a way to make your production *continue to grow and grow almost automatically* – like a snowball rolling downhill – for as long as you practice real estate.

I've never seen a real estate business succeed long-term *without* understanding this strategy – it's the MOST IMPORTANT concept you'll ever learn for building your business.

## Service For Life!® Profile of Success...

### **“Try Service For Life!® and You Will Never Need Anything Else...”**

*(Agent Now Produces 10-Times The Average Agent In Market)*

My wife Sue and I have been using Service For Life!® for nearly 4 years now. I've been trying to think of a way to describe it in just one word, and I can't. **It's fantastic, it's economical, it's professional and, I guess above everything else, it WORKS!**

It lets us stay in front of our clients and gets us more business, most of it 2-sided. It gets referrals and constant praise, sometimes from people that we mail it to and sometimes from folks that just call up and say, "Hey, can I get this Service For Life!® newsletter too?" And, of course, we say, "Yes!" We put them on the mailing list and contact them every month.

It is so good, that we attribute it to the fact that most of our business last year - in fact, 83% of our business last year - was from past clients or those that they referred to us. That's pretty good, I think.

We actually get requests for the Service For Life!® prospecting newsletter from strangers who have seen it someplace and, of course, just add them to our database, something that we call our "house list." It comes to everyone monthly and it comes to us monthly on a CD, which we put on our computer. We can then edit it and make it more personal, as well as maybe more adaptable to our current market, whatever that may be at that time. However, it's so well done that we use most of it just as it comes to us.

It is by far the best advertising we have used in our business. It works in small markets and in larger markets.

Our total area only sells about 1,000 homes a year, with all agents combined. And there are about 225 agents here now. So the average number of sales, take that 1,000 homes divided by 225 agents, is about 4½ or a little under 4½ sales per agent.

We did 10 times that amount, and we attribute that mostly to Service For Life!® and the fact that people continue to come back to us.

So if you're looking for something to bring your business to whatever the next level is for you and to set you above all those other agents out there who don't keep in contact with anyone or anything, my strong suggestion is try this first.

Try Service For Life!®, and you will never need anything else.

- Al Barnes, REALTOR®, Valdosta, GA

## “How to Make Your Real Estate Success A MATHEMATICAL CERTAINTY”

...All by Understanding One Simple Marketing  
Concept and Calculation...

Dear Friend...

Welcome to Chapter 5 of our “*Ultimate Real Estate Success Secret™*” e-course...

Today is a great day for you. I say that because today I’m going to reveal to you the most powerful secret you will ever learn for your ultimate success in real estate.

It’s a “revelation” I will share with you by means of two things: 1) a simple science concept, and 2) a simple mathematical calculation.

Don’t worry...I’m not going to get too technical on you. This revelation will be easy as a breath of fresh air on a beautiful spring morning. And once you “get it,” a whole new world of success and abundance will open up for you.

So let’s get started...

Did you ever take *physics* in high school or college?

I cringe when I hear the word. But if you *did* take physics, you might have learned about an amazing concept called “Critical Mass.”

What is “Critical Mass” and what on earth does it have to do with real estate success?

“Critical Mass” occurs when an object or process in motion reaches such a *momentum* that it continues at that momentum...even *increases* that activity for long sustained periods of time – *even forever!*

And did you know that your real estate production can hit a point of “Critical Mass”?

It’s true. In fact, after teaching more than 14,000 agents how to get breakthrough production and lasting profits in real estate...

**I Have Never Seen a Real Estate Practice Achieve Long-Term Success *WITHOUT* Reaching Critical Mass™...**

Yes, it’s *that* important. Let me explain further...

See...about 12 years ago...when I was working with small groups of agents, I coined the term “Critical Mass™” to explain the dynamic of growing such a strong “*marketing momentum and personal market share*” you actually start to generate 70%, 90%, even 100% of your clients from your created *marketing momentum*.

But more than that...I discovered a way to make your production *continue* to grow and grow almost automatically year after year.

Picture your real estate production like a small snow ball in your hand. If you take that snowball and start rolling it down a hill, it will start growing bigger. And as it grows bigger it will start to take on its own momentum and start rolling itself.

And as it starts rolling faster, it also starts to get bigger...and bigger...and bigger. And as it gets bigger, it starts to roll faster...and faster...and faster.

Do you see what’s happening here?

At some point your snowball reaches a point of “Critical Mass™” where its accumulated momentum will keep it rolling and rolling and rolling.

**So what happens when your real estate practice starts reaching Critical Mass™?**

Amazing things start to happen...

Your production will multiply, and *continue* to grow for as long as you practice real estate, because you’re creating your own momentum...your own personal market share – it’s a mathematical certainty as you’ll soon see...

You will never cold prospect again...never face the humiliation and frustration of cold marketing – nearly all of your clients will come to you the *easy* way: by referral, word of mouth, and repeat business...

You will work *half* as much and stress a *fraction* of the amount you do now...and in the process you’ll make *multiples* of your present income.

Why will all these good things happen? Because...

**You Will Spend Your Time Only On the Most Productive  
Real Estate Activities: Working With Clients,  
Closing Deals and Getting Paid!**

Imagine if you could wake up each morning, and, instead of dreading your day cold prospecting or wondering where your next client is coming from, you relish in a steady flow of clients who want to work with you and *only* you.

It’s not a pipedream. It’s not a fantasy – agents are now doing it all the time.

But there’s a small problem.



See, most agents *never* reach Critical Mass™. They lurch from one bad effort to the next, because they never learn about the concept, or how to get there. So they either quit the business, or give up and sadly assume real estate needs to be a constant struggle.

And many of those who actually reach Critical Mass™ get there by accident...or take 10 to 20 years to reach that point.

Well, I'm here to tell you: You don't have to be a victim of ignorance. You don't have to struggle and strain or take 10 or 20 years to finally "make it" in real estate.

You can "short-cut" your success by 90% or more if you simply apply this strategy into your practice – and build your own personal "Critical Mass™" momentum and market share.

Which brings me to our little formula for building Critical Mass™ in your practice...

It's a simple math calculation for building any size real estate practice you desire...a calculation that will reveal to you the *exact size* of your "house list"...your *personal market share* required to reach Critical Mass™ in real estate. It's our...

### **Critical Mass Targeting System™**

Follow along carefully, because this is the most important little calculation of your real estate career. I want you to understand the *dynamics* here as well as the simple math.

Take out a piece of paper and follow these 3 easy steps...

**STEP #1: Write down the number of real estate transactions you want to achieve to reach Critical Mass™ in your real estate practice.**

Critical Mass™ is a different number for everyone. For some agents, it may be 15 transactions a year. For others it may be 40. And for others it may be 400.

Another way to calculate the number of transactions you desire is to back into it. Simply take the "net income" you desire, and divide it by the average NET commission you make per transaction (that's after all expenses: broker split, marketing costs, employee expenses, office rent, auto expense, etc.).

For example, if you want to make \$200,000 and your average "net" commission (after expenses) is \$5,000, then your Critical Mass™ number is 40 transaction sides ( $\$200,000 / \$5,000 = 40$ ).

As a side note (and food for thought): the *higher* the average price of homes you sell, the *fewer* you need to sell to meet your Critical Mass™ income level. But you already knew that, right?

**STEP #2: Write down how long the average person in your area owns their home, and multiply that number by #1 above (the # of transactions you need to reach Critical Mass™).**

National home ownership average is about 5.5 years. But to be conservative, let's assume its 7 years in your area (you can use 6 or 8 or 10 for that matter). Check with your local MLS or REALTOR® Association if you're not certain – or just assume for now.

For example, if the average homeownership period in your area is 7 years, multiply 7 times 40 transaction sides (from #1 above).  $7 \text{ Years} \times 40 = 280$ .

THE RESULT: In our example, you will require 280 homeowners on your “house list” to generate 40 transactions EVERY year (your Critical Mass Target™) – Remember, this doesn't include the referrals they could send you.

It's just the number of direct transactions that will come from this group (and you can check your math: 280 people divided by 7 years = 40 deals per year will come from this group).

**But HOLD ON!**

Those 280 are your goal ONLY if you get ALL of their transactions. Let's be reasonable: *you won't get all those transactions.*

Regardless of your efforts, some will go FSBO. Some will go to “Uncle Charlie.” And some will go to another agent.

That's why we now need to adjust for your “Personal Market Share™” with that group to get your *true* Critical Mass Target™.

**STEP #3: Divide your “house list” number (from #2 above) by the estimated “Personal Market Share™” you have with those folks – to get the “actual” number of people required on your house list.**

What do I mean by “market share”?

Market share is the propensity of these people to think of YOU FIRST (and final) for real estate services *before* any other agent.

How do you figure your market share %?

Over time (a year or so) you'll understand your market share because you'll know how many transactions came from your house list or target farm.

**And remember, marketing to that group over time will have a *cumulative* effect, and actually *increase* your market share with them.**

But for now, I know our agents using Service For Life!® harvest between 30% and 80% personal market share with their “house list.”

So let's work an example...

Continuing with our previous example, let's say you have a 30% market share with your folks. That means you should divide your 280 people by your 30% market share:  $280/.30 = 933$  people.

So if you have only a 30% market share with your house list or target farm, you'll actually need to have 933 people on your "list," not 280.

But what if...because of your relationship contact systems – like our Service For Life!® subscribers – you actually harvest 50% of those people?

$280/.50 = 560$  people. You now need only 560 people to harvest your 40 transactions *every* year (not including referrals they could send you). You just cut your list size almost in half!

And what if, because of your relationship contact systems, you actually harvest 80% of those people?

$280/.80 = 350$  people. You now need only 350 people to harvest your 40 transactions *every* year (not including referrals they could send you). You just cut your list size by one-third again!

**Do you see the “dynamic” that’s happening here?**

The SIZE of your list required to reach Critical Mass™ depends on the QUALITY of your list.

And the quality of your list is controlled by YOU.

The *higher* the quality of your list (*i.e. the closer the relationship*), the *fewer* people you need to reach Critical Mass™. The fewer people required means lower marketing costs and higher profits for you.

By the way, I've seen agents create house lists larger than 700 in their very first year following this system – and they closed an extra 20 to 50 transactions just in the process of building that list.

And remember, the “Critical Mass Target™ number does NOT include the referrals you could harvest from these folks – it's just the direct transactions that will come from that group.

Many of our Service For Life!® agents actually add up to 40% *more* business from the referrals they generate from their house list.

**Question:** WHO will be the agent representing these people when it's time to buy or sell?

**Answer:** The agent who's created the closest *relationship* with them.

The agent who has *nurtured the relationship*.

The agent they can *trust*.

The agent who's *demonstrated* their *competence* over the years.

The agent who brings *regular, welcomed value*.

The agent who has *differentiated themselves* from every other agent out there!

Don't fall prey to the thought that you need to carpet the area with your one-time contact – this is about more; this is about QUALITY RELATIONSHIP.

**Now you know why...**

...Agents Bob and Lois L. from Orange, CA make \$240,000 per year off a house list of just 332 people...

...Agent Kathy Low from San Jose increased her *monthly* commissions over \$17,251.00 within a few months on a house list of 400...

...Broker Cathy McGrail now sells 62 homes a year – every year – in her tiny market of Englewood, Ohio...

And how you can too.

Building your house list is easier than you think – I'm going to give you easy strategies for building it faster and bigger than you ever dreamed possible in Part II of our course.

The only thing that's missing for you is...

**How Do You Get Your Personal Market Share™ with  
Your House List as HIGH as it can Possibly Get?**

**How Do You Make Yourself the ONE Agent Your Market  
Thinks Of Before Any Other Agent Comes To Mind?**

The Answer: You need a *consistent* contact system that involves them. Gets *read and shared*. Automatically builds a *deep relationship* worthy of referrals, word of mouth and repeat business.

A tool that brings your prospects and clients *value* so they're *subconsciously forced* to reciprocate and do business with you. A tool that *bonds* them to you like family.

I know I sound excited about Service For Life!®. And I know it all sounds a bit like "hype."

But look at the facts. Look at the logic of it all.

Doesn't it make sense? It's intuitive.

But don't take my word for it. You can examine hundreds and hundreds of success stories from agents just like you at...

**[www.ServiceForLife.com/Success.aspx](http://www.ServiceForLife.com/Success.aspx)**

### Today's Action Plan:

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Let's have some fun.

Today I want you to dream a little. Whether you're a new agent or veteran top producer...I want you to calculate your Critical Mass Target™ for your own practice.

I want you to see how greater success with less stress and strain can be a *mathematical certainty* – and how your production can continue to grow automatically, year-after-year...regardless of the economy, competition or interest rates...if you just follow a simple strategy.

### Try this easy exercise:

**Step #1:** Write down the number of transactions you need each year to be at "Critical Mass™" in your business: \_\_\_\_\_. (Example = 50)

**Step #2:** Write down the average length of home ownership in your area. Check with your local MLS, or if you already have an estimate, enter it here (nationally is about 5.5 years): \_\_\_\_\_. (Example = 7 years)

**Calculation #1:** Now, MULTIPLY Step #1 by Step #2. (Example:  $50 \times 7 = 350$ ). This will give you the number of people needed on your house list (or farm) to generate your "Critical Mass™" number of transactions (IF you get ALL of them), not including referrals they could send you.

But remember, you won't get all of those transactions – so we need to make a small adjustment for your "Personal Market Share™."

**Step #3:** Estimate your "Personal Market Share %" you can expect when marketing to this group: \_\_\_\_\_. (Example: 30%) If it's a cold list (like a new farm) it will be quite low. If it's a well-nurtured house list of past clients, friends, family, acquaintances – it's going to be much higher – even as high as 80% or more.

**Calculation #2:** Simply divide your results from Calculation #1 above by Step #3. (Example:  $350 / .30 = 1,167$ ) This will give you the number of people you'll need to build on your house list to reach your Critical Mass Target™ at a 30% Market Share.

## **Now, let's do something called "Sensitivity Analysis."**

Let's assume you had a great "Relationship-building" system (like Service For Life!®) working in your practice...

What if your *Estimated Market Share* % went to 40%? Divide your results from calculation #1 above by .40. What did you get?

What if your *Estimated Market Share* % went to 60%? Divide your results from calculation #1 above by .60. What did you get?

Did you notice that, the better your Market Share %, the LOWER your Critical Mass Target™ becomes?

A lower Critical Mass Target™ means you spend less time and money marketing your services. You work with higher quality clients – friends. And what you don't know is that these people REFER others just like THEM!

Want to know a secret?

Most agents never think about Critical Mass™ or "Personal Market Share™."

Rather than create a "Strategic Approach" to building their business, they force themselves to constantly prospect...or just hope and pray that clients will somehow, some way find them.

Not you. Not any longer. We've just completed an important step in targeting your success – and believe it or not, most agents never even get this far.

We're starting to fill in the blanks in making your success a "Mathematical Certainty."

So let's keep going...

## **Coming Up Next...**

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Do you know *exactly* how much you spent to generate each *LEAD* in your business last year?

Do you know *exactly* how much you spent to generate each *CLIENT* in your business last year?

Do you have *unlimited* time and money to market your services?

I didn't think so.

Even the very best agents have only a "guess" about their cost of sales generation. 96% of agents have no clue how much time or money they're spending to generate

a client – they’re just out there “spending money and time” in the hope it pays off somehow.

So one strategy is as good as the next in their eyes. They’re flying blind because they just don’t know.

And that’s a career-crippling mistake!

If you really want to make a profit – truly succeed in real estate – don’t you think it’s important to know which strategy is the *most* profitable and which is the *least* profitable to you?

After all, you have only limited funds and limited time...and you need the best results possible, right?

Well, in a few days you’re going to learn how to measure the effectiveness of your prospecting and marketing efforts (in both time and money).

You’re also going to discover the most profitable marketing strategy you’ll ever use in your practice – even more profitable than manual cold prospecting, advertising, farming, or any method you can imagine.

It will completely change the way you market your services and get you focused like a laser beam on only the most effective, profit-producing marketing.

## Service For Life!® Profile of Success...

### **From \$2 Million to \$6 Million to \$10 Million to \$14 Million...Thanks To Service For Life!®**

Dear Craig Forte:

I'd like to share my comments regarding my use of the Service For Life!® prospecting and referral newsletter. It has been a phenomenal, integral part of my whole marketing system.

I've been using it now for probably close to 3 years, and I started it because, as you know, there are so many things out there. And I started it thinking, "Well, we'll see how this works."

I can't imagine doing business without it. I get comments every single month, from various people wherever I go. People that I stay in touch with, they're like, "Oh, I love your newsletter! I love it! I read it from cover to cover."

There's always useful information, always timely information regarding real estate. It has just been a phenomenal tool for me to use, very easy. It takes me maybe 10 minutes max to customize it for myself and it's on its way.

So I really, really, really am thankful that I've had this system. It took me from my first year in the business, almost 4 years ago - I sold \$2-million - and I started using it shortly thereafter, to \$6-million, to \$10-million, to last year \$14-million. And I know that this is one of the greatest tools that I've ever come across. I just want to say thanks, Craig. It's phenomenal.

- Angie, REALTOR®, Mt. Dora, FL



# The Closely-Kept Secret of a Top Producer Income

(How to Almost-Instantly Multiply Your Real Estate Production and Profits...)

Dear Friend,

How would you like to double or triple your hourly income in real estate in the next 3 months – spending less time and effort than you’re spending right now?

That means...

If you make \$40 per hour right now (about \$80,000 a year), that would go to \$80 per hour (\$160,000 per year)...or even \$120 per hour (\$320,000 per year).

If you make \$200 per hour right now (about \$400,000 per year), that would go to \$400 per hour – or \$800,000 per year.

Does this sound like an impossible task for you? It’s not once you understand how to *maximize* the *efficiency* of your marketing and service delivery.

See...the amount of money you make is directly related to how *efficiently* you can attract new prospects...capture them as clients...and close a transaction – thereby getting paid your commission.

I call this process “throughput.”

How does throughput work?

Picture the revenue of your real estate practice as water flowing through a pipe. To maximize the flow of water (i.e. your commission revenue) you can do TWO things:

First, you can increase the *WIDTH* of the pipe, this allowing more *VOLUME* of water flowing through, and...

Second, you can increase the *SPEED* in which the water flows through the pipe.

**Volume and Speed – that’s the secret. Make sense?**

The larger the volume and the greater the speed – the more money you make.

So how do we maximize revenue throughput in your practice?

**FIRST**, to increase the *VOLUME* of revenue you need to have more quality marketing “systems” working to bring you clients.

Marketing “systems” are proven, predictable ways of bringing you prospects and clients *without* you having to spend your valuable time finding, sorting and sifting them.

Remember...your job is to do the highest paying tasks: working with clients, closing deals, and making money.

The more marketing “systems” working for you, the more client flow...and the more money you make.

Problem is...most agents’ marketing “systems” don’t work – because most agents don’t understand the marketing “efficiency” secrets you’re learning in PART I of this course: market *selection*, depth of *relationship*, and compelling, *self-serving reasons to act*.

Which brings me to...

**SECOND**, to increase the *SPEED* of revenue, you need marketing systems that work *efficiently*.

I’ll bet you spend a lot of time and money marketing your services. And I’ll also bet a good portion of that time and money is wasted. So anything new that requires you to spend money on your business is met with a skeptical eye.

But the problem you’re facing is NOT that you are spending too much money or time...

### **It’s That You’re Getting NO RESULTS!**

If you knew for every dollar you spent in marketing you got back \$3 dollars...or \$5 dollars...or even \$20 dollars, you’d spend marketing money hand-over-fist, wouldn’t you?

You’d spend as much as possible because it’s *multiplying your investment*.

So the real problem you’re facing is not the *amount* of money or time you’re spending...it’s the return you’re NOT getting on your hard-earned investment (time and money).

This is what I mean by *efficiency*.

An efficient marketing system will produce a strong, fast return on your time or money (like water flowing *fast* through a pipe)...and a poor marketing system will produce a lousy return.

**The problem with most agents:** They have too few systems (poor volume) producing too little business (poor efficiency).

The reason? They simply don't know the difference between an effective marketing system and an ineffective marketing system. They blindly follow the advice their trainer or broker or "coach" tells them...

And the *worst* advice you will ever get...is BAD advice.

Well, that won't be you any longer...

### **How to Evaluate and Select ONLY the MOST Efficient Marketing Systems in Your Real Estate Practice...Thereby Maximizing Your Throughput of Revenue and Profits...**

Let's look at 2 examples of marketing efficiency.

The first is what I call "The Dumbest Strategic Mistake" (so you know what to avoid), and the second is "Smart, Effective Marketing."

#### **The Dumbest Strategic Mistake:**

The other day one of our new Service For Life!® agents called me out of frustration. She was really upset because she was in the process of creating her "house list" and relationship marketing system when her broker laid into her saying...

*"Quit messing with gimmicks. The ONLY way to build your business is to walk neighborhoods and cold call. Everything else is a waste of time and money..."*

Hey...I understand the idea of not wanting to spend any money to get clients – especially if you have no money!

But this 'dinosaur' wanted her to sort through the no-call lists for any poor slob who hasn't registered yet, and start cold calling and walking neighborhoods hat-in-hand looking for business.

Listen...thinking that there is "no cost" to cold prospecting is about the dumbest thing I've ever heard. In fact, cold prospecting is one of the MOST EXPENSIVE (least *efficient*!) way to generate clients – not just from the emotional drain, but financially too!

Want proof? OK, let's do the math.

If you want to be an "above average" agent, your time *should* be worth at least \$100 per hour (and there's no better time to begin valuing your time than NOW). Agreed?

And if you're an "average" cold-prospecting agent, you'll get ONE client for about every 100 calls you make (not to mention the mind-numbing humiliation and rejection you'll endure in the process).

And don't forget the "no-call" lists you'll have to sort through in the process – more time and aggravation.

OK...let's see...if you spend an average of 4 minutes per call (many will be longer), then it will take you, statistically, about 400 minutes to call 100 people to get ONE client (that's if you close 100% of them – which we all know won't happen).

Divide 400 minutes by 60 minutes per hour, and it took you 6.67 hours of direct-abusive cold prospecting to get ONE appointment/client.

Multiply 6.67 hours by what your time SHOULD be worth (\$100 per hour at least), and it cost you \$667 to generate ONE client – not including the emotional drain.

### **Did You Know You're Paying \$667 For Every Client You Generate Cold Prospecting?**

At first glance you don't think you're paying anything because there's no money flowing out of your pocket, right?

No so. Just because you're not spending money doesn't mean it's not costing you a bundle.

You're paying through the nose in LOST BUSINESS – what you *could* be making with an *EFFECTIVE* marketing system...a system that attracts clients automatically while you spend your time doing the most productive things: working with clients, closing deals, and getting paid.

We all get paid by the hour. And the question is: *How much money do you make with your time?*

But wait. You may be paying much more than \$667 per client cold prospecting. For example, one of our Service For Life!® agents, Linda Fogarty from Tinley Park, IL now makes nearly \$300 per hour.

This means...if she wanted to subject herself to such torture...cold prospecting would cost her over \$2,000 per sale!

And if you walk neighborhoods, it's gets much worse, because it'll take you almost 8 minutes per "call."

The moral of the story?

**The More You Value Your Time, the More UN-  
Profitable Manual Prospecting Becomes!**

Let's take a look at how to generate clients for a fraction of that cost – more money in your pocket – by using...

## **Smart, Effective Marketing:**

Do you remember the simple “Critical Mass™” calculation we did in Chapter 5?

We learned, for example, that a “house list” of 280 people who own their home 7 years on average, will produce 42 transactions each and every year. The % of those YOU receive depends on how well you've nurtured these folks.

A house list of 500 produces 71 transactions per year on average.

Are you following me? Good.

So let's test the efficiency of marketing to a “house list” with a proven prospecting, stay-in-contact, and referral producing marketing system like Service For Life!®.

## **Let's Look At Your CLIENT GENERATION COST...**

The less you spend (in time and money – and hassle!) to generate a client, the more commission you put into your pocket, right?

Let's try an easy analysis...

You'll spend about \$.85 per month per issue of Service For Life!® you'll send to these 280 people. That means you'll spend \$238.00 printing and mailing each issue each month.

So how do you calculate your COST PER CLIENT GENERATED?

Well, first and foremost, it DEPENDS on your Personal Market Share™ percentage (as we talked about in last chapter).

Let's work some easy numbers.

If you harvest a measly 20% Market Share of these folks each year, that means...

1. You'll spend \$2,856 for the entire year sending 280 issues per month (to make 3,360 impressions)...
2. If you harvest 20% of the 42 transactions, that means you'll get 8 deals from the list.
3. DO THE MATH: \$2,856 divided by 8 transactions means you'll spend \$357 per client (NOT \$667 to \$2,000! as you would from cold prospecting – not to mention the torture and rejection you'd save yourself in the process!).

But wait!

WHAT IF...because of your relationship systems (i.e. Service For Life!®), you harvest 40% of these folks? Then your cost to generate the client just dropped to \$178 per client (\$2,856 divided by 16 transactions).

And if you harvest 50% of these folks, then your cost of sale just dropped to \$136 per client.

And that's against a commission of \$5,000...\$8,000...\$12,000 or more!

Do the math yourself and see. Have fun with it. This is why I say you can make your success in real estate a *Mathematical Certainty*!

### **But hold your horses...**

There are 2 more important points you need to know about all this...

**ONE...**the numbers I mentioned here DO NOT include the referrals these folks could be sending you. Our Service For Life!® clients report getting as much as 30% referrals from their house lists – which means you'd get up to 12 *additional* transactions per year from these folks...

**TWO...**the LONGER you make contact, bring value, deepen the relationship over time...the MORE RESPONSIVE your list becomes. This means your Personal Market Share™ may start out at 10 or 20%...but over time it grows and grows.

That's how our Service For Life!® subscribers go from harvesting almost none of their house list (when they start)...to getting 20%...40%...even 80% or more of these deals.

It's how you carve out your own Personal Market Share™ and build a consistent, ever-growing income in real estate.

And the *bigger* your House List grows...and the more *responsive* they become, the more your income grows and grows (like the snowball I talked about in chapter 5).

Still not convinced this is the MOST PROFITABLE marketing?

### **Let's look at your BREAK EVEN...**

Take your monthly investment to send Service For Life!® and multiply it by 12 to get your *annual* investment.

Next, divide that amount by your average commission.

In our example, your annual cost to send 280 issues each month is \$2,856. And if your average net commission is \$5,000, then you need just .57 of ONE transaction to pay for your contact program ALL YEAR!

Your break-even is about ½ of one transaction!

Think about that. You need only ONE transaction out of 42 to double your investment using Service For Life!®. Try to get *that* in the stock market. Heck...try to get that with *any* other form of prospecting or marketing!

Does all this make sense to you?

Ask any long-term top producer where they get their business, and they'll tell you it's from: referral, word of mouth and repeat business. Ask any "coach" worth his or her salt what's the best way to grow your business – and they'll tell you: referrals, word of mouth, and repeat business.

But none of them has mastered the complete, detailed system you're learning right here and in future chapters.

## **TWO Final Thoughts...**

Agents ask me about this all the time, so I want to handle it right here...

**FIRST...**remember, unlike other "slick, snooty newsletters" you buy from those newsletter mills (I call them "trash donations" because that's where they go), you pay ONE FLAT RATE to subscribe to Service For Life!®.

This means you can send 10 issues or 10,000 and you pay nothing extra for your actual newsletter. I did this to give you flexibility on how you'll use it.

There are at least 10 WAYS to multiply your production using Service For Life!®, and I'll cover them in a few chapters – but in the meantime, you can see them (and answers to your questions) at:

<http://www.serviceforlife.com/AnswersToYourQuestions.aspx>

**SECOND...**Want to make your return on investment INFINITE?

You can actually send out your Service For Life!® issues for FREE.

We provide you with a special *Sponsor Tool Kit* with your subscription – you get a proven sponsor generating letter (tested and proven to work), instructions, phone scripts and a sample ad agreement. It's all done for you.

I hope I've proven to you today...this is the MOST PROFITABLE marketing you'll ever do in your business – at least 5 to 20 TIMES more profitable than manual, cold prospecting.

So the REAL issue is not whether you can afford it...but can you afford NOT to use it?

If you're now subscribing to Service For Life!®, congratulations and welcome to our group of agents who *make more* and *work less* than their competitors. You're on your way to building the most enjoyable and profitable real estate career you've ever imagined – so don't stop.

If you're still holding out, you need to ask your self WHY?

Right now...every single month...you're losing commissions that go to another agent because you're not using the most effective strategy on the planet for REALTORS®.

If you want to learn more specifics about Service For Life!® ...or subscribe today...simply go to **www.ServiceForLife.com**.

### Today's Action Plan:

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In Chapter 2, I asked you to list out all the ways you generate clients in your business.

Did you do it? If so...GREAT! But if not, here's a chance to evaluate your practice and STOP doing inefficient, unproductive marketing...and replace it with productive, super-efficient marketing.

Your bank account will swell like the Goodyear Blimp and you'll work less than ever once you change your focus to high-efficient marketing.

So go ahead and list out all the things you do to generate clients (see "Today's Action Plan" from Chapter 2 if you have questions – the link is in the header at the top of this issue).

Then, using the simple calculations in this chapter, evaluate the **Cost per Client Generated** and your **Break-even** for each.

Finally...eliminate the things that take too much time, money and stress on your life and business...and replace them with more effective marketing.

You owe it to yourself and your family to get the most out of everything you do and continue to build your automatic market share – that's how you make lasting profits in real estate.

### Coming Up Next...

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We're approaching our VERY LAST chapter of **PART I** of our course.

Very shortly I'll take you by the hand and teach you our simple, step-by-step system for applying everything you've learned so far. But first, in our next chapter (our final of Part I), I'm going to reveal to you what I call...

### **"The Success Secret of My \$100 Million Dollar Mentors"**

Knowing this 'secret' will supercharge your money-making ability, and take you to astonishing new heights you never knew you could reach.



## **“The Fail-Proof Success Secret of My \$100 Million Dollar Mentors...”**

Dear Friend...

I feel like the luckiest guy on earth.

Why do I feel so fortunate?

Because I am *one out of a million people* who had an opportunity to work and learn directly from 2 of the smartest, most successful businessmen on the planet.

Like the TV show “The Apprentice,” at the tender age of 27, I was selected to work with “Donald Trump-quality” businesspeople as my mentors.

But instead of being just an “apprentice” for 6 months or a year...I spent 5 years learning and growing with them while I built one of their companies.

The ‘secrets’ these folks taught me have been largely responsible for the remarkable success I’ve been able to achieve in my life and career – not just material success, but emotional as well. And I am eternally grateful to them for the experience.

That’s good news for you. Because today I want to share with you what I believe to be the most important “success lesson” I learned in 5 years working with them.

But before I get to that...I need to handle something. I want to take just a minute to give you a quick reminder.

This is the last chapter in Part I of our course. My goal for Part I was to simply open your awareness to these marketing ideas and concepts – to build your “marketing aptitude.”

Like building a beautiful home, it all starts with a foundation. If you don’t have the important building blocks first and foremost, you’ll never build the kind of solid business you always dreamed of creating.

So if you’ve missed-out on any of our previous chapters (or you’ve forgotten them), I want you to go back now and read them...and understand the important details of this strategy.

You can access links to previous chapters just under the header at the top of this page.

In a few days, we begin the ‘nuts and bolts’ of taking your business to astonishing new heights, step-by-step. **Part II** will be much different from Part I – we’re going to move fast, and if you’re not up to speed at this point, you might get left behind.

So if you’re not caught-up, please do so as soon as possible.

Let’s move on...

If I could share with you one of the most important lessons I ever learned about ‘success’ from my mentors, it would be the following...

### **DISCRIMINATION Is the Secret to Your Success!**

No...I’m not talking about age or racial or sexual discrimination. I’m talking about something completely different. Let me explain...

If ever a kid could have a dream job, I had it.

At the tender age of 27...barely out of graduate business school...I got to work directly with 2 of the most interesting and successful people in the world.

I won’t mention names...but we owned an NBA sports team, theme parks, huge residential developments (I’m talking about *thousands* of homes), high-rise buildings, TV stations, custom subdivisions...just to name a few.

I ran one of their companies...a high-profile community icon with 235 employees, 8 departments, millions in revenue and...

### **Losing Money Hand Over Fist!**

I’m proud to say we quickly got things turned-around and created the greatest revenue and profit growth in the history of the company (a story for another time).

But the process was tough...and enlightening.

I remember one day driving in a car with one of my bosses. I don’t know if he realized the importance of what he said...or whether he knew it would become a mantra for my success...but it was earth shattering to me – and still is. He said...

***“The Difference Between People Who Succeed and People who Fail Is That People Who Succeed Learn How To DISCRIMINATE Between The Important and the UN-Important As It Relates To Their Goals”***

Discriminate. For most people it's an ugly word...a sad description of injustice. But to you and me, it holds Herculean importance.

When you're trying to get everything you can out of all you've got, you can't afford the luxury of ineffectiveness.

So you need to DISCRIMINATE: *Identify* and *prioritize* the most effective ways...and *only* the most effective ways...to accomplish your goals. This is the only way to maximize your earnings for every hour you work.

Think about the shortest, most direct way you can succeed in real estate.

You can advertise. You can network. You can farm. You can cold prospect. But the question you need to constantly ask yourself every minute of every day is...

**What Are the FEW Activities I Do In my Business  
That Produce The Greatest RESULTS For Me?**

Discriminate and handle what you do best. Then find either SYSTEMS or PEOPLE to handle the *other* things in your business...things *they* do best.

In economics it's called "*The Law of Comparative Advantage.*"

What's your highest *Comparative Advantage* in your business? What's the one or two things that you do so well, it brings the most value to your company (even if it's "You, Inc.")?

What is your job?

If you're like most agents, your focus should be on *working with clients* and *closing deals* – creating *throughput* in your company (remember Chapter 6?).

If you want to work your highest *Comparative Advantage*, then you need to find SYSTEMS or PEOPLE to handle the other things: prospecting, lead qualifying, listing management, escrow coordinating, busy-work, etc.

And the ONE system you must have nailed-down up front is *prospecting*.

Because if you don't have a system – you ARE the system. And that's not working your highest *Comparative Advantage*.

Does this make sense?

You can be busy as a one-armed wallpaper hanger, but not make any money. That's because you're busy doing all the *wrong things*.

It's the difference between being *efficient*...and being *effective*: Efficient is doing things right (like we talked about in Chapter 6). Effectiveness is doing the right things.

Would you like a few examples or resources for creating Marketing Systems that prospect FOR you – so you can spend your time doing your highest *Comparative Advantage*?

- ♦ **Want to learn proven success and marketing ideas from other agents for Free?** There's no sense doing things the hard way, when the hard work's already been done by other agents. You can join a FREE agent network that regularly shares real estate marketing and success tips at:

[www.AgentInnerCircle.com](http://www.AgentInnerCircle.com)

- ♦ **Do you have automated systems to draw leads into your business?** If you're like most agents the answer is... "huh?" You have dozens of opportunities to draw qualified buyer and seller prospects into your business – if you know how to attract them and create a system for responding. One of our 3-Steps agents generates an average of 40 inbound lead calls per DAY – she had to hire a full-time agent just to qualify the calls. If you aren't using an automated system, you need to visit (subscribe to their free "New Rules" e-course):

[www.SixFigureHotlines.com](http://www.SixFigureHotlines.com)

- ♦ **Do you have a website that truly draws leads to you without you being there?** Most agent websites are like electronic business cards – absolutely static and ineffective at doing its job: attracting prospects and capturing their contact information. Even if you have a website, check out this simple web template:

[www.3Stepswebsites.com](http://www.3Stepswebsites.com)

- ♦ Would you like to learn a simple 3-Step business building formula, plus ready-to-use marketing 'systems' that generate clients automatically so you spend your time doing the most important tasks? Then get Laurie Kaye's free 26-page report at:

[www.3-Steps.com](http://www.3-Steps.com)

- ♦ Do you have a marketing system that prospects for you, stays-in-contact with leads and clients, and automatically builds such a close relationship people will think of you (*and only you*) for referrals, word of mouth and repeat business? Then subscribe to the best direct-response prospecting, stay-in-contact and referral producing system on earth:

[www.ServiceForLife.com](http://www.ServiceForLife.com)

Two final points about the strategy you've been learning about for the past 7 chapters...

**POINT #1:** When you decide to implement a system like this, you need to know that CONSISTENCY is critical.

Consistency means you need regular contact every 4 weeks – no exceptions. If you quit – you lose. And if you question ‘why’, see Point #2...

**POINT #2:** Responsiveness *increases* over time with regular, consistent contact. And so do your profits.

Your ‘house list’ becomes more and more responsive the deeper you build the relationship. It won’t grow deeper by ignoring them.

So when you really think about it, this whole process is about initiating relationships with the right kinds of people, then working to constantly deepen the relationship.

Following this process, in a short time you’ve nurtured such a deep and credible relationship with enough people that your production and income become automatic – and the size of your “house list” actually continues to grow, almost automatically, for as long as you practice real estate.

Believe it or not, only 4 out of 100 agents understands this and does anything about it – that’s good news for you.

You want to ‘position’ yourself so people seek you out as a trusted professional – not as a salesperson. People are attracted to helpful resources and repelled by salespeople.

That’s because the first one leaves the client in control, and the second threatens the client.

Which person would you like to be?

### Today’s Action Plan:

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I once read that creating a good habit takes regular reinforcement for 60 days.

Today I want you to start cultivating a new habit. At least 8 times a day (starting when you wake in the morning), I want you to ask yourself...

**“What are the FEW activities I do that produce the  
GREATEST RESULT for every hour and  
dollar invested into my business?”**

Then focus your time and energy *only* on those items – and start looking for *systems* and *people* to handle the other less valuable tasks.

Do this for the next 60 days, and the “habit” of working effectively will be ingrained into your mind and psyche.

It's not going to be easy to break your old habit patterns at first. You'll regularly find yourself regressing back into old habits. But don't quit...

I'm certain...master this habit and you'll quickly increase your profits in real estate...and slash your stress and work effort by multiples!

Just try it and see.

### Coming Up Next...

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This is the end of Part I of our course.

In a few days we start the 'nuts and bolts' of implementing the most powerful real estate success system known to mankind.

A gallant statement, don't you think? But I've never seen an agent fail to become hugely successful once they implement this system correctly.

It's a mathematical certainty!

So head out to Chapter 8 – where I'll start walking you through the 4-Step process of building your business to astonishing new heights.

**This is gonna be fun!**

**Step #1...**

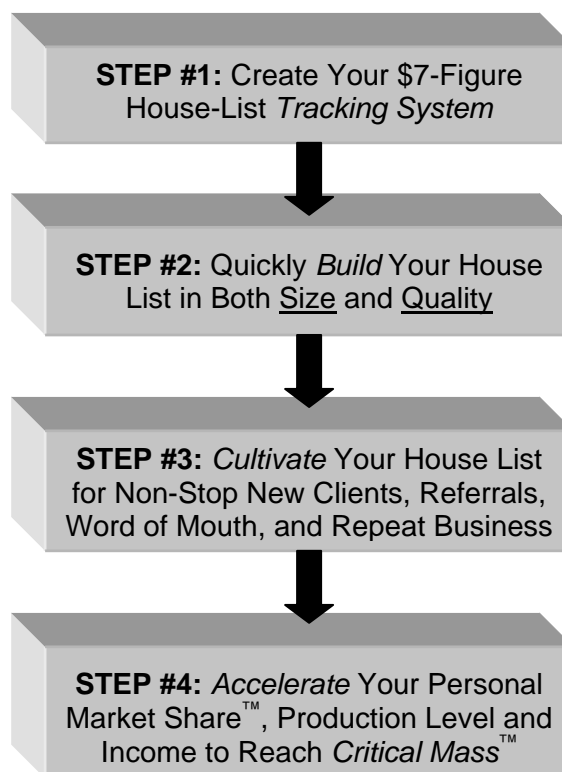
## **How to Create Your \$7-Figure House-List Tracking System**

Dear Friend...

Welcome to Part II of our e-course, “The Ultimate Real Estate Success Secret™”.

Today we begin the most exciting adventure of your real estate career. Over the next few chapters, I’m going to walk you through a simple, 4-Step process of growing your real estate production between 33% and 400% each and every year.

Here are the 4-Steps we’re going to cover...



So let’s get started with Step #1 of our adventure...

Have you ever heard the saying, “money doesn’t grow on trees”?

Of course, it would be great if money *did* grow on trees. But when it comes to your real estate success, money truly does grow on...

## **Your DATABASE!**

Do you remember back in Chapter 2...where I told you that the single most valuable asset in your business isn't your cell phone...or your car...or your office?

It's actually your "house list" of past clients, friends, family, acquaintances, hot leads, etc., who have the ability to bring you new clients, referrals and repeat business.

Your house list is essentially your *personal market share* in this business. No house list – no market share. No market share...and you're destined for a life of non-stop frustration and struggle in this business. Remember...

### **REALTORS® Who Are Relationship-Driven Will Leave The Competition In The Dust!**

So...if your "house list" is the *most valuable* asset of your business, then the *second* most valuable asset in your business is your *House List Tracking System™*.

Today we're going to talk about creating your *House List Tracking System™* by using a simple database (or contact manager system) as your foundation. Even if you currently have a database, this chapter will help you use it more effectively.

Before we begin, I want you to know that creating your House List Tracking System™ is faster and easier than you might think – once you put your mind to it. In fact, many of our agents create their entire system in about 30 to 45 minutes. The guidance you'll learn in this chapter will help you short-cut the process.

### **So what are the components of a *House List Tracking System™*?**

Actually, there are just 2 components: A Database and a Word Processing program. Let's look at each.

Quickly put, your database will allow you to have a more *personal* relationship with a *greater number* of people. And remember, nothing *distinguishes you better* and makes you *beneficially different* from every other agent...than a deep, personal relationship.

Your database will also allow you to keep your contact *consistent* and regular – so you never fall behind and lose market share. Plus, it will allow you to "track and categorize" your clients and other house list members so you can have more *targeted* contact with them.

So, for example, if you want to send a personal birthday card to a house list member...or a "happy home anniversary" promotion...or even send a special letter to your "Top 20% Power Players" who have referred to you in the past (you'll learn more about his shortly)...your database lets you do it in a snap.



But your *House List Tracking System™* is more than a database. It also includes the use of a “word processor” so you have a tool to put the database to work for you. The most common word processor on the planet is Microsoft Word – you probably already have it on your computer.

### **What can you do with your *House List Tracking System™*?**

Want a list of all the people who sent you a referral in the past year? Want a list of your house list members living in a certain subdivision? Want to manage your farming mailing list and contacts? Want a list of everyone who has a birthday in February so you can send them a card? Want to know who your highest quality clients are – so you can have a special event for them? Want to pull a list of all the leads you need to follow-up on and call today?

It’s all at your fingertips with your database.

Imagine creating a personalized letter to each one of your house list members (or even your target farm) – and it took you just minutes to create using “merge” fields (from your database) in your letter. You can also include specialized information from your database into your letter – such as their subdivision, home anniversary date, names of referrals they’ve sent you in the past, and more.

Any information you want to track on people can be accomplished with your database. With a database and word processor, you can make personalized contact with *thousands* of people in minutes.

That’s what I call “leveraging the efficiency” of your client-generation system.

### **What kind of database should you consider using?**

There are general databases and specialized databases for our industry. Either one will work for you – but you want one that will track the information you want and will be EASY for you to understand and use (or for your assistant to use). You shouldn’t have to spend a lot of money either – start simple and inexpensive.

*General* databases can be programs such as Microsoft Access and Filemaker Pro. These will allow you to customize the entire database. Some also come with database templates for different industries already created. Then, you can customize it for any additional information you want to track.

There are also *specialized* databases you can consider for real estate, such as “Top Producer,” and others. Ask a few fellow agents for databases they use – but what you’ll find is a lot of agents have databases, and very few of them use them correctly (or at all!).

There are also *online* database programs for real estate. These may be good if you need access to your database from different locations – but make sure you always back-up your list on your personal computer. You can do a Google search or ask around your office for specific makes (I’m not here to endorse one over another).

Don't get too hung-up on buying lots whiz-bang features on your database. In most cases you won't use all the features you paid for. *The "secret" is knowing what kind of information you want to track beforehand – then buying the correct database for your needs.*

### **What kind of information will you want to track on your House List Tracking System™?**

Here's where the "rubber meets the road." Here's where we actually think through all the information you'll want to track in your business. The good news is...I'm going to give you everything you need so you don't have to figure it out on your own.

You can create your database any way you want – there's no right or wrong way to do it, so long as you know what you want to track up front. Knowing what you want to track up front will help you create a simple database that will work for years.

Two things you want to understand up front: *Records* and *Fields*.

A database works very much like a stack of 3 x 5 cards in which you have a card for each client, and you enter specific information about that client on the card. The actual card would be called a "record," while each piece of information on the card (name, address, etc.) would be called a "field."

Thus, every House List member would be a new record, and the information you track on them (name, address, phone, children's names, etc.) would be *fields* on that record. Make sense?

### **There are 5 "Levels" of information you want to track...**

You don't need to track every single piece of information on your house list – just the items you'll need. For some, you'll only want their name, address, phone and email address. For others, like your clients or "Top 20% Power Players" you'll want to track much more.

How do you get information on people? The first way is by knowing what you need on the person, then being perceptive and taking notes when you meet or work with them (such as a client). The second way is by creating a simple survey to your "House List." You'll be surprised how people will provide that information to you if you just ask – and tell them WHY you need it (more on this later).

Here are the 5 "Levels" of information you want to track:

#### **LEVEL 1: BASIC INFORMATION.**

Basic information is essentially the most common items about someone. It includes the fields: **First name, Last name, Address, City, State, Zip, Phone, Office Phone, Fax, Email.**

However, it also includes other fields of information you'll want to track – probably at the top of your database record. These fields include...

A “**Category**” field. This field is VERY important because it refers to what “type” of contact you'll have. For example, you may put a “C” in the “category” field for a client, or a “S” for a supplier (title co, home inspection, etc.), or an “R” for another REALTOR® in your network (yes, you should have other close agents in there), or a “P” for a prospect you're working with. For example, If you want to send a letter about a new listing only to other REALTORS® on your list, you'll want to be able to query just those folks, right? That's why you have a “category” field.

A “**Quality**” field. This field is also very important and should go at the top of your record. Here you'll enter the actual quality of your contact. For example, you might assign an “A” quality to House List members who have actually referred to you in the past – a very important group! “B” contacts could be House List members (past clients?) you know are high quality, but haven't referred to you yet. And “C” contacts could be others in your House List. Does this make Sense?

## **LEVEL 2: PERSONAL INFORMATION.**

Gathering personal information is used to help build the *depth of relationship*. It will give you information for children's names, sending birthday and anniversary cards, sending something very personal to them when they send you a referral...or simply let them know you remember details about your relationship with them – such as when talking on the phone or writing.

The information you want to track here includes: **birthdays, spouse name, children names, pet names, wedding anniversary, profession, and Interests** (such as hobbies and interests).

Why do you want such personal information? Because people “light-up” to gestures that are personal – such as birthday cards, anniversary cards, gifts that are aligned with their special interests (such as golf or flying, etc.). And if you want to stand out as an agent, you'll treat people as special. And your database makes it incredibly easy.

In Step #3, I'll share with you 8 important contact systems for cultivating unlimited new clients, referrals and repeat business from your house list. These are the very same systems that have created million-dollar incomes for many of our agents.

## **LEVEL 3: HOME INFORMATION.**

You're in the real estate business, so it's important to know about the home your House List members own. This is especially true with past clients. Track only the most important information – otherwise you'll get overwhelmed.

The fields you want to track here include: **Buyer/Seller** field (indicate whether a client was a buyer or seller), **Area** (subdivision, etc.), **Price, Date** (of purchase or sale), and a “**Remarks**” field that includes narrative about their preferences, etc.

## **LEVEL 4: REFERRAL INFORMATION.**

Would you like to which House List members sent you a referral, and “who” that referral was? Of course you do. Sending you a referral places them in your highest “category” and they should be treated special.

Why? Because behavior that gets rewarded gets repeated.

The simple information you want to track is: the **Referral Name** and the **Referral Date**. This way, you can query your database for any referral information you need. In fact, most “specialized” industry software will have this ability already created in the database.

## **LEVEL 5: NARRATIVE INFORMATION**

This field is used to track comments or information relating to conversations and other details on clients and prospects. This way, for example, when you need to call a client, you can pull up their record and remind yourself of the details of your previous conversation. Again, most industry databases and contact managers will allow you to track this information.

## **How do you maintain and refine your House List Tracking System™?**

If you're like most agents, your natural inclination will be to “dump” as many people into your database as possible – maybe thousands. And unless you truly have a personal relationship with these folks, it's likely you'll be making big, costly mistake.

Remember, the success of your House List marketing is related to TWO important elements: Size, and QUALITY. You may have thousands of people on your database, yet get worse results than agents with just 200 or 300. Why? Because they have a deeper relationship with those 200 or 300 – their list is higher QUALITY.

The good news is, with regular, personal contact, the quality of your list increases automatically. We'll talk about this in our “Step 3 – How To Cultivate Your House List.”

Managing your house list is not just a one-time exercise – it's a WAY OF DOING BUSINESS. Take a look at any truly successful business, and you'll find they track their clients very, very closely.

Managing your House List will require you to do 3 simple things:

**First**, you'll need to continually **ADD** names to your database. You need to adopt the mentality of building Size and Quality.

**Second**, you'll want to continually **UPDATE** the information in your database as you learn about it. That's why I recommend you conduct a "survey" of your house list members about every 6 to 9 months – it's not only a great way to stimulate referrals, it will keep your database current.

**Third**, you'll want to continually **PURGE** people and information from your database. If, for example, you find that many of your "C" House List members are not being responsive, OR, your surveys go unanswered, you may want to consider removing these folks from your House List.

**The BOTTOM LINE:** If you simply **START** this process...and develop a list of names and addresses of your clients, friends, acquaintances, suppliers, and those you meet or work with on a day to day basis – you will be light-years ahead of your competition, and well on your way to creating a hyper-responsive market of people in your business.

The "secret" is to simply get started.

### Today's Action Plan:

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I'm going to challenge you today. Did you just finish this chapter and say to yourself, "*oh...this is going to be too much work*"...? If you said those words to yourself...I want to know you just made a decision that will cost you...

### **MILLIONS of Dollars in Lost Commissions**

Lao Tsu, the great Chinese philosopher, once said, "The journey of a thousand miles begins with a single step." If you're willing to take that "one step" right now, you'll find out its incredibly **EASY** and **FAST** to get yourself started on a life of abundance and freedom.

Seriously, think about this: If you think it's just going to be too much work, then I'm sure your competitors will be thrilled with your decision – all the more business for them.

Ask any top agent...any coach...any expert who knows their stuff in real estate, and they'll tell you this is the secret to success in this business.

So please don't write off your success before you even get started. If you read the chapters in Part I of this course, you learned that this **ONE** strategy is the most profitable, most efficient and most effective way to build your business – not just for today, but for amazing long-term profits.

So if you're still on board, I want you to do just **ONE** thing in the next week: **Get yourself a database or contact manager.**

Maybe you already have a database or contact manager. If so, review the "LEVELS" of information you'll want to track, and get it all set up. It will only take 30 to 60 minutes total.

If you don't have a database or contact manager, go out and get one. Talk to a few agents in your office. Ask your broker. Search the web.

This is the foundation of everything you'll do in your business from this point forward. Next chapter I'll begin showing you easy ways to GROW your House List in both size and quality – it's going to be the most rewarding thing you've ever done for your business AND yourself.

### Coming Up Next...

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Now that you're getting your House List Tracking System™ going, it's time to start GROWING your House List.

We now begin Step 2 of our process, where I'll give you an incredibly valuable tool for building a *quality* house list...VERY BIG, very quickly.

Then, over the next few chapters, I'll share with you additional ways to grow your database.

Just one of the strategies I'm going to share with you has built agents' House Lists to the *hundreds* in a matter of just a few weeks – and these are *quality* members.

So let's keep moving...

**Step #2...**

## **How to BUILD Your House List In Both Size and Quality...**

### **“The BIG LIST™,”**

Dear Friend...

Welcome to Chapter 9 (and Step #2) of “The Ultimate Real Estate Success Secret™” system.

Did you get your House List Tracking System™ database set-up from Chapter 8? I hope so. It’s easy to do, and once you get it set-up...you’ll be using the most valuable asset in your business...*the ultimate foundation* for boosting your production 33% to over 400% each and every year.

So please don’t procrastinate...or worse yet...give-up and quit on your success. These “strategic steps” can make a huge difference in your success, income and lifestyle.

Today I want to move forward to Step #2 of our process: BUILDING your house list in both *size* and *quality*.

One of the most common questions I get from agents who start this process is...

#### **“How Do I Create My House List Big and Responsive Enough to Generate Clients?”**

My answer is...it’s EASY once you put your mind to it. In fact, I have “wet behind the ears” rookies right now who...in just 6 to 12 months...followed this process and they’re making more money than 90% of the agents in their offices – many of them making multi-\$6-figures.

I’m serious. Here’s just one out of *hundreds* of comments I’ve received about our marketing system...

*“Just wanted to give you some feedback about your Service For Life!® marketing system. Our first year in residential resale produced 59 transactions and a 6-figure income. We used it exclusively. We do not mail postcards. We do not mail any other kinds of letters. It was the only mailing piece that we use. And that was for 11 months. It wasn’t even a 12-month period. We love it! It is the lowest-cost, highest-return marketing piece that we use. There is nothing like it anywhere.*

*One of the things I love about it most is that we're not perceived as real estate agents looking for our next deal. However, we're not secret agents, either. We're perceived as friendly agents, looking out for the best interests of our customers. Blessings to you and your staff. It's always a pleasure working with you guys."* -- Michael Camardese, REALTOR®,

Over the next few weeks I'm going to share with you **5 proven strategies** for building your house list BIG and FAST – starting with today's strategy...

## The BIG LIST™

The very best place to start building your House List (or quickly adding to an existing one) is by capturing names and contact information on people you already know. That's why I created "The BIG LIST™" strategy.

The BIG LIST™ is designed to be a '*memory helper*' in adding names to your House List Tracking System™ database. It's very easy to use...and very complete.

You're going to be surprised at how many people you *already* know who can be part of your House List from day one. Here are 3 tips to help you in the process:

1. Start with your Highest Quality Contacts FIRST, and work your way down. You want to *discriminate* (remember Chapter 7?) who goes into your database based on the quality of the contact.
2. Start with names only (at first) if you need to...
3. Your Follow-up to get additional information (ex: survey's, request for information, etc.) will automatically bring you new business – you'll be getting paid to grow your House List.

**Your Goal is NOT To Have the Largest House List...  
But to Have the Most PROFITABLE List!**

Here's a good reference for building your initial names on your House List Tracking System™ database. This process is very helpful even if you're an established agent who wants to supercharge your database to start harvesting more new clients, referrals and repeat business.

To start the process, take out a pen and piece of paper. There are *10 categories of contacts* I'm going to walk you through. Under each category, I will list out people you should consider. Remember, if you don't have full contact information right now, just write down the immediate information you have on these people.

One more tip: with each person, you can also write down the "**Category**" of the contact (for example, "C" for client, "S" for supplier, "P" for prospect, "R" for other REALTOR®, etc. – as we talked about in Chapter 8).

Also, you should write down the "**Quality**" of the contact (for example, "A" for highest quality contact – someone who's referred to you in the past – your "*Power Players*", "B" for past client who could refer in the future, and "C" for your general House List member).



**Category #1: List People Who Have Already Sent You a Referral:**

- ♦ Past clients who have sent you a referral...
- ♦ Close friends who have recommended your services to another...
- ♦ Suppliers who have referred to you...

**Category #2: List out People You ALREADY Know – Closest Contacts:**

- ♦ Current and past clients...
- ♦ All family members...
- ♦ Immediate friends - this includes friends of your family and people you associate with...
- ♦ High school and college associates...
- ♦ Current and former co-workers...
- ♦ Spouses current and former co-workers...
- ♦ Spouses friends and acquaintances.

**Category #3: People You Meet or See in Your Practice on a Regular Basis:**

Each day you meet and see people who could go in your database if you make a habit of remembering to ask them. Make a point to get them on your database.

- ♦ Leads and Prospects you're currently working with...
- ♦ Leads who have called your hotline or made contact with you...
- ♦ Open house attendees – get names off registration sheets
- ♦ Sign calls
- ♦ Ad inquiries
- ♦ Audiences you've spoken to, or made presentations to...

**Category #4: People Who Provide PROFESSIONAL Services to Your**

**Practice:** These people can be very influential in generating new business because you're already working with them and/or sending them business. So there's a natural tendency to reciprocate with you. Remember, you get what you give – actively make referrals, harvest the professional relationship and you'll see more business coming your way.

- ♦ Mortgage lenders you work with...
- ♦ Appraisers you work with...
- ♦ Escrow and title officers you work with...
- ♦ Attorneys you work with...
- ♦ Accountants you work with...
- ♦ Home inspectors you work with...
- ♦ Architects you work with or know...
- ♦ Pest control services you work with...
- ♦ Home insurance representative...
- ♦ Ad representatives you work with...
- ♦ Graphic artists you work with...
- ♦ Printers you work with...
- ♦ Sign suppliers you work with...
- ♦ Movers you work with...
- ♦ Builders you know or have referred to...
- ♦ Remodelers you've referred or worked with...
- ♦ Plumbers you've worked with...
- ♦ Roofers you've worked with...

- ◆ Electricians you've worked with...
- ◆ HVAC or Mechanical companies...
- ◆ Lawn care and maintenance companies...
- ◆ Pool maintenance providers...
- ◆ Landscapers...

#### **Category #5: People Who Provide PERSONAL SERVICES to You:**

- ◆ Your Hair Stylist...
- ◆ Florist...
- ◆ Doctor...
- ◆ Chiropractor...
- ◆ Dentist...
- ◆ Pharmacist...
- ◆ Veterinarian...
- ◆ Optometrist...
- ◆ Stock Broker/Investment Advisor...
- ◆ Retirement Account Manager...
- ◆ Insurance Agents (Auto, Life, Casualty, Disability) – here's where you can trade network lists and build strategic alliances (more on this shortly)...
- ◆ Banker...
- ◆ Auto Mechanic...
- ◆ Home Maintenance: pool, lawn, landscape, roof, HVAC, electrician, etc.)
- ◆ Dry Cleaner...
- ◆ Restaurant Owners you frequent...
- ◆ Mail and Packaging services you frequent...
- ◆ Retail Stores you frequent...
- ◆ Grocery Stores you frequent...

#### **Category #6: People Who Belong to the SAME ORGANIZATIONS as You:**

Here's an opportunity to leverage your database very large, very quickly. Remember this: your best strategy is to be considered part of your "*Network's network*." The secret is to gather names of other members in organizations you belong to, and create a common connection with them.

- ◆ Civic Organizations...
- ◆ Your Religious Organization...
- ◆ Clubs You Belong To (golf, tennis, hiking, cycling, gardening, sewing, card, travel, etc.)
- ◆ Children's Activity Organizations: PTA, Day Care Provider, School Teachers, Intramural Sports, etc.
- ◆ Chamber of Commerce...
- ◆ Better Business Bureau...
- ◆ Fundraising Organizations you belong to...
- ◆ Local Boards: YMCA, Big Brothers/Big Sisters, etc.
- ◆ Fraternal Organizations (Masons, etc.)...
- ◆ Alumni Organizations...
- ◆ REALTOR® Association...
- ◆ Breakfast Clubs...
- ◆ Toastmasters...
- ◆ Networking Clubs in your area...

**Category #7: People Who Can Send You Business BEFORE Anyone Else Knows:** Think about who some sellers and buyers contact before they list or hire an agent? If you have a relationship with those people, you'll be first in line for a referral (some are duplicates from earlier).

- ♦ Divorce and Probate attorneys...
- ♦ Accountants...
- ♦ Carpet Cleaners...
- ♦ Painters...
- ♦ Remodelers...
- ♦ Roofers...
- ♦ Electricians...
- ♦ Flooring Contractors...
- ♦ Landscapers and Lawn Care...
- ♦ Pavers...
- ♦ Pool Maintenance.

**Category #8: People Who Have the Ability to Send You a Large Volume of Business:** Around your community there are people who have the ability to give you a lot of business – they're in contact with clients you want to work with on a regular basis.

- ♦ New home sales reps – if their leads and visitors don't buy from the subdivision, perhaps they can be referred to you to buy a home...
- ♦ Custom home builders – someone has to sell their spec homes...
- ♦ Developers...
- ♦ Relocation companies/Corporate relocators...
- ♦ Human resource departments of local companies – they always know who's moving to town...
- ♦ Bird dogs – someone who refers clients to you and vice versa.

**Category #9: Targeted Residents in Your Farming Areas:** If you target farm correctly, over time you'll create relationships with many of these folks. When you speak with someone in a farm area, and you're confident they'll know who you are, you should get them into your house list. You'll be amazed how much business you can get from this activity. I'm going to share with you an amazing strategy for "target farming" later in this course.

**Category #10: Build Relationships with Other REALTORS®:** Many agents are hesitant to cultivate relationships with their "competition." But there are many agents you don't compete with who could send you business. They include...

- ♦ Land and Lot representatives who generate leads outside of their specialty...
- ♦ Subdivision site sales (see "new home sales reps in #8)...
- ♦ Specific Area Specialists – frequently they get leads outside of their sales area. Shouldn't they call you for a finders fee?

Whew! That's a pretty long list. It's long because I wanted to give you as many possible "memory triggers" for adding folks into your database.

Don't get overwhelmed. The most important point is that you simply START the process. You'll see, very quickly your list will grow larger and larger – once you make the commitment.

Remember, you're building the *most valuable* asset in your business. And when you employ a Monthly Calendar Contact System (you'll learn more about the "7 Contact Systems" in Step #3), like Service For Life!®, your list starts producing regular new clients, referrals, converted leads, and repeat business.

Believe in the marketing – it's worked for *thousands* of agents who are making real estate a fantastic, hugely-profitable career. And sure as spring flowers bloom...it will work for you too.

### Today's Action Plan:

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Every day I meet agents who either have no House List...or they have a House List with whom they've never communicated – except for a calendar at the end of the year or some other occasional contact.

And that's not going to cut it in this business.

So let's get your House List started – or if you have a House List...let's get it tuned up and ready for action.

Take 30 minutes right now and go through The Big List. Add as many people as you can think. If you don't have their contact information, don't worry about it – just get them on the list.

I'll show you how to follow-up and get details on your House List shortly, but for now, just get it started.

Oh...one more thing. I need another commitment from you. Commit to me (actually yourself) that you will make the process of managing your house list a lifetime priority.

This means you'll need to commit to regularly adding folks, purging names, and progressively increasing the quality of people throughout the life of your business.

Focus on this simple process and give it priority, and your production will grow and grow automatically.

### Coming Up Next...

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If you start adding folks to your House List, you'll find a lot of missing information on your list. It'll be things like birthdays, kids names, home anniversary dates, etc.

Would you like a simple resource to help capture this information...and in the process get new listings and buyers?

Then let me help you get it done.

In Chapter 10 I'll share with you a simple "letter system" that will 1) get you reacquainted with your House List, 2) help capture important information you'll use for your House List Tracking System, and 3) most likely get a bunch of new business in the process.

(Hint: This very same "letter system" can work gangbusters for a targeted farming area too.)

## Service For Life!® Profile of Success...

### **Frustrated New Agent Asks For 'Insider Tips' From Top Producer On Growing Her Business...Get's Referred To Service For Life!® ...**

**(She's Now A Household Name and 'The Real Estate Authority' In Her Area)**

I've been using Craig Forte's Service For Life!® prospecting newsletter since my first year. I actually was seeking out some other experienced agents, growing frustrated by all different kinds of farming and things. And I really wanted somebody who was doing well, and I asked for some insider tips, how they were doing it. He referred me to Service For Life!®.

Originally I thought, "What can a newsletter do?" But after using it and after being consistent with it, I would say not even 6 months, people were calling me. People were acting as if they knew me, and I didn't even know who they were. It was all by association. They had read the newsletter and they just started seeing me around the tract and putting 2 and 2 together, and all of a sudden I became a household name that even the small kids in the tract knew.

Now I'm perceived as the "real estate authority" in the area.

I've been very consistent with giving away many and great restaurant prizes with the trivia questions. And I'm not kidding you, I know what day they've received it because my phone is ringing off the hook. Literally, I know if somebody didn't get theirs in the mail for a reason, because they call me because they want to see the newsletter. It has been really a fabulous advantage to my real estate career.

In a way, I kind of don't want to tell anybody else about this, but I'm doing it for Craig because it's been so beneficial for me. Over half of my referrals for listings and sales have come from Service For Life!®, from the short time that I have used it.

I think, "Craig, good job!" Each time you do a newsletter, it gets easier and easier. I've even got secretarial support that helps me with it now, too. So that even makes it easier.

I fully believe in making your cover page be bright colors and changing it every month. Sincerely, it's a great product and I highly recommend it even though I really don't want a lot of other agents using it too.

Anyway, best of luck to all of you. Craig, thank you so much.

– Terry C., REALTOR®, AZ

**Step #2 (continued)...**

## **How to BUILD Your House List In Both Size and Quality...**

### **“Follow-Up Survey System”™**

Dear Friend...

Welcome to Chapter 10 of our course.

Today I'm going to share with you a very valuable resource...a simple letter system that will keep your House List Tracking System™ current, active and sending you clients month-in and month-out.

But it will actually do much more...as you'll see in a minute.

I've written it all for you. You can use it word-for word...or as a “template” to create your own follow-up system. Either way, what you'll learn today will cut your time and effort in creating and updating your House List by 80% or more.

So let's get started...

In Chapter 9, I gave you a very valuable and very complete reference called “The BIG LIST™”. (By the way...I'm also going to share 4 more House List building systems with you in the next few chapters.)

But in the process of creating your House List, you may have collected information that's incomplete – and you need to *motivate* your House List member to give you more information about themselves.

Or, when meeting people day to day, you won't always have time to get all the information from them for your database. So you need to follow-up and get that information. But you need to do it in a way that *motivates* them to WANT to give you their contact information.

So I've put together a simple letter system – ready for you to use. With this system you can...

- ♦ Follow-up on refining your House List – to get important information from your members you may not currently have...
- ♦ Use as a re-acquaint system (if you already have a House List, but you've neglected them in the past)...

- ◆ Use it for an “Annual Update System” to REFINE your House List and keep it a lean, mean client-generating machine...
- ◆ Actually use it with a Target Farm to “qualify” those who want to receive important information from you (this will save you a mountain of money and multiply your profitability if you decide to farm using Service For Life!®...or any other marketing system).

And even if you don't have an address to send a letter to get updated information (from creating your “BIG LIST™”), then you can easily use this letter system as a *phone script* and have an assistant do the follow-up – or you can do it yourself initially.

I promise...in the process of making your calls or connecting with people, you'll get a bunch of clients (without even talking about real estate!).

Now...before you start searching for your broker's letterhead and using this letter, I want to share a few “secrets” with you about...

### **Making ALL Your Mailings Hugely Profitable**

Listen up! This is important. Your success in any mail campaign STARTS by knowing the difference between “A-Pile” mail and “B-Pile” mail. What's the difference?

Think of how the average person sorts their mail over the kitchen table. Their “first pass” is designed to sort the “personal” mail (birthday cards, bills, letters from Grandma, etc.) from the “junk mail” – the *useless scrap* sent by their neighborhood REALTOR®.

What happens next? The “personal” mail goes into the “A-pile,” The “junk mail” goes into the “B-pile.” And finally...without another thought about it...the “B-pile” mail goes INTO THE TRASH!

**Here's the most important point you'll ever learn about prospecting using mail:** If your mail doesn't get past the very first hurdle of getting DELIVERED and OPENED it's NOT gonna get read.

And if it doesn't even get read, it doesn't stand a chance of working for you.

Does this make sense? 99.9% of agents out there hamstring themselves up front by plastering their fancy balloon or other “junk mail identifiers” and their direct mail prospecting never gets past the “kitchen table sorting machine.” Any wonder why it doesn't work?

Well...not for you. Not any longer.

Here are a few tidbits you'll want to focus on when conducting any direct mail...whether it's to your house list or a cold farm...



- ♦ **Start with your envelope.** No, don't use your broker's envelopes with the big balloon and RE/MAX plastered all over. Why? Because it instantly screams "*I'm B-PILE mail...trash me FIRST!*"

You want your mail to look as personal as a birthday card from your sweet Grandma from Minnesota – not an obvious solicitation. This means use a blank envelope (can be #10 or whatever). Your return address should be your name only (no broker stuff), and your address (some agents even write it in their handwriting and have a printer mass-produce their hand-written return address on envelopes). The address should be (optimally) HAND addressed – and if you can't hand address, use a courier font. Use NO teaser copy...no "junk mail identifiers." Finally, use a *commemorative* postage stamp – NOT your broker's mail machine. Remember, personal mail gets opened...junk mail goes into the trash!

Want to know a little secret? I've got agents who are making a killing by sending FSBO and expired mailings by FEDEX. Do you know anyone who *won't* open a FEDEX letter? I don't. Believe it or not, "the numbers" work like gumbusters – but that's another topic for another day.

- ♦ **If you want people to respond to your mailing, make it EASY.** Enclose a small reply envelope. You can either get a BRM account from your post office, or just put a stamp on the reply envelope – believe it or not, putting a live stamp on the reply envelope actually increases response (I suppose people feel guilty about trashing a real stamp!). You can also use a fax number inside the letter – you'll see in the sample letter below.
- ♦ **Your letter should look exactly like the sample I'm about to give you.** Yes, it starts with a HEADLINE. No kidding. Want to know why? Because you have 25 nano-seconds to capture the attention of your reader – and if you don't have a solid headline (identifying the important benefits of reading your mail – what's in it for the reader!), you'll never capture their attention. And you go into the trash.
- ♦ **Your letter needs to be PERSONAL.** Yes, this means you need to use your mail merge function with your word processor and have their name, address, city, state, etc. Why? Which do you prefer: a personal letter written just for you or some form-letter? You get the point.
- ♦ **Use a personal signature.** Sign it yourself if you can – and use a reflex BLUE ink. Why? You got it...it's more personal.

Is this all making sense to you? I hope so. Getting your mail delivered, opened and read is the very first step in your success. Mess-up here and you can kiss your commission check goodbye.

Now here's the letter I want you to use. You can modify it to fit your situation, but don't change the important elements that motivate people to respond to you...

## **“It’s The Most Valuable Resource For Health, Wealth and Happiness...”**

[[Date]]

[[Name]]

[[Address]]

[[City]], [[State]] [[Zip]]

Dear [[FirstName]],

As a personal friend, I’m writing to introduce you to an enormously-valuable resource for living a healthier, more prosperous and fun life. Best of all, it’s Free. But I need a little assistance in order to deliver it to you. Let me explain...

Recently I discovered a fantastic newsletter for helpful consumer, health and “lifestyle” information (called “Service For Life!®”), and decided to build a database of my good friends and clients so I can share this great resource with everyone.

Each month you’ll learn breakthrough ideas on getting the best consumer deals, important health and safety tips, thrilling trivia, and hysterical jokes and tidbits. You’ll also receive important resources for getting the very most enjoyment (and value!) out of your home. My friends who read Service For Life!® are delighted with it, and each month many of them call me to ask when their next issue will arrive (yes, it’s *that* good!).

I’m also building my database to help keep in closer touch. So when your spouse or best friend forgets your birthday, anniversary or other special occasion in your life (heaven forbid!)...I’ll be there to recognize your special day.

Here’s where I need a little help from you. I have partial information about you, but I need a little assistance to complete my files. I’ve enclosed a simple survey for you to complete and send back to me in the enclosed postage-paid envelope. Or you can fax the survey back to my private fax line at **xxx-xxxx**.

All information you provide is secure, private and confidential – and will never be seen or shared with anyone else. And if you don’t feel this is the most valuable (and entertaining) newsletter you’ve ever received, you may permanently delete yourself at any time.

I am providing this information as a special free service to my good friends, family and clients. So while it’s still fresh in your mind (and you don’t miss a single issue!), go ahead and complete the survey and send it back to me.

Best regards,

Your Name

Your Broker

**P.S.** Do you know the “one single secret” to living a longer, happier life? Want to save a bundle on your grocery bill? Interested in the very best deals on your auto insurance? They’re all in your upcoming issues of Service For Life!® - so go ahead and send over your completed survey today.

**Now...did you notice there’s something that’s missing? It’s your survey form that goes along as a second sheet.**

**I’ve done the hard part for you – you can handle putting together a simple survey form. All you need to do is list out the information you want on a sheet of paper, and space for your reader to fill in the blanks.**

**One important tip:** when asking for birthday information (such as dates), do NOT ask for the year of birthday. People can get squeamish about giving away their age!

**One more point:** about 5 days after you send this letter, I want you to send out a “SECOND NOTICE” to anyone who doesn’t respond to you from the first mailing. You can even send out a “Final Notice” if you want 5 or 7 days after your “second notice.”

Believe it or not, response rates can *triple* by sending out a second and/or third notice.

Here’s how to do it: Near the TOP of the letter, type fairly large, “SECOND NOTICE.” Then, make your letter exactly the same as the one above, EXCEPT for an additional first sentence...

Dear [[ Firstname]],

“A few days ago I sent a letter just like this one to you, but never heard back. So I assumed you either didn’t receive it or it slipped your mind. In either case, I’m sending it again because I know you’d be interested in this important information...”

Then...just continue with the rest of the letter.

Now...I’ve given you the very first House List Building System™ (from Chapter 9). I’ve given you the tools to get your House List (or farm) updated and accurate.

And I’m about to give you 4 more brilliant strategies for building your House List. The question is...

### **Will You Take The Initiative To Simply USE IT?**

If so, GREAT! You’re on your way to building a steady, ever-growing real estate business – one that will grow and grow year after year with *Mathematical Certainty!*

Believe it or not, if you simply START this process, you’ll see it’s EASIER and FASTER then you ever thought possible. And the rewards will astonish you!

But if you’re still waiting...still ‘thinking about it,’ you need to know something.

Most people never make the decision to simply START...to take actions that lead to their success. So they sit there...stuck in neutral in life...never to enjoy the riches and abundance that’s right at their fingertips.

I want you to succeed like never before – so much so that I’m not charging you a nickel to receive this course.

All that’s needed is a simple decision from you to 1) BELIEVE in the marketing...2) BELIEVE in yourself and the potential of your success...and 3) START taking action.

Promise me you'll start...OK?

### Today's Action Plan:

---

Today's plan is simple. Take your Big List™ from the last chapter (or even your current database) and start getting your list active and current by using this simple survey system.

You'll also use this system with the 4 more ways I'll show you to build your House List.

It's fast and easy. And you'll see WHO is going to welcome your contact, and who won't respond at all. This way you won't waste your time or money contacting people who don't want to hear from you or won't welcome and respond to your contact.

This is a good thing, don't you think? I do.

So go ahead and put your letter and simple survey together. Follow the directions I just gave you. Follow-up with a quick phone call if needed.

As the Nike ads say... "JUST DO IT!"

### Coming Up Next...

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In this chapter I wanted to give you a simple follow-up system to use with your House List™. We're going to continue with 4 more amazingly-simple ways to grow your house list size and quality.

But first, I need to take a "momentary detour" to ask you a quick question about your practice.

So keep an eye out for Chapter 11...coming in just a day or two.

Then we'll continue with our 4 additional House List Building Systems™.

**Step #2 (continued)...**

## **A Momentary Detour to Accelerate Your Success...**

Dear Friend...

I need to interrupt our course for just a minute and talk to you about something very important...and very timely to your success.

A few minutes ago I sat down to share with you the 2<sup>nd</sup> of the 4 House List Building systems, when I received a voice message from Angie, an agent in Florida.

It was so revealing I decided to “stop the presses” for a moment so you can see it for yourself ...

*Dear Craig...*

*I'd like to share my comments regarding my use of the Service For Life!® prospecting and referral newsletter. It has been a phenomenal, integral part of my whole marketing system.*

*I've been using it now for probably close to 3 years, and I started it because, as you know, there are so many things out there. And I started it thinking, “Well, we'll see how this works.”*

*I can't imagine doing business without it. I get comments every single month, from various people wherever I go. People that I stay in touch with, they're like, “Oh, I love your newsletter! I love it! I read it from cover to cover.”*

*There's always useful information, always timely information regarding real estate. It has just been a phenomenal tool for me to use, very easy. It takes me maybe 10 minutes max to customize it for myself and it's on its way.*

*So I really, really, really am thankful that I've had this system. **It took me from my first year in the business, almost 4 years ago – I sold \$2-million – and I started using it shortly thereafter, to \$6-million, to \$10-million, to last year \$14-million.** I know that this is one of the greatest tools that I've ever come across. I just want to say thanks, Craig. It's phenomenal.*

I love to hear comments like that. And naturally I'm thrilled with the results Angie is getting – and I wish her the very best.

But her comment got me thinking...

I quickly realized that a lot of our agents have overlooked the most important “missing link” for easily creating a consistent, ever-growing multi-million dollar real estate business.

So I want to give you a quick 2-minute review...and talk heart-to-heart about something important. Actually I have an important question I need you to consider. But first I want to review a few things before I ask you this question...

If you’ve been reading these chapters diligently, you hopefully understand the *intense power* of the system you’re learning here.

In Chapter 1 we talked about the single most important ingredient of a \$7-Figure real estate income. Do you remember?

You learned that, according to the National Association of REALTORS® *Profile of Buyers and Sellers*, approximately 74% of all real estate transactions occur because of a *deep relationship*...yet only 4% of all agents have a system powerful enough to become the one “captive” agent for those transactions.

Meaning that 4% of all agents harvest the lion’s share of the business – while the remaining wrestle each other for their leftovers.

In Chapter 2, 3 and 4, you learned about the 3 most important “profit revelations” of a successful real estate prospecting system:

- 1) Selecting, creating and refining a super-focused, high potential list of people most predisposed to do business with you (your “House List”)...
- 2) Provide consistent, personal, and welcomed and valued contact that distinguishes you from other agents – both personally and professionally, and...
- 3) Give meaningful, multiple, self-serving and *irresistible* reasons to contact you, do business with you, and refer your services.

Then, in Chapter 5, I showed you how to make your success a *Mathematical Certainty* by revealing to you our “Critical Mass Targeting System™”.

I even gave you a simple 3-Step fill-in-the-blanks formula to calculate your own Critical Mass™ number in your practice.

You also learned the importance of your “Personal Market Share™.” If you have no Personal Market Share™ your practice never achieves the “traction” needed for lasting success, and real estate will be a constant grind...a never-ending struggle.

In Chapter 6 you learned how to maximize the “throughput” of your practice by increasing the Speed and Volume of transactions.

And I shared with you the most important skill you'll ever have in business: how to evaluate the *effectiveness and profitability* of your client generation systems.

Our final chapter of Part I (Chapter 7) revealed to you the single, most important "revelation" I ever learned for creating lasting, growing success: the importance of *Discrimination* in your business.

**Part II** of our course is now walking you, step by step, through implementing the most powerful marketing system for long-term success in real estate.

If you question the power of the system you're now learning...ask any top producer how they get the majority of their business. Ask any 'coach' worth their salt what's the most effective way to build a real estate practice.

Or listen to a few of the *hundreds* of comments OUR agents have made about this system at [www.ServiceForLife.com](http://www.ServiceForLife.com).

And the question I want to ask you is this...

**Did You Notice That There's Something Missing Here...The  
"Glue" That Brings This Marketing System Perfectly Together  
Into A Non-Stop Money-Generating Machine and Makes  
The Entire Process Almost Effortless For You?**

Let me give you a hint. A few years back, when I was teaching this system to our REALTOR® group, the one "roadblock" for agents wanting to do all this was...

**What Will They Use To Connect  
With Their House List or Farm?**

How do you get things started and moving quickly?

We needed something *completely different* from anything else out there for agents.

We needed something *personal*, yet "positions" our agent as a knowledgeable professional. That *bonds* people to them like close family, and *differentiates* them from every other "commodity" agent out there.

And we needed something that gets our agents to the client FIRST – before other agents know the client exists. Something that has multiple reasons to contact them...do business with them...and refer their services.

But most importantly...our agents needed something "done for them" that takes 30 minutes a month – max...so they can spend their time doing the *most important* task: **Working with clients, closing deals and getting paid.** (I call this process "throughput"...remember?)

So I spent 6 months wracking my marketing brain and developed Service For Life!®.

We then tweaked and perfected it for over a year in the “real world”...with captivating content people crave, 2 involvement devices, 7 “psychological hooks” to bond readers to you, and more than 14 direct-response offers to motivate people to call you and refer your services.

After years of perfecting...the system now works like a Swiss watch.

Beaming forward...we now have *thousands* of agents using Service For Life!®. New agents and grizzled veterans. Agents from every specialty, production level and corner of the country are now generating more clients...more referrals...and more repeat business than ever before.

Forgive my directness...but the question I have for YOU is...

### **Are YOU Using Service For Life!® In Your Practice?**

If your answer is “yes” I want you to know you now own a system that will get you to lasting success in real estate *faster* and *more surely* than anything else in the world.

You’re now creating your own Personal Market Share™ in this business...a dynamic you can rely on to ‘steady the commission ship’ and continue to predictably send you clients year-in and year-out...regardless of the housing market or interest rates or competition (yes, including discount brokers!).

While other agents are straining and worrying and complaining about ‘the market’...you’ll have the unique assurance of knowing your business will keep humming along for as long as you practice real estate.

If you doubt my words, then read and listen to the *hundreds* of volunteered comments from agents using Service For Life!®.

Service For Life!® is the “backbone” marketing system of nearly every agent who uses it – it’s *that* powerful...

But if you’re NOT using Service For Life!®...

### **WHY NOT?**

Isn’t it time to finally take control of your business...stop “hunt and peck” marketing...implement a sound, proven strategy...and finally get the respect you deserve?

Isn’t it about time you stepped-up to the ranks of the super-successful in this business and got the respect and recognition you deserve?



Service For Life!® is the most profitable, *least expensive* marketing available to REALTORS®. It's also the most effective – with the lowest “client acquisition” cost of practically anything you can do in your practice (including manual prospecting!).

It's so unique, we received federal Trademark registration for the name, and a Copyright on the content and layout. No one else in the market understands how to implement the unique elements that make Service For Life!® so effective.

It's done for you. It's fast – about 30 minutes a month of your time. It will generate clients before other agents know they exist. It will ignite your lead pipeline and convert them to commission checks.

You'll finally you'll have a reliable tool to bond readers to you like family...and automatically stimulate referrals, word of mouth and repeat business.

You don't need to believe me...just look at the comments from other agents...agents just like you who are now using Service For Life!® in their businesses.

We've done the hard part – all you do is use it.

There are more than 10 different ways to use Service For Life!® in your practice. You can even use it for FREE with our special sponsor system included when you subscribe.

Most importantly, subscribing to Service For Life!® ...including a fresh issue written for you each month...with all the “hooks” and elements I mentioned earlier...a pre-written cover letter...READ ME file...ready-to-use tool kit with every template you can imagine...and easy, step-by-step instructions and *Personal Toll-Free Support*...

### **Costs Less Than You Spent On COFFEE Last Month!**

And as a “good will” gesture, I'll also share with you a FREE BONUS COURSE (DVD and System) called “Building Critical Mass In Your Real Estate Business™.” This system has sold for over \$600 – it's yours FREE when you subscribe.

I included this bonus because I want you to have every opportunity to realize astonishing success in your practice when using Service For Life!®. Heck, I know I sound like I'm “selling” Service For Life!®, but if you saw the results I see agents getting...

...If you saw the lives that have been changed...

...If you saw the reaction on our agents' faces when they *double* or *triple* their production in just 9 to 15 months (and keep going thereafter)...

### **You'd Be Excited TOO!**

So the question you really need to ask yourself is: Can you afford NOT to be using Service For Life!® in your practice?

How many commissions have you've lost because you did NOT get there first...you did NOT have the right relationship...and you did NOT give people the right reasons to use your services?

Seriously...how many times have you kicked yourself after learning one of your clients or prospects just went with ANOTHER AGENT?

It's time to take control. The decision is yours...

You can be skeptical and not believe a word I've said (after learning the power of this strategy and seeing hundreds of agent comments about Service For Life!®...that's going to be tough, isn't it?). You can be stubborn or procrastinate...or pretend you don't need a reliable system like Service For Life!® – and keep watching clients that *should* be yours go to other agents...

Or you can be like Angie above...and start using the most powerful tool and strategy in real estate.

How much longer do you want to wait?

### Today's Action Plan:

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Go to **[www.ServiceForLife.com](http://www.ServiceForLife.com)** and scroll to the bottom of the home page.

Down there you'll see a number of links – there's a complete marketing education waiting for you by clicking on those links.

You can learn all the details about relationship marketing and Service For Life!®. You can see the more than 7 ways agents are using Service For Life!® (actually there are more than 10 ways)...

You can see and listen to comments from agents who are using Service For Life!®...You can get just about every question you'll have about Service For Life answered....

### Coming Up Next...

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Next chapter, I'm going to share with you a very simple, very fast way to grow your House List in the hundreds.

I promise...this is one of the fastest ways to build your list in both size and quality – and you can start immediately.

So turn the page to Chapter 12 and let's keep moving forward with your success...

**Step #2 (continued)...**

## **How to BUILD Your House List In Both Size and Quality...**

### **“The Common Connection Strategy™,”**

Dear Friend...

Welcome to Chapter 12 of our course.

In this chapter, I want to share with you one of the fastest ways to add hundreds of quality people to your House List – and because of the way this works, it’ll start spinning off client-after-client within days.

It’s actually a subset of “The BIG LIST™” strategy you learned in Chapter 9, and you can use the “Follow-up Survey System™” letter I gave you in Chapter 10 to get everything going.

I call this “The Common Connection Strategy™” because it leverages off the “something in common” you have with people. It’s important you understand this marketing principle, so let me explain further with a quick story...

Several years ago my wife and I were traveling through remote parts Europe. Now, at the time, there were very few Americans traveling these areas.

And because of the foreign environment and very few Americans around, a very interesting dynamic emerged...a dynamic that relates directly to your real estate business.

One day when we were mostly keeping to ourselves, we overheard people nearby speaking English. And at the same time, I suppose they also heard us...because they came walking up to us as if we were long, lost friends.

It turns out they were other Americans (from Chicago), and when they heard us speaking they felt comfortable approaching us and making friends.

Long story short, they turned out to be a very nice, interesting couple, and we spent some time visiting sights with them while traveling. And since then, we’ve kept in touch over the years.

But what’s interesting about this story is...it was NOT the first time this had happened. On that very same trip we made friends with 2 other American couples,

a nice Canadian couple...and we're still good friends with a couple we met from Sydney Australia!

Now...do you see the dynamic at play in each of these situations?

Yes, it's nice to be open and meet nice people. And traveling in foreign countries can expose you to many interesting folks.

But the "thing" I want you to focus on here is...

**Why Did We Become Good Friends with  
People Whom We Probably Wouldn't Have  
Even Noticed Had We Been In The States?**

The answer is simple, yet profound. We had a "common connection" with these folks. You might think the connection was that we were both American – which would be correct for our Chicago friends.

Or you might think the common connection was that (at least for the Canadians and Americans) we were both from North America – which would also be correct.

But the real common connection that brought strangers together as friends (in this situation) was that...

**We ALL Spoke English!**

There's an interesting cultural dynamic that exists in humans. We naturally search-out and associate with people whom we believe are *similar* to ourselves.

You notice this in cities, where there are ethnic neighborhoods. You notice this in communities where people associate with certain religions or specific churches or synagogues.

You even notice this in professions that create their own associations and organizations (such as the National Association of REALTORS®, right?)

The reason we do this is we feel "safe" with people, or cultures, or religions, or languages, etc., that are FAMILIAR to us.

There's a whole lot more safety by associating in numbers than by "going it alone." The old saying..."birds of a feather flock together"...is actually quite true.

You see...having a "common connection" with another person – whether it's the same language, ethnicity, religion, background, occupation, etc. – actually BREAKS DOWN BARRIERS and almost instantly endears that person to you. And that's a crucial dynamic when it comes to building your House List and growing your business.

So how can we make all this apply to your real estate practice?

It's really quite simple. Do you think people would prefer to do business with a complete stranger...or someone with whom they feel a "common connection"?

When meeting another person, you learn you're ancestors are both from a small Irish community...or that you both attend the same church... or that you're both Red Sox or Yankee fans.

Doesn't that "change" the way you look at them?

You're out to dinner and you meet another couple who have a child attending the same school as your child. Or you're traveling and you meet a person on the plane who's in the same professional association as you.

Doesn't that make them a little bit unique...a bit closer to YOU in your eyes?

Of course it does.

And the question you need to ask yourself...as it relates to your real estate practice...is...

### **What Organizations or Associations Can I Tap Into to Locate People who Have a COMMON CONNECTION with Me?**

I want you to leverage your ability to add tens or hundreds of people into your House List almost overnight, AND have an instantaneous rapport with those people. This way, you'll be adding large numbers of *quality* people.

Size and quality – that's the secret here. So where can you look for adding folks with a "common connection" with you? How about...

- ♦ People who also live in your neighborhood...
- ♦ Other members of your church or synagogue...
- ♦ Community boards you serve on...
- ♦ Civic organizations in which you participate...
- ♦ Golf or country clubs you belong to...
- ♦ Alumni from schools or universities you've attended...
- ♦ Hobby groups...
- ♦ Breakfast or lunch groups...
- ♦ PTA or other school associations you're involved with...

Are you getting a few ideas?

Once you've gotten a few groups identified, the next step is to get contact information from them. Frequently you can locate mailing lists or membership lists and add these folks into your database to send an "introduction" letter similar to the letter I gave you in Chapter 10.

But there are a few small modifications and things to consider with your newly added "common connection" House List members...

1. In your initial contact, you need to make a connection quickly. This helps give people a reference of who you are and lowers their resistance. So you'll need to reference the common connection you have with these folks fairly quickly.

For example...in the "Survey" letter I gave you in Chapter 10, you'll want to simply modify the letter to put reference to the common connection in the very first sentence:

"As a fellow [alumni of XYZ University], I'm writing to introduce you to an enormously-valuable resource for living a healthier, more prosperous and fun life. Best of all, it's Free. But I need a little assistance in order to deliver it to you. Let me explain...

2. Say something that only an "insider" in the common connection would know. This will help cement the connection to your new House List member.

For example, if you're part of a PTA fundraiser program, say something about the progress of the program to help further connect you with the reader and highlight the common connection. Or if you're tapping into your college alumni list, say something about the school, such as how well a certain sports team did.

3. Tell WHY you're doing what you're doing. The letter I gave you in Chapter 10 gives a good reason "why." Don't play games with your House List – it will backfire if you're not perfectly up-front and credible.
4. Follow-through each month. Having a "common connection" is just a starting point. If you start building your House List (or even if you farm) and you tell people you'll be sending a monthly newsletter or other valuable contact – DO WHAT YOU SAY YOU WILL DO.

Don't go telling people you're going to give them "Service For Life!®" and then quit 5 months later. That will guarantee you never get the Personal Market Share™ or the traction needed to grow your business. And it will hurt your credibility because people will see you're not following up on your word.

The good news is...once you start this program and begin harvesting solid clients, referrals and repeat business...the LAST thing you'll want to do is stop.

You must stay with it long enough to gain some traction with your House List. For some agents it takes only a month or two, and for others it could take over a year.

It all depends on the *QUALITY OF YOUR EXISTING RELATIONSHIP* when you start the process.

If you've had little contact with them...if they don't know your name when mentioned to them...if you've given them little value up till now...it's going to time to get these folks active with you.

But either way, once you get there...life will be glorious! You just need to...

### **Trust the Marketing**

Now...if you still question the “profitability” of this strategy, just go back to Chapter 5 and work your Critical Mass Targeting System™.

You’ll see, for example, that if you harvest a kindred alumni or PTA group of, say, 200 people (make sure they’re all homeowners), and the average person in your area owns their home for 6 years on average, then 33 transactions will come from this group each year (do the math: 200 divided by 6 = 33 each and every year – NOT including referrals they could send you!).

The only thing missing will be your Personal Market Share™ with these folks. At first it’ll be very low – as expected.

But over time and by giving regular, value-oriented, welcomed contact...you’ll start progressively increasing the *quality* of these folks and harvesting commission after commission from them.

Does this make sense?

The great thing about “The Common Connection Strategy™” is you can add hundreds of people to your House List overnight. And because of your “common connection”...you’re seen as different from everyone else trying to “sell” them.

The only question remaining is...will you go for it?

### **Today’s Action Plan:**

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One thing I forgot to mention when explaining this system...

### **MAKE IT FUN!**

Too many agents get so intense or have very little patience and persistence...and as a result they give-off a “tense” attitude with folks. The agents who are most successful with this system have FUN with it.

So...before you even start this process...get your attitude straight. After all, no one wants to refer a friend to a dull, serious or intense REALTOR®. They want someone who’s going to make them feel good about their referral – an agent who’s personable...competent...professional and FUN.

OK...so promise me you’ll start “The Common Connection Strategy™.” Think about all the organizations or groups with which you have a common connection.

Get hold of the membership directory...use the letter I gave you in Chapter 10 (including using a “Second Notice”)...and get the process started.

Promise me you'll do it, OK?

### Coming Up Next...

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Next chapter, I'm going to share with you a very simple formula and strategy for building your House List.

It's going to be short and sweet – but POWERFUL...and you don't want to miss out.

So (as they say here in Arizona)...mosey-on over to Chapter 13...



**Step #2 (continued)...**

## **How to BUILD Your House List In Both Size and Quality...**

**“ADD 2 Per-Day Strategy™”**

Dear Friend...

How would you like to add 500 solid, quality people to your House List (that's potential for 80+ deals per year) within 11 to 12 months, and make *thousands* of dollars in the process of growing such a list?

I know it sounds a little outlandish, but here me out...because I've seen even brand-new agents achieve this kind of success after learning what I'm going to cover today.

Welcome to Chapter 13 of our course.

Today I'm going to follow-up with yet another strategy for growing your House List (your own “private market share”). In fact...this strategy is shockingly simple – yet incredibly powerful at the same time.

I call it the “Add 2 Per-Day Strategy™” ...and it's actually as much of a “mindset” as it is a strategy. It follows along the lines of the great quote by the famous Zig Ziglar...

**“Success By The Yard is Hard...  
Success By The Inch is a Cinch”**

It'll take about 4 minutes flat to give you this strategy. But before we get into it, there's something important you need to know first...

The most important “element” of this strategy is YOU. In order to make this strategy work 110%, you need to change your “mental outlook” and adopt a true COMMITMENT to build your House List.

This will require you to habitually open your mind to the people who could be in your House List. This is where some agents fail in the process.

Let me explain this easy strategy with a quick story...

Not long ago, one of our Service For Life!® agents called me and said, “You know, I love all the ways you show how to build a House List, but you want to know what really worked for me?”

Naturally I was intrigued, so I said, “*Tell me.*”

She said, “I decided I was going to build a network over 500 people in my first year. But I realized that often I get distracted during the day, and don’t take advantage of all the people I meet: my dry cleaner, banker, grocer, repair people, leads, etc. There are so many people I’m exposed to in just a single day!

So I have several areas where I place reminder notes. They just say “House List.” That way, I’m constantly aware that everyone I meet or do business with should be in my House List.”

Then, I created a goal to add just 2 names – just 2 people each day to my House List. If I do this just 5 days a week (weekends are a bonus if I add anyone), I will meet my goals in about 12 months.

But instead of asking everyone if they want to buy or sell their home, I ask them if they want to receive my monthly Service For Life!® newsletter. In the process I tell them why they might want to get it. I tell them that I have access to some of the most amazing consumer and health information, and I share it with all my friends for free. Since it costs me very little to send it to my friends, I can add anyone I like.

Notice something? I’m not selling them anything. I’m not asking if they want to sell their home. I’m not asking them to do anything for me. I’m just building my House List.”

“Do you know what happened?” She asked.

“I met my goal of 500 people in 10 months. But that’s not the best part. By simply asking people whom I meet, I got 9 deals in the process. **That’s over \$52,000 in commissions just for asking whether people wanted to get my consumer newsletter!**

I’m still building my House List and I’m still getting paid to do it. The best thing of all is it’s spinning off enormous numbers of clients and referrals.

This is my secret to success and it works 100% of the time.”

**Think about that. If you simply open your mind and add 2 people you know or meet each business day to your House List, your list will be over 500 people within your very first year.**

**How many clients will that bring you each year?**

Well, you should know by now it depends on your Personal Market Share™ you have with them. But you can run the “Critical Mass Targeting System™” numbers from Chapter 5 and see.

500 people with an average home ownership of 6 years means 83 deals on average will come from that group EACH year (not including referrals).

Can you guess who will get the lion's share of those deals?

Did you say they'll go to the agent who's created the deepest, most trusted RELATIONSHIP with these folks?

Congratulations! You are correct.

See...how many deals you get all depends on how well you develop your Personal Market Share™ with these folks (remember Chapter 5?).

And yet...you want to know an amazing statistic?

Get this: only 4% of all agents will even understand this strategy and USE IT. Yes it's confirmed by the NAR's *Profile of Buyers and Sellers*: 74% of all real estate transactions come from referral, word of mouth or repeat business...

Yet ONLY 4% of agents out there have a system in place like the one you're learning now to CAPTURE that business. The rest whine and complain about their lousy production, but do little or nothing about it.

That's GREAT news for you...because you're now joining the elite 4% of all agents! You just need to follow-through and get things moving.

**Speaking of following through...there are 4 important secrets you need to know to make this strategy work to it's potential...**

1. You need to create the habit of thinking of people who could be in your House List. So my suggestion is to place reminders (like post-it notes) around the areas where you work so you'll constantly think of asking folks. Use a code name on the pages, such as "HL" to remind you to constantly ask people. Be sure to qualify people to make sure they currently own a home (but even if they don't doesn't mean they can't send you referrals).
2. Create a script of exactly what you want to say to someone – with a good, reliable reason why (see the one my agent friend uses above for ideas). Don't go asking people if they want to buy or sell their home (that's what they're expecting you to do). Your goal is just to get a "yes" on receiving your newsletter or other monthly contact. Then you take it from there to deepen the relationship for more deals, referrals, word of mouth and repeat business.

Consider TESTING different scripts to see which one works best with people. Then, I want you to PRACTICE that script in front of a mirror until you get it PERFECT and it becomes second nature for you. This one tip will make the process much easier for you.

3. Follow-up IMMEDIATELY. Don't let even 1 day go by without sending them a survey letter similar to the one in Chapter 10. Make sure you reference your meeting in your letter, and that you need a little more detailed information to get everything to your new House List member. You can write the letter and keep it on your computer. Then, every other day, you can easily send a follow-up letter to folks you meet and place on your house list.
4. Be consistent. If you work to build your list, then you flake-out on the most important part (building welcomed value and nurturing the relationship), all your effort will be wasted. Don't quit on the 5 yard line just when you're about to score!

Hey...I promised about 4 minutes to understand this simple strategy. If you read about one page per minute I think I made my goal.

So I'll let you take it from here!

### Today's Action Plan:

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The first step in making this strategy work is simply making a COMMITMENT to adding 2 people to day to your house list.

Next, take about 3 minutes and write out a very short script you can use to get people into your house list. Take a look at the way our agent above asks people – she's very innocent about it, not "salesy."

You can write 2 or 3 scripts and see which one works best for you. You can also practice on a good friend and ask them which one they'd be most likely to give you their contact information.

Next, take about 6 post-it notes and write "HL" on them to remind you to regularly ask people to be in your House List. Place them in areas where you'll see them throughout the day.

Place one near your desk phone in your office. Put on with your calendar. Put one in your car dash where you'll see it, etc.

Next, take the survey letter you received in Chapter 10, and make very slight modification to it for a new House List member. Then, save it on your computer so that every day or so you can send out the letter to your new House List members.

Finally, make another COMMITMENT to keep MONTHLY CONTACT with your House List (and execute on the "Cultivation Strategies" you're going to learn – coming up soon). Don't drop the ball after getting your House List built.

If you want the very best monthly contact, relationship-building and referral-stimulating tool in the world, see the links at the bottom of this page.

Keep the process going for the next 12 to 18 months, and you will quickly have your own personal market share you can rely on for a booming, ever-growing business.

But don't stop there. Make growing your House List a continual priority, and keep the process going. As you do this, your production will continue to grow and grow automatically (like the snowball rolling downhill we talked about in Chapter 5).

### Coming Up Next...

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I've saved the very best for last. In Chapter 14, I'm going to share with you the absolute MOST POWERFUL way to build your House List.

I'm not kidding. This ONE strategy can turn a struggling, dead-end real estate practice into a thriving, client-generating, money-making machine within months.

It'll work for new agents and grizzled veterans alike. It'll work for struggling rookies and Top Producers looking to get to a higher level (and get some balance into their lives).

How do I know? Because I've watched it work for *hundreds* of agents who use this upcoming strategy.

So head-on-over to Chapter 14. I promise, you won't want to miss a word of it.

## Service For Life!® Profile of Success...

### **Top Keller-Williams Agent Confesses...**

#### **“Sorry Craig Forte, But I Don’t Tell ANY Of My Co-Workers About Service For Life!® Because I Don’t Want Them To Know...It’s Definitely My Secret Silver Bullet...”**

I’ve been in real estate for 5 years. I started using Service For Life!® about 6 months of being into real estate, when it seemed like it was a little difficult to afford. But within a few months, it paid for itself.

Sorry, Craig Forte, but I don’t tell any of my co-workers about Service For Life!® because I don’t want them to know... It’s definitely my secret silver bullet that I use.

It is a marketing tool that I consistently mail out and I consistently get comments on it from my clients all the time, who tell me how much they love it. I’m honestly just really surprised that they all read it every month, even after having received it after all this time.

My database is about 500 people and I use it as a marketing tool also for my listings. When I meet with a prospective seller, I show that as an additional way that their home will get exposure through advertising to my past and present clients.

I am in a Keller-Williams office of over 200 agents, and I’m in the top 15 – and I have been for the past few years. And this is something that I mail out to folks that I meet at open houses or even just people I meet casually. I’m continually adding to my database. I have people call me that I met years ago, that I’d really forgotten about, but they always comment on that newsletter and they always think of me when they’re buying or selling their house.

So it’s something that I feel very strongly about and would recommend it to anybody that’s not in my geographic vicinity that’s practicing real estate. Thanks!

- Cynthia, REALTOR®, Houston, TX

**Step #2 (continued)...**

## **How to BUILD Your House List In Both Size and Quality...**

**“The STRATEGIC ALLIANCE Strategy™,”**

Dear Friend...

Welcome to Chapter 14 of our “Ultimate Real Estate Success Secret™” course.

Today we continue with the *last chapter* of “Step 2” of our process, which is how to build your house list in both size and quality.

I’ve saved the most powerful strategy for last. Today I want to share *one single strategy* you can use tomorrow morning that can create such astonishing growth of a quality House List, you’ll nearly fall-over with amazement.

It’s called “The STRATEGIC ALLIANCE Strategy™” and it will be the most valuable “business-building” strategy you’ve ever learned for growing your business. The only thing I ask is...just promise me you’ll use it, OK?

Here’s how it works...

Quickly answer this question: **What compatible service companies or other professionals do you know who have ALREADY established a trusted relationship with people who could be YOUR clients as well?**

Did a few names come to mind for you?

Perhaps it’s your accountant or investment advisor. Or your insurance agent (auto, life, etc.). Or maybe you thought of a mortgage broker you work with or an architect or builder you know.

Or maybe it’s a pest control company, carpet cleaner, painter or plumbing business. Or pool service, landscaper or roofer.

WHY am I asking this question? Because there is enormous value in crating a STRATEGIC ALLIANCE with these people.

**What is a Strategic Alliance?**

A Strategic Alliance is a relationship with a compatible product or service provider to introduce your products or services to one and/or the other's House List (or client lists).

Notice I didn't say "endorse" products or services. I said "introduce." As a practicing agent, it's important you stay away from any type of endorsements, because you don't want the potential liability that could come from an endorsement "gone bad."

### **Why is a strategic alliance so effective for your business?**

By having your strategic partner introduce you to his or her clients, it helps TRANSFER his or her existing credibility over to you.

See...your alliance partner has already established a relationship with his or her clients. Their clients already know them, trust them, and will listen to their expertise. And there's huge power for you in that relationship.

The power of strategic alliances is with the trust both you and your alliance partner have already established with your respective clients. That trust crosses over to the person or company you're introducing (yes, I know I'm being redundant, but this is important).

Think about it from your own perspective...if you were to receive a letter from a service provider (whom you know and trust) introducing the services of another company's product or services, wouldn't it positively influence your perception of that business?

And if combined with a valuable free gift or service (or special offer), it will clearly motivate you to at least listen to that service provider.

### **And here's the MOST IMPORTANT part...**

Once your alliance partner introduces you to their clients, you can now ADD all those names to your own House List and continue your relationship-building contact with them.

It's a fast and powerful way to multiply the size of your house list. And since you're not "competitors", it's also a win-win strategy.

### **What kinds of strategic alliances can you create?**

There are a number of ways strategic alliances can be used. For example, you could introduce another business to your clients (a "Host" alliance - hence, you are "hosting" them to your clients.).

Or another business can introduce your services to their clients (a "Guest" alliance – you would be a "guest" to another business' clients). Or you could introduce each other to the other's clients (a "Reciprocal" alliance).



## **How do you create a Strategic Alliance?**

Creating a Strategic Alliance is easier and faster than you think. And the minute you do just one, you're going to have the knowledge, confidence and skill-set to create *dozens* of alliances – and watch your income grow and grow.

All you have to do is try one or two...and you'll be sold. Just follow these 5 steps...

### **STEP 1: Identify Kindred or Compatible Businesses.**

Think through the service companies you deal with on a regular basis. The secret is to find a service provider whose clients best match the type of client you serve the most.

The better you know the owners or managers of such a provider, the better. And it's important they have a formal list of their clients (House List) – such as a database.

Once you've made a list, you now need to approach them about the advantages of creating a Strategic Alliance with you.

### **STEP 2: Approach the Service Provider with Your Strategic Alliance Proposition.**

If you're feeling uneasy about approaching a service provider about a Strategic Alliance, please don't. Any service provider should turn flips to work with you because it can mean increased business for them as well.

And consider this: If you have a House List already established (regardless of size), you have a powerful asset on your side – the ability to introduce the service provider's services to YOUR clients.

Hopefully you already have a relationship with the service provider and trust each other, because that's the key to introducing each other's services. Don't attempt to create a Strategic Alliance with someone you're not fully confident can provide first-rate services to your clients.

Now, at this point, you'll either want to call your service providers, or you can send them a letter. Would you like a sample letter you can use to help motivate a service provider to work with you?

OK...here's a sample you can use to create your own letter (remember, this is "A-Pile" mail – so make sure everything is very personal).

You'll notice many important elements designed to get your reader to respond to your letter: A-Pile personal mail, a benefit-rich lead, intrigue and curiosity, "them" focused – not "you" focused, credibility, call to action, and urgency.

(Date, Name, Address, etc.)

Dear [[FirstName]]...

I'm writing to see if you're interested in a new "Strategic Alliance" program I have created that can significantly boost the revenues for both of our businesses. Here's what it's all about...

Over the past [3] years I've developed a solid base of clients, prospects and close associates of my business who could easily become clients of yours with the right introduction from me.

My clients trust my judgement and enjoy working with other professionals I recommend in the community. I'm writing to ascertain whether you would be interested in mutually introducing our clients to each others services through this unique program.

Other businesses that have used this program have significantly increased their client bases and revenues with very little effort and expense. I am only making this opportunity available to services I believe are of the highest quality and integrity.

If this kind of program is of interest to you and you want to learn more, please call me as soon as possible at **[your phone number]**. I am contacting many compatible business associates, but can only work with one or two at a time – first come, first serve.

So please call me as soon as possible if you're interested in learning more about this program.

Sincerely yours,

Your name  
Broker

If you really want to get the attention of your reader, try sending this letter by FEDEX. Why? Because everyone opens and reads FEDEX packages. You can even start your letter by saying, "I've sent this letter by FEDEX because it requires your immediate attention". Then continue with the rest of your letter.

Now, when they call you, you need to talk about the program and QUALIFY them – make sure they have a good client base, an electronic database, etc. so you can easily create the program with each other.

You can see that the above letter implies that you have at least a small House List in which you can reciprocate with your service provider. If you don't have a house list, it makes this kind of program more difficult because there's little incentive for the provider to introduce their clients to you.

Also, please don't offer any monetary incentives for sending you clients – its illegal (or severely restricted) in every state.

**STEP #3: Send an Introduction Letter (your Strategic Alliance introduction) to Each Other's House Lists.**

Once you locate your Strategic Alliance partner, you now need to create an introduction to each other's lists. Your goal is to bring greater VALUE to each other's clients as a result of the "relationship" you have with your Strategic Alliance partner.

Here are a few tips for making this all work correctly:

1. Your letter needs to be very personal – A-pile mail...
2. Your "offer" must be special and unique...
3. Clearly explain the benefits of the offer – what it will "do" for the reader...
4. You need have a reason "why" you are introducing the other person...
5. You need to make an offer (or follow-up) that's extremely appealing in the eyes of the client.

Would you like to see a sample letter you and your Strategic Partner can use to introduce each other's programs to your mutual House Lists?

OK...Here's a letter you or your alliance partner can use to introduce a special program or offer for the other's services...

[\(Turn to the next page to see the letter...\)](#)

## A Special Gift for My Very Best Clients...

(Date, Name, Address, etc.)

Dear [[FirstName]]...

I'm writing today to introduce you to an enormously valuable resource for living a healthier, more prosperous and richer life. And because you're a valued client of mine, this little resource is absolutely FREE. Here's what it's all about...

A few weeks ago I was sitting down with one of my clients, [your name.] You see, [your first name] is a REALTOR®...and a top-notch agent at that! During our meeting [your first name] told me [he] recently discovered a fantastic resource for helpful consumer, health and "lifestyle" information (called 'Service For Life!®') that [he] shares only with [his] very best clients.

When [he] showed me one of the issues he sends, I was amazed at the value of the information and the hilarious stories and jokes, and I asked him (as a favor to me) if he would mind sharing this information with my very best clients each month.

I am happy to report that, because you're a client of mine, [your first name] has agreed to share this very same information with you.

Each month you'll receive breakthrough ideas on getting the best consumer deals, important health and safety tips, thrilling trivia, and hysterical jokes and tidbits. You'll also learn important resources for getting the very most enjoyment (and value) out of your home.

There's nothing you need to do to receive it – nothing to pay or send or anything. And if for any reason you don't want to receive Service For Life!® from [your name] each month, please just give me a call and we'll remove you from the mailing.

I'm providing this information as a free service to my good friends, family and clients. I've asked [your first name] to follow-up with you to make sure you receive your issue each month.

I look forward to hearing what you think about Service For Life!®.

Best regards,

Introducer's Name

**P.S.** Do you know the "one single secret" to living a longer, happier life? Want to save a bundle on your grocery bill? Interested in the very best deals on your auto insurance? Thanks to [your name], they're all in your upcoming issues of Service For Life!®. Keep an eye-out for your next issue coming soon – and please be sure to thank [your first name] for sharing it!

**Do you see what this letter does? It makes the reader feel they're getting a favor and something of great value as a result of being a client of your alliance partner – and that's the most important point of the letter.**

**Now...with this letter in hand, don't you think you can send a letter to YOUR clients introducing your alliance partner to them?**

If they don't have a quality newsletter to send (shame on them!), perhaps you can make another special offer to them from your partner – such as a free consultation or free sample, etc.

#### **STEP #4: Input Your Strategic Alliance Partner's Clients Names Into YOUR Database for REGULAR Contact!**

This is a no-brainer. Get the names from your strategic partner and add them to your database. You're about to start sending them something of great value on a monthly basis – and you're now making yourself the first person they think of when they think 'real estate.'

#### **STEP #5: Send an IMMEDIATE Follow-up Contact to Your Alliance Partner's Clients.**

The baton is about to be passed. Don't fumble the process by being complacent. You need to immediately send an issue of Service For Life!® to these clients – WITH a cover letter that follows up on your Alliance Partner's letter, and explains WHY you're writing today.

Some agents even enclose a copy of the original letter your Alliance Partner sent to them – similar to the one above – to jog their memory.

If you want a sample letter for your contact, see the letter I provided you in **Chapter 10** for guidance (the links to previous chapters are right under the header of this chapter above).

Now...are you ready to start a few Strategic Alliances of your own?

The "secret" to making this system work is...

- ♦ Deliver on your promise: follow through...
- ♦ Start the conversion process: you're now adding dozens or hundreds of people with the "blessing" of your alliance partner. It's now time to start cultivating them into higher and higher quality contacts you can rely on for new business, referrals and repeat business.
- ♦ Continue to provide honest value – even if they don't send you business immediately.

With a little practice, you'll be creating Strategic Alliances and building your House List in no time. But don't forget the conversion process. The only way to make the process work is with continual, personal contact, giving continued value, and motivating new clients, referrals and repeat business.

#### **Today's Action Plan:**

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I want to share a little secret with you. After 33 years of building 4 multi-million dollar companies and teaching more than 15,000 agents how to create breakthrough production and lasting profits, I've learned...

## **Most Agents Simply Don't Want To Do What's Required for Success**

That's a harsh thing to say – but I truly believe YOU don't fall into that category. I believe you're different.

Why? You've shown you're sincerely interested in achieving greater success because you subscribed to this course.

So promise me you'll try just ONE alliance. Pick a compatible service provider you know well. Make the call – send the letter. And get something going.

And don't forget to add those names to your database.

### **Coming Up Next...**

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Have you ever heard of the “Real Estate Success Pyramid™”?

Well...it's probably the most important epiphany (that means “*a sudden intuitive leap of understanding*”) you'll ever learn for growing your business to become a steady six-or-seven-figure income generator.

In just one image, The “Real Estate Success Pyramid™” will give you the easiest, clearest vision to freedom, wealth and independence from your real estate business.

**This is the end of Step #2 of our process: Building Your House List in Both Size and Quality.** We're now going to focus on taking your new (or regenerated) House List and CULTIVATING it into a non-stop client-generating system.

There are **7 Essential House List Cultivation Systems™** you're going to learn in Step #3 of our process for cultivating your House List – and you're going to love each and every one of them.

I'm serious...this is incredible stuff!

To start the whole process off, I'm going to introduce you to the “Real Estate Success Pyramid™” in the next chapter – Chapter 15.

So check out Chapter 15...right on the next page...

### Step #3...

## **How to *Cultivate* Your House List for Non-Stop New Clients, Referrals, Word Of Mouth, and Repeat Business: The “Real Estate Success Pyramid”™**

Dear Friend...

What you’re about to read will likely be the *most important* marketing information you’ll ever learn in your real estate career.

I know that sounds like “hype,” but give me the benefit of the doubt for just a few minutes...because after reading it I’m confident you’ll agree.

But first an important review...

Over the past 7 chapters, we’ve covered 2 of the 4 Essential Steps in creating your \$7-Figure Real Estate Marketing System.

In Chapter 8, we covered Step #1 of the process, which is how to create the “*foundation*” of your marketing system with your “House List Tracking System”™.

Then, in Chapters 9 through 14, I covered Step #2 in the process, and gave you 5 proven strategies for quickly *building* your House List in both size and quality.

I also gave you powerful, ready-to-use letters and client contact tools you can put to work in your practice tomorrow morning.

**In this chapter we begin Step #3 in the process.** This step is where all your efforts turn into cold cash. Today we begin the...

### **7 Essential House List Cultivation Systems™**

I have a rather bold prediction for you: Once you learn these 7 Systems, you will never worry about your production level or income again. Employ each of these strategies...and your business will transform into a supercharged client-generating machine.

I’m not kidding. I’ve (literally) watched hundreds of agents employ these systems, and almost overnight...

...their production (literally) multiplies...

...they never-again worry about the commission “yo-yo” effect – one month feast, the next famine...

...they practice real estate in a “competitive vacuum” because no other agent has a clue how they get to the client *first and final*...

...they never cold prospect or face the dictates of abusive or unmotivated prospects or clients – all their business comes to them, and they choose whom they work with...

...because of the efficiency of their marketing systems, their stress levels and working hours and efforts become just a *fraction* of what most agents face.

So let's begin our (Step #3) cultivation process by first covering the most important element of your \$7-Figure Real Estate Marketing System. I call it...

### **The Real Estate Success Pyramid™**

Let me explain the Pyramid with a quick story...a story I'm sure you'll relate to the minute you start using Service For Life!® or *any* real estate prospecting or marketing system...

About 7 years ago when we were originally testing Service For Life!® in the field with my “beta testers,” I encountered a startling situation.

There was an agent from a Phoenix suburb who took the tool and sent it to over 2,000 of her ‘closest friends.’ And after doing this for 3 months, she had received NO BUSINESS from it. A few calls and nice comments – but no commission checks.

Quite frankly, her results shocked both her and me.

Yet at the very same time, there was a husband and wife team out of Orange, California who had a small list of about 300 people, and were getting between 4 and 7 transactions PER MONTH using Service For Life!®.

Let's get this straight: One agent sends it out to 2,000 with no results, and another couple sends it out to 300 and is now averaging over \$250,000 in annual commissions.

I wondered what in the world was going on?

I spent almost a full month in “detective work” trying to figure out why one agent gets amazing results...while another gets almost nothing. And I discovered **THREE** revelations that made the difference between glowing success and frustrating failure.

And because I want you to succeed like never before...to have all the knowledge and tools at your disposal...I want to share these essential revelations with you...



The **FIRST** revelation I discovered was that the first agent made the mistake of thinking Service For Life!® was a “magic bullet.”

She thought that...if she just hurled it out to anyone with warm blood and a heartbeat, they'd all come flocking to her for business. As much as we all want ‘magic bullets’ in our lives...

### **They Don't Exist!**

See...the biggest mistake most agents make with any marketing is they think the “secret” is in the ad...or the newsletter...or the recipe card...or the classified ad wording...or the sales letter.

They think 100% of the “success factor” is in the marketing piece...and they are **WRONG!** That's the first mistake I don't want you to make – and I'll come back to it in a minute.

Now...the **SECOND** revelation I discovered was something very difficult to pinpoint, but made all the difference in the world...

It turns out that the first agent (who got no business) had an “attitude problem.” After talking confidentially with agents who know her, I discovered that she was rather pessimistic and cynical in life.

She had a haughty, elitist attitude. She never connected well with clients. Her real estate services were rather sub-standard. And she was not a particularly friendly person.

And worst of all...she never truly believed in the marketing. She decided Service For Life!® wasn't to “her” liking. So she took it upon herself to rewrite articles, change response offers, re-work the client recognition, appreciation and other 7 elements of the newsletter.

And you know what happened from all her effort?

Actually nothing happened – nothing at all: No prospects. No new Clients. No Referrals. No word of mouth. No repeat business.

### **Listen...this is important...**

You can never expect to receive new clients...referrals...word of mouth...or repeat business if you are not (what I call)...

### **A Business-Worthy Personality**

I know I sound like a broken record about this...but when someone sends you a referral, for example, they're putting THEIR reputation on the line for a positive outcome. If they're not *absolutely certain* you'll treat their referral with first-class, friendly, competent and professional service...

## **They'll Keep Their Mouths SHUT**

Now...the **THIRD** revelation I discovered is the MOST IMPORTANT COMPONENT in building your \$7-Figure Marketing System. It's the secret of making your marketing all come together...and bringing you 3 or 7 or 20-TIMES your return on marketing dollars invested.

And it has to do with the QUALITY of your list.

What do I mean by "quality"?

I know we've talked about this before, but this is so important I want to delve deeper into the subject so you really "get it" before we move on.

"Quality" is the answer to the question: **What is the potential of your house list (or target-farm or whatever medium) to send YOU business WITHOUT you calling them first?**

It's the *Depth of Relationship* you have with them and the level of *Motivation* they have to want to work with YOU and YOU ALONE.

It's your Personal Market Share™ with your list – whether it's your House List, a target farm area, or an ad publication.

See, most agents have no idea what I'm talking about. That's because the entire concept of QUALITY simply isn't taught in any marketing training to agents. You're sent out into the cold to manually sort and sift for anyone willing to speak with you (which most would prefer you didn't exist!)

The LIST is the most important. Not the ad. Not the sales letter. Not the recipe card. Not the glossy magazine with the "huge, hungry" circulation.

Think of it this way: An outstanding sales promotion sent to an unmotivated prospect will *always* bomb...but even a mediocre sales promotion sent to a *Hyper-Motivated* prospect will *always* succeed.

That's the first step in marketing. The "promotion" comes *second* (yes, it's important, but second behind "quality" of your list).

The LIST Comes First!

So what does this mean for YOUR marketing?

**Your Goal in Real Estate is NOT to Have the Largest House List or Farm, etc., But to Have THE MOST PROFITABLE ONE!**

My Orange County agent friends had a list 1/7<sup>th</sup> the size of our Phoenix agent, and they creamed her with their commission volume.

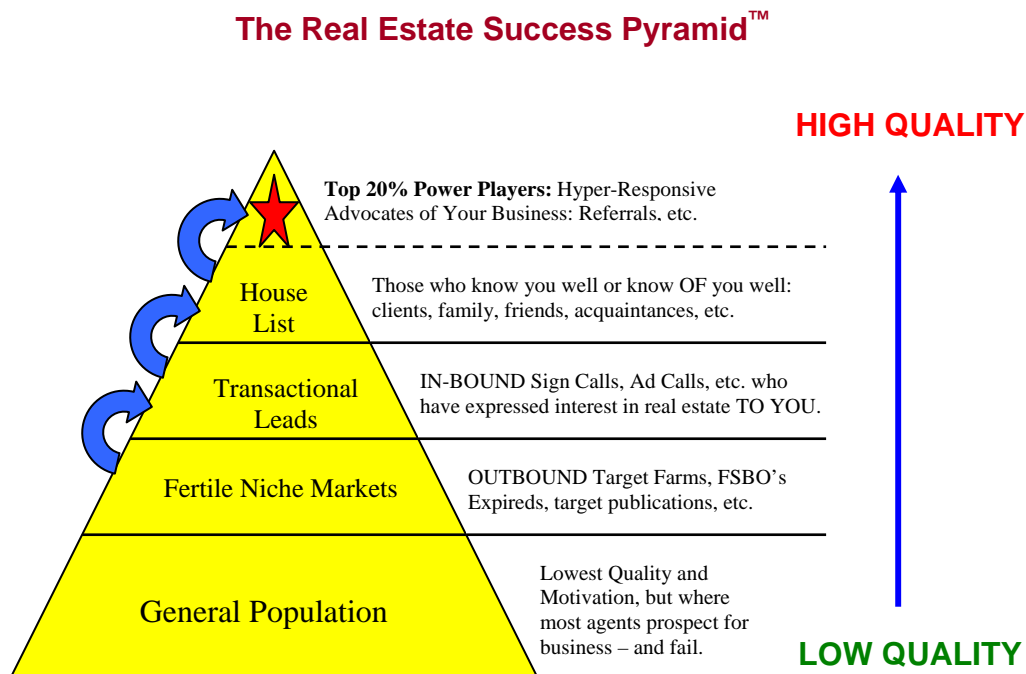
How did they do it? They understood the importance of “The Real Estate Success Pyramid™.”

What is The Real Estate Success Pyramid™?

It's a graphic description...an epiphany (that means “*a sudden intuitive leap of understanding*”) for growing your business to become a steady six-or-seven-figure income generator.

It applies to real estate or any other business. Do yourself a favor: Print out the following graphic and hang it on the wall above your desk so you can see it every day.

Why? Because it represents a ROAD MAP to lasting success for you...



How does The Real Estate Success Pyramid™ work?

Let's take a look. Most agents think they're in the business of listing and selling real estate. And while that is the *ultimate result* of your efforts, it does not describe “the business” you're actually in (forgive the ‘dangling modifier’ all you grammar editors).

The reality is you are NOT in the real estate business. You are actually in the business of GENERATING AND KEEPING CLIENTS FOR THE LIFE OF YOUR BUSINESS (read that again – it's important!).

There's a big difference here. I've seen thousands of agents who were great agents...knowledgeable, competent, professional, etc...but they were going BROKE because they didn't understand the *true nature* of their business.

The goal of your business is to generate as many clients, and *keep* them for as long as you practice real estate. And your ULTIMATE JOB is...

**The Progressive Ascension in Quality of  
Everyone You Meet in Your Business  
(see the blue arrows to the left of the pyramid)**

Imagine having several hundred advocates of your business who work like a giant sales force sending you non-stop referrals, word of mouth and repeat business.

Wouldn't real estate be easier?

Well, I now have *hundreds* of agents who are in that position – and they work less, make more, and truly enjoy their business and life. But they didn't get there without understanding The Ultimate Real Estate Success Pyramid™.

So let's work the pyramid from the ground-up – so you'll understand it too.

The reality of real estate is this: because 96% of all agents have no understanding of Market Quality, they spend their time doing the *least efficient and effective tasks*: prospecting for real estate clients from the...

**“General Population”**

You can generate leads “OK” from the General Population, but because you need to be an expert in the field of direct response, most agents fail miserably at it (dang...there's that dangling modifier again!).

These people don't know you. You don't know their real estate motivation. And I'll bet if you ask them, they'd prefer you just leave them alone – hence, the “do not call” lists.

Why is this? Because people love to buy...but they HATE to be sold.

Yet, ask most brokers how to prospect in real estate, and this is where they'll send you – to the lowest potential in the pyramid. So most agents spend their time manually shoveling, sorting and sifting through the cold, brutal market...only to face rejection, humiliation, frustration and ultimate failure.

Very few can survive in this arena, as evidenced by the failure rates in real estate.

Now...you'll observe that, as you go UP the pyramid, the quality starts to increase, and the area (the number of people you need to sort and sift through) DECREASES.

Just up from the General Population, is groups you may OUTBOUND market to: Target Farms, FSBO's, Expireds, hot demographics and target publications. I call these people...

### **“Fertile Niche Markets”**

These folks are higher quality than the GP because you have a little bit more information about how to target the (more) motivated buyers or sellers in this group.

For example, if you understand farming correctly, you'll select fertile farms by hopping on your trusty MLS system and comparing average sales time, turnover, number of homes for sale, average home ownership length, and number of agents in the market for various farm areas.

Knowing this information will help you *target* motivated prospects better so you'll be spending your time and money more effectively. But most agents don't put much thought into these areas, so their farming fails as well.

Another example: By working FSBO's or Expireds, you already know they're in the market for real estate services – but that doesn't mean they want YOUR services.

So this group is higher quality than the GP, but not much higher. You can effectively prospect here if you're persistent and/or have a good marketing system in place to capture and persuade these folks.

But why work so hard when there are more motivated people around, right? Which brings us to...

### **“Transactional Leads”**

Have you ever received a sign call? Have you ever received a call from a homes ad?

I'm sure you have – and I'm also sure that you took a few minutes, answered a few questions, and...unless they threw themselves at your feet...you hung up the phone and forgot about them (sorry to sound so sarcastic!).

Or you put them in your database or contact manager, but got “too busy” to follow-up. It's happened, hasn't it?

Why does it happen? Because unless you have a “system” that allows you to easily and predictably follow-up on what I call “Transactional Leads”, chances are the “crazy-ness” of business will get in the way.

Transactional leads are higher quality than Fertile Niche Markets or the General Population, because they've not only identified that they're “interested” in real estate (by calling your sign, ad, etc.), but THEY CALLED YOU (hence, the word ‘IN-BOUND’ on the pyramid).

They took the initiative to pick up the phone and call you. And that's why...if you have a simple follow-up system with these folks you'll make lots more money in real estate.

In fact, there are simple, easy ways to “motivate” hot prospect calls and create a steady stream of leads calling you day-in and day-out. You can learn them for Free by joining our Agent Network at...

[www.AgentInnerCircle.com](http://www.AgentInnerCircle.com)

And they’ll make you a lot of money. Almost as much as you’ll make from your...

### **“House List”**

You already know the power of your house list. I’ve been talking about it for the past dozen chapters.

It represents your Personal Market Share™ in real estate. It represents the future production of your business. And it’s your most powerful “market” in real estate.

But it’s not nearly as powerful as your...

### **“Top 20% Inner Circle Power Players”**

These are “House List” folks who have proven their value by actually sending you a referral in the past. They are...BY FAR...the most important asset you hold in your business. And you need to treat them as such.

If you’ve been paying attention to this pyramid, you’ll realize that people don’t buy similarity...they buy *difference*. Clients want to work with an agent they perceive as unique, competent and different from the rest.

And the single greatest way to “differentiate” yourself from the sea of agents out there...is to have a *quality relationship* with them.

A Solid Relationship + a Positive Perception + Frequent Programming = Market Dominance!

Does this make sense?

And the question you need to ask yourself right now is...

### **How Many People Know You Even EXIST?**

The good news is you’re about to learn 7 of the most powerful “marketing systems” for cultivating your House List, and igniting your production like a raging volcano.

And you’ll be seen as so *beneficially different*, when people think “real estate” the only name they’ll think is YOURS.

Employing these 7 EASY systems will create a dynamic I call...

## **“Residual Value™”**

What’s residual value? “Residual Value™” is the answer to the question, “What Is the Value of My Business Without ‘ME’ Attached to It?”

It’s the dynamic that puts your real estate practice on autopilot – because your business is “systems” driven, not “person” driven. It maximizes your income. It minimizes your stress and gets your life back in balance.

And it can even give your business a true “saleable” value.

### **Today’s Action Plan:**

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Do you remember the Zig Ziglar quote I mentioned on our web site at [www.ServiceForLife.com](http://www.ServiceForLife.com)? He said...

### **Little Hinges Swing Big Doors**

Today, I want you to take 2 small steps...install “2 small hinges” in your business – hinges that will make an enormous difference in your production and income.

The **FIRST** is...I want you to open your House List and IDENTIFY those people who have sent you a referral or spread your word of mouth or basically helped promote your business in the past.

Then, in the “quality” field in your database (do you remember from Chapter 8?), I want you to make them an “A” quality. Why do I want you to do this?

Because those “A” quality people will soon become the most valuable asset in your business. They are truly worth a gold mine if you know how to identify them and deepen the relationship – and I’m going to show you how to treat your “A” list people shortly with our “7-Systems.”

And when you treat them as “special,” they’ll reward you with HYPER-RESPONSIVE behavior.

Now, the **SECOND** thing I want you to do is this: I want you to create a CONTACT MANAGER system for the inquiries and leads you get in your business.

Whether they’re hotline leads, ad calls, sign calls, or any inbound calls, you can make lots of money on your IN-BOUND Transactional Generated Leads™ if you have a systemized follow-up program.

So get those inquiries/leads into your database (even if that database is 3 x 5 cards), and get them into a regular follow-up and contact program.

There’s an old saying in business, “**90% of success is just showing up!**”

Just “show up” for these people. Be there with great service...and you’ll quickly watch your production multiply.

Promise me you’ll do those 2 small things, OK?

### Coming Up Next...

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Do you ever find yourself overwhelmed with so many tasks and so little time in your business?

Maybe you fell behind with your client follow-up. Maybe you forgot to include an important part of your marketing program, such as your sign tag, hotline flyers, classified ads, etc., with your last listing...

With so many tasks we have as REALTORS® it’s easy to forget something important.

Problem is, forgetting is costing you LOTS of business and potentially lost clients who don’t get to enjoy the very best of your services.

That’s why, in Chapter 16, I’m going to share with you a very simple way to build your business based on “SYSTEMS”.

There are 2 types we’ll talk about, and once you learn them, your business will run smoother, and you’ll be able to get many more things done (at a higher standard) with a lot less effort.

It’s critical you learn how to create “systems” in your practice, so you can easily implement the 7 Essential Cultivation Systems we’re going to talk about shortly.

So keep an eye out for Chapter 16 coming in just a few days...



**Step #3 (continued)...**

**How to *Cultivate* Your House List for  
Non-Stop New Clients, Referrals, Word  
Of Mouth, and Repeat Business:**

**“How to Create Seven-Figure  
Systems™ in Your Practice”**

Dear Friend...

Would you like to learn a simple skill that can help you deliver outrageously-superior service to your clients...manage multiple priorities with ease...maximize your money-making efficiency...and cut your work-effort in half or more – all at the same time?

Then drop whatever you're doing and read this chapter in its entirety.

The skill you're about to learn is so important, it can change the level of success of your real estate practice almost overnight. Today we're going to talk about...

**Creating \$7-Figure “SYSTEMS” In Your Practice**

I know that sounds like an MBA mouthful...but it's essential for you to understand “Systems” *fully* before we get into our 7 Essential House List Cultivation Systems™.

That's because...as I mentioned back in Chapter 7...if you don't have systems running in your practice, you ARE the systems.

**So what is a “System?”**

A business – any business – is more than just the people involved. A business is really a product or service and documented “*ways of doing things*” that brings about a consistent, predictable RESULT for its client and you (the owner).

And these documented “ways of doing things” are called SYSTEMS. Ultimately, your business is just a large system of smaller systems all working together to bring a consistent, predictable...and desired result.

What are a few examples of systems for real estate?

How you manage a listing can be a system (your listing checklist: signage, entering the home into MLS, listing brochures, info tubes, hotlines, advertising, client

updates and feedback, etc.) – all the ways you get a reliable, consistent result every time.

How you prospect for clients can be a system (your “Sales Generation Systems™”) – ads, farming, prospecting off your listings, web marketing, etc. – to bring you a steady stream of business.

How you handle buyers – from qualifying to closing – can be a system.

In a few days we’ll start the first of “7 House List Cultivation Systems,” designed to bring you a consistent, predictable flow of new clients, referrals and repeat business.

### **Why are “systems” so important to your business?**

We all want consistency in our lives. As humans we crave it for security. But “systems” are even more important to the successful operation of your business.

“Systems” help to create *reliability* in the way your business operates – whether it’s prospecting and marketing systems that produce reliable client flow...“product and service” systems that deliver excellence for each and every client...or even follow-up systems that build your Personal Market Share™ and boost your referrals, word of mouth and repeat business (as you’re learning here).

See...your goal is to have a business that is more reliant on “systems” than “people.” Why? Because people come with all kinds of quirks and inconsistencies: work skills, personality flaws, unreliability, etc.

### **But “systems” are Steady as the Rock of Gibraltar**

That’s also why...when your business is organized around “systems,” you not only get your freedom back (you get a life!), but your business begins to run like the smooth movement of a Swiss Watch – with or without “you” involved.

And there’s one more thing...

Do you remember last chapter where I talked about the term “Residual Value™”? Residual Value™ is the value of your business without “YOU” attached to it.

Having a “systems dependent” business achieves Residual Value™...it makes your business have a value in and of itself – not dependent on you.

And an intrinsic Residual Value™ to your business means it has a greater value if it’s sold. Have you ever heard of a real estate practice being sold?

Not very often. Why? Because most agents operate businesses wholly reliant on their personal involvement. When they leave, the business leaves.

But agents who build Residual Value™ create businesses with predictability that can actually be sold. Residual Value™ happens by creating and using “systems.”

And here's even one more reason for systems: Well-run businesses – whether they're IBM or "Sally Realtor" – are actually quite boring. The less "drama" you can introduce into your business, the more effectively it will work for you.

Systems help minimize the exceptions (i.e. crisis) that cause drama in your business.

### **How do you create and manage systems in your practice?**

Once you understand how systems are created and managed, installing them into your business will be a snap. Oddly enough...the best way to describe how systems are created and managed is to look at the aviation industry.

When you fly on an airliner, do you know that everything on the flight...from pre-flight, through boarding, through engine start, take-off, cruise, descent, approach and landing...is managed through systems?

That's how you get consistent, predictable results – in this case a safe arrival to your destination. Each of these systems (pre-flight, take-off, etc.) is managed by a CHECKLIST.

The combined checklists (small systems) for all the tasks involved in the flight comprise the overall SYSTEM. Makes sense, doesn't it?

### **And Your Practice Works the Very Same Way**

I've built 4 multi-million dollar companies, and I have used the very same "systems structure" with each business. I've never seen it fail for anyone who learns and uses it.

I'll give you the skills and a simple structure to create your own systems, but because every business is different, it's up to you to customize the systems to your unique business.

There are 2 types of systems you have in your practice:

### **TASK Systems and TIME Systems**

**TASK** systems are used to accomplish some type of operation in your business.

For example...when you take a listing, you would use your "New Listing Systems" checklist (you'll see more below).

Another example: When you run an ad, your "Ad Systems" would organize and execute the logistics: ad writing, photos, layout, placement, response mechanism, lead pick-up, lead conversion, etc.

Think through the MAJOR TASKS of your business, then create a system (and checklist) for the EXACT way you want the task to be accomplished.

Don't worry about whether it's right or wrong – it's about how YOU want to operate your unique business. Follow along with me, and you'll understand it thoroughly...

### **Step #1: Major Tasks**

List out the Major Tasks you perform in your business: Your business is really about Listing and Buying, right? So, for listing systems (for example), you want to take out a piece of paper, and write "Listing Systems" at the top.

Then, you create your systems by simply thinking through the logistical (step-by-step) tasks of getting and successfully managing listings in your business.

Here are a few ideas that relate to the listing side of your business (notice how I thought through the listing process chronologically – from prospecting through post-closing)...

Listing Prospecting System (your marketing plan to get listings – some of these may be "time systems," but don't worry about that for now)

Pre-Listing System

Listing Presentation System

New Listing System

Home Marketing System (sell home + attract buyers and listings)

Listing Management System

Offer and Negotiation System

Escrow System

Closing System

Post-Closing System

You can do the same thing for your buyer systems – just think them through chronologically, then we'll fill in the details in the next steps.

### **Step #2: Minor Tasks**

Take out *one* piece of paper for *each* of the Major Tasks you outlined above, and list out ALL of the important tasks that need to be accomplished to execute the task *to the standard you demand*.

I call these "Minor Tasks" because they are the "Major Tasks" broken down into manageable pieces. For example, your "New Listing System" sheet (#4 from above) might be broken-out to look like...

Listing agreement signed

SPDS Complete

New Client Welcome Gift

Title/History Search

Home Staging

Photos of Home/Virtual Tour

Home Brochure

Enter into MLS

Order Signs & Riders

Info Tube Up  
Web Listing  
Sign-in Sheets/Visitor Pkg.  
Etc.

Do you see what we're doing here?

We're outlining all the details and tasks that make your services superior – and when they're documented and systemized (even outlined on a simple piece of paper), they provide you a more consistent, predictable delivery of service.

### **Step #3: Procedures**

IF YOU FEEL IT'S NEEDED: create PROCEDURES for exactly how you want each of the Minor Tasks completed. Some Minor Tasks are simple and intuitive and you don't need procedures, while others may require further details or standards you want implemented.

The way to create your procedures is to simply take *another* piece of paper, and write the "Minor Task" at the top, then list out the step-by-step procedure of how you want the task completed.

For example, if you want your Home Brochure (#7 above) to also include important marketing tasks, such as offers for Free Consumer Reports on the back (to attract buyers to call you), then you need to detail that with your "Home Brochure" Minor Task.

Are you following me here?

Notice that we're simply taking the Major Tasks, breaking them down to Minor Tasks, and (if needed) break them down again into detailed Procedures (so they can be easily used to train employees as you grow).

### **Step #4: Assign Accountability**

The final step of your Systems is assigning a responsibility for completing the System.

A lot of agents create their systems on simple cards (or sheets of paper), and they use rows and columns to manage their systems checklists. Obviously, one of the columns is going to assign accountability for completing the task.

They then bind the systems (Major Tasks, Minor Tasks and Procedures) into a notebook for training and easy reference.

Remember, you have a unique practice – so don't be afraid to create the systems exactly the way you want your business to run. You'll know your systems are "correct" if your practice is running smoothly, delivering consistent services, with nothing falling through the cracks.

**So let's talk about the SECOND type of Systems for your practice...**

**TIME** systems are used to accomplish something that occurs (or reoccurs) on a *regular basis* – whether it's daily, weekly, monthly or yearly.

For example, if each morning you or your assistant checks on your hotline leads or inbound calls (from ads running, sign riders, or info-tube flyers), then you need to have a system to pick-up and follow-up on those leads each day.

Or if you need to present showing feedback to a homeowner of a listing each week (on, say, Fridays), you need to have a system to alert you (or your assistant) to create a report each week – or whatever the time frame you provide listing feedback.

You can create your own TIME systems by simply thinking through the tasks needed to be completed on a regular basis. Here's the structure of the systems we use in our business...

**DAILY/WEEKLY:**

Monday  
Tuesday  
Wednesday  
Thursday  
Friday

**MONTHLY (and yearly):**

January  
February  
March  
April  
May  
...Etc.

To create your time systems is incredibly easy. Here's a quick overview to help you get started.

**STEP #1: Create DAILY/WEEKLY Systems**

Take out a piece of paper for each day of the week (Monday, Tuesday, etc.). You can simply put the day of the week at the top of the page.

Then, for each day, list out (in detail) exactly what you want to have happen for that day – in order. You can be as detailed as you like to ensure everything is completed. Some TIME checklists may actually refer to your TASK checklists to make sure they're getting done.

For example, here's what a (partial) list for a Monday Time System may look like...

**Monday:**

Check voice mail – client calls – Return Calls  
Check hotlines – lead process/follow-up  
Check Listing Feedback – report  
Pull Listing Activity for (area)

Pre-listing CMA's Prep'd.  
Check Escrow Status  
Info Tubes Stocked  
Etc...

Create your Task Lists for EACH day of the week.

### **STEP #2: Create MONTHLY/ANNUAL Systems**

Some tasks you'll complete on a daily or weekly basis as shown above. However, some will be done only on a Monthly or Yearly basis – such as reconciling your commission reports or even your checking account.

Again, how you want to manage these is up to you, but you want to get your systems in place for Monthly/Annual tasks to be completed. Just follow the exact same instructions for your Daily/Weekly tasks, but think through the items that need to be completed on a monthly or annual basis.

It's easy once you get started, and you can always add or refine your lists as you grow in your business.

Do this for EACH month of the year.

### **STEP #3: Procedures**

IF YOU FEEL IT'S NEEDED, create procedures for each of the tasks for each day of the week or month of the year. Again, most tasks will be intuitive, but some will require detailed explanation of how you want the tasks to be completed to the standards you set.

The way to create your procedures is to simply take a piece of paper (for each Task on your Daily/Weekly or Monthly/Yearly lists), and write the Task at the top, then list out the step-by-step procedure of how you want the task completed.

Notice that we're simply taking the Day, Week or Month, then breaking it down to Tasks, and (if needed) break them down again into detailed Procedures (so they can be easily used to train employees as you grow).

### **STEP #4: Assign Accountability**

There are 2 ways to assign responsibility for TIME Systems.

The first way is to create your TIME Systems Checklists just as I showed you (Monday thru Friday, and January thru December) and have a COLUMN for WHO will be responsible for their completion. This works best when you're a small organization.

The second way is to create TIME Systems Checklists for EACH POSITION you have in your company. So, for example, your Escrow Coordinator or Buyer Agent or Personal Assistant might have their own checklists for Daily/Weekly or Monthly/Annual tasks.

As you grow and add positions to your company, you simply add the Daily/Weekly and Monthly/Yearly Systems Checklists for new positions. Again, either way will work – it's just how you want to handle it in your own organization.

I hope you've understood the process of creating Systems in your business. Part of truly understanding the process is taking initiative and working through it.

You'll see...if you just start and commit a little mental focus to this process, getting a finely-tuned real estate business will be easier and faster than you ever thought possible.

### Today's Action Plan:

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We're about to implement 7 of the most important "Systems" you'll ever create for your practice. Some will fall into the category of "TASK" systems, while others will be "TIME" systems.

Either way, I want you to understand this critically important process, so you can get the very most out of the systems you're about to learn.

So take out a pad of paper, or 5 x 7" note cards, and start outlining the TASK and TIME systems for your business. Just do it...and you'll see what a huge difference it will make in your production, follow-through, client satisfaction and stress levels.

### Coming Up Next...

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What do you do in your business that's so beneficial...so unique...so impressive...that people can't help but tell others about you?

In Chapter 17, I'm going to share the FIRST of SEVEN "Cultivation" systems. What's most amazing about these systems is they are...

**Not Only FUN, But EASY as Well!**

So turn the page for Chapter 17 and your *first* "Cultivation" system...



**Step #3 (continued)...**

**How to *Cultivate* Your House List for  
Non-Stop New Clients, Referrals, Word  
Of Mouth, and Repeat Business:**

**House List Cultivation System #1:  
WOW Your Client™ Systems**

Dear Friend...

Are you running a “me-to” commodity real estate practice? Do your prospects and client see you as just another ripple in the sea of REALTORS® out there?

You might think otherwise...but if you're like 96% of all agents, the answer is (sadly)...YES! And that's a HUGE problem for you.

The \$64 thousand dollar question you should be asking yourself in every situation is...

**Why Should Anyone Do Business with Me...Above Any and  
All Other Options...Including Working with Other Agents,  
Going it Alone (FSBO), Or *Doing Nothing at All*?**

Welcome to Chapter 17 of our course. Today we begin the FIRST of seven “House List Cultivation Systems” – systems for building a continuous, ever-growing production and income in real estate.

By implementing today's system, you'll move yourself from an “also-ran” agent, to an agent who is perceived as uniquely and positively DIFFERENT from every other agent out there.

And when you truly differentiate yourself from other agents, you begin to achieve *Market Dominance*...and real estate becomes the *fantastically profitable* and thrilling business you've always dreamed about.

The system you're going to learn today relates to your product and service definition and standards. I call it the...

**“WOW Your Client™” System**

If you've been following this course, you know I “preach” that the single greatest way to differentiate yourself from other agents is to have a *deep relationship* with your clients and House List.

A *deep relationship* is the highest level of differentiation – making you stand-out above the rest. But there’s another part of the formula, and it applies especially when you don’t have a House List developed to its full potential.

See...if you don’t first have a competent, unique and “heads-and-tails-above-the-rest” professional service...people won’t see you as any different from the next agent...and will have absolutely no meaningful reason to work with you and *only* you.

That’s why discount brokers have propagated like “cockroaches in a dirty kitchen” in our business – when people perceive value as equal, they negotiate price. Wouldn’t you do the same as a consumer?

The truth is, you don’t have a “price” problem with discount brokers, you have...

### **A VALUE Problem!**

Ross Perot once said, “*The Devil is in The Details*”...and it’s in the “details” of your services that you begin to differentiate yourself.

To begin this chapter, I want you to answer the question...

### **What Do You Do SO WELL and SO UNIQUE in the Delivery of Your Services That People Can’t Resist Raving About You and Your Services to Others?**

Read that question again – it’s important. Now ask yourself, isn’t that the very best way to stimulate referrals, word of mouth and repeat business in your practice?

After all...what others say about you is 10,000 times more influential than what you say about yourself.

Real estate is an “ordinary” business – with few barriers to entry and loads of competition all looking the same. Your job is to operate your “ordinary” business in an “extraordinary” way so you’re seen as *positively different* in your marketplace.

And that’s what we’re going to detail in this chapter.

Our “Wowing Your Clients™” system is actually comprised of THREE smaller systems you want to implement into your business (remember how we talked about systems in chapter 16?)...

### **SYSTEM #1: “Unique Productization” Systems™**

If you’re a “mediocre” commodity agent, your “service” is comprised of: 1) offering CMA’s, 2) listing homes, and 3) working with buyers.

But if you're an EXCEPTIONAL agent...you don't give CMA's, you give "Maximum Home Value Audits™" - where your professional evaluation uncovers opportunities to get top dollar for your clients and sell in the least market time.

And you don't simply "list" homes...you implement your "28 Step Home Marketing System™" – designed to sell homes for maximum price in minimum time with the least inconvenience and hassles to your clients.

And you don't just "work with buyers" – you implement your "Platinum Home Buyers Program™" uniquely designed to scour the market for the perfectly-matched home, uncover hidden bargains (before other buyers learn about them), and secure preferred financing for your buyers.

Do you see the difference here?

What I'm talking about is a marketing technique called...

### **Naming Your Process™**

Naming your process™ is more than a "name." It's how you detail the services you provide to your clients. After all...if you don't explain everything you do to earn your commission, how will anyone know your value?

What happens when you start Naming Your Processes?

1. You start to operate in a *competitive vacuum* because other agents cannot use the same process or title – it's exclusive and copyrighted by YOU...
2. You make yourself a stand-out choice for real estate services because you're now detailing every single way you help them with buying or selling. Educating is a powerful tool...
3. You minimize commission reduction discussions because you are now revealing your high value to the relationship...
4. You eliminate discount brokers by detailing all the things you do to sell a home faster and for more money – things that discount brokers cannot do.

How do you start Naming Your Processes™ and Productizing yourself?

It's quite easy.

First, simply list out ALL the things you do for your clients for your various services. Take out a pen and a piece of paper and start listing every little detail you accomplish for your clients.

Second, create a "Benefit-Rich" name to what you do. What do I mean by "Benefit-Rich"? Think about what your service will DO for your client. Benefits include: 1) Getting more money for their home, 2) selling faster, 3) avoiding hassles, 4) minimizing crime, etc, etc.

When you get out of your skin and into the skin of your clients, and ask yourself “what’s in it for me”, you change your orientation from “you” to “THEM.” And *that* makes all the difference in the world.

And third, make sure you copyright your name so no other agents can use it. For your purposes all you need to do is use a common law copyright by placing the following on your promotional pieces: *Copyright © 2006, Jane Realtor. All Rights Reserved.*

Here’s an outline of what a “28-Steps Home Marketing Plan” might look like (yours might be 21 steps, or 32 steps, or whatever you come up with).

By the way, don’t just take this sample like some “lazy” agents do – spend a little time and create something unique to you and you alone. If you use a Talking House, web site, or Hotline system, make sure you include all your marketing features as well.

Here’s an example of a “28-Step Top Dollar Home Marketing Plan”...

### **My “28-Step Top Dollar Home Marketing Plan”...**

#### **Company Objectives**

1. To expose your home to the maximum number of interested and capable buyers;
2. To educate all interested prospects on the unique features and lifestyle benefits your home offers;
3. To help you get the highest possible sales price for your home;
4. To make the listing and sales process easy, convenient, and problem-free for you;
5. To educate and assist you in the most effective ways to present your home for the greatest buyer impression;

**Marketing Plan Elements:** You can present as numbers, or steps. These are examples, customize for your own practice.

1. Submit your home listing for exposure to over [4,000] active agents in the Multiple Listing Service system.
2. Present copies of your home listing to [138] of our company's active agents who, each day, work with interested and capable buyers;
3. Present you with professional advice on presenting your home to show exceptionally well, and sell for the greatest possible price;
4. Place your home on company weekly tour schedule to be examined by [138] agents working with motivated buyers;
5. To promote your home in at least 4 company-sponsored local magazine and newspaper advertisements with combined circulation of 1,200,000 readers.
6. Create custom publicity flyers about your home for personal distribution to each active agent in the community;
7. Promote your home on our community REALTOR® tour schedule to be examined by over [4,000] active agents;
8. Create a custom flyer of features and lifestyle benefits of your home for use by cooperating agents showing your home;
9. Create a custom "listing book" to be placed in your home for buyers to reference home features, lot, utility, and tax information, neighborhood benefits, schools, shopping, medical, and other buyer benefits;
10. Promote your home on our company-exclusive "top 250 selling agent's" personalized mailing list;
11. Maximize showing exposure through professional signage;
12. Enhance convenience of buyer viewing by placing home on a key safe;
13. Promote your home to the public through Open Houses;
14. Promote your home by distributing flyers, brochures, and making personal announcements at real estate board meetings;
15. Educate you and potential buyers on the numerous methods of financing the purchase of your home;

16. Suggest constructive changes to your home to make it more appealing, and a sale more likely, to interested buyers;
17. Send a personalized letter to residents in your neighborhood promoting the features and lifestyle benefits of your home;
18. Personally speak with a minimum of 100 of your neighbors about your home, neighborhood benefits, and their knowledge of potential buyers;
19. Keep you educated and up-to-date on listing and selling market conditions in your area;
20. Update you on all activity regarding your home: agent showings, open house attendance, agent tours, sign inquiries, etc.
21. Promote your home through our Nationwide Sellers Network: over 277 nationwide offices around the country;
22. Place your home listing in our exclusive Relocation Program national database;
23. Track all home showing agents and public using special sign-in sheets;
24. Follow-up on all agents who have shown your home to answer questions, and further motivate buyer interest;
25. Ensure that any offers from buyers are pre-qualified and capable of closing on the purchase;
26. Represent you in contract negotiations with buyers to help generate the highest selling price for the home;
27. Coordinate escrow, financing, and closing activities on your behalf to ensure a smooth, hassle-free closing;
28. Personally deliver your proceeds check at closing of your home.

You can learn more about “productizing” yourself more by ordering Laurie Kaye’s free 26-page booklet at [www.3-Steps.com](http://www.3-Steps.com) .

## **SYSTEM #2: Transaction Initiation Gift™.**

If I asked you this question: "First Impressions Are (    ) Impressions," what would your answer be?

Did you say: "First Impressions are *LASTING* Impressions"?

Well, if you did, you'd be HALF right (I'll talk about the other half in a future chapter).

I suppose you've probably heard of that saying. Problem is, 96% either don't use it, OR don't understand the "psychology" around creating such a strong FIRST impression that you create Clients for Life™.

Here's an example to drive home my point...

A number of agents have told me this idea increased their listing presentation closings to over 95% AND helped to create clients for life. I originally learned it from an agent friend who closed over \$37 million in homes several years ago.

Here's what she told me...

"I've got a secret weapon I use to close 95% of my listing presentations. And by using this ONE strategy I NEVER lose a listing to another agent, PLUS it's been one of the most effective ways of creating "clients for life."

Naturally curious, I asked her to explain.

"When I show up for my listing meeting, I carry a simple coffee mug filled with Hershey's kisses or some other chocolate treat. I had it made by calling one of those marketing specialty companies you can find in the yellow pages."

She continued: "Now, that's no big deal of course. But what's written on the mug is...

On one side of the mug, I've written boldly: 'SUSAN IS MY REALTOR' and a big red heart. And on the other side, I simply put my phone number, but an agent could add their email or web site address or any other information if they want."

Did you catch what she was doing?

At first sight it seems like an obvious little gift. And one of the "secrets" I've learned in business is:

**You Make the GREATEST Impact When a Gift is  
Given When *Least* Expected (Like giving a gift  
At the *beginning* of the relationship)**

But that's not the only thing going on here. You have to think even deeper.

FIRST, she is subconsciously telling her prospects who they should select as their agent. She's directly telling them who they should use. Believe it or not, very few agents are this confident, and that makes a tremendous difference.

SECOND, she just gave them a gift, which naturally MAKES THEM FEEL OBLIGATED TO RECIPROCATE, and as they munch on those chocolate treats day after day they keep thinking of her.

And THIRD, you should see the look on other agent's faces while they're trying to give a listing presentation sitting in front of a coffee mug staring them in the face, filled with Hershey's kisses that says...

**"SUSAN IS MY REALTOR"**

The result? She closes over 95% of her presentations. But there's something even more remarkable you should know.

Since using this strategy, her new client and referral results from using Service For Life!® (yes, she's a subscriber) have exploded!

Why?

Because she's created such a strong RELATIONSHIP with her clients up front, they know and welcome all communication that comes from her. She's maximizing her "Personal Market Share™" from the outset of the relationship.

And when she brings them even more welcomed value by sending Service For Life!® each month people feel naturally compelled to do business with her, refer their friends and family, and make her the ONLY agent they think of when they think “real estate.”

Think about how you begin your relationships with clients. When you create the right “first impression” you solidify the relationship – no commission reduction negotiations; no discount brokers; no whining and complaining (assuming you’re doing your job!).

### **SYSTEM #3: Exceptional Service Delivery™ Systems**

This system is quick and easy. Do you know the single greatest complaint clients have with agents?

A few years back I read a survey by the NAR on client satisfaction, and the ONE area where clients have the greatest problem with agents is...

#### **Communication, Follow-up and Feedback**

So when it comes to providing “exceptional” delivery of your services, you had better get your communication straight – right up front.

How do you do this?

By implementing a SYSTEM that allows you to follow-up regularly – this way you’re being pro-active with your clients and heading off problems before they become serious.

If you currently have a Proquest Hotline system, you can also subscribe to their “Showing Feedback” system at [www.ShowingFeedback.com](http://www.ShowingFeedback.com). Just go there and take a test drive – it’ll be well-worth your time.

If you DON’T have a Proquest Hotline system, STOP what you’re doing and get one at [www.SixFigureHotlines.com](http://www.SixFigureHotlines.com). You can also subscribe to their “new rules” marketing e-course – it’s very, very good.

Why am I ‘pitching’ Proquest? No I don’t own a single share of them – I just know what works and what’s easy to implement. They’ve figured it all out for agents.

And I know *hundreds* of agents who have multiplied their production almost overnight using one.

In fact, a good friend and agent from Chicago just called me about a week ago and said she gets between 35 and 45 calls per DAY from quality buyers and seller using her hotline.

Getting your “communication” right with listings means you’ll be seen as more competent...and you’ll have less problem getting price reductions when you can show actual feedback and comments from visiting agents and prospects.

Exceptional Service Delivery™ Systems don’t need to be big and complex.

For example, a buyer’s agent I know asks her clients what kinds of snacks and drinks they like – then she gets a nice cooler and loads it with their favorite drinks and snacks and puts it in her car for them to use while showing homes.

It not only sets her apart with the gesture, but when your buyers are nourished and hydrated, they’ll be in a better “buying mood.”

Doesn’t that make sense?

Creating Exceptional Service Deliver is simple once you ask yourself the question...

**What Can I Do to Bring More VALUE, More CONVENIENCE  
And More Unique SERVICE to My Clients  
Each Step of the Transaction?**

Answer that question on a regular basis – continually improve your services and your “productization” – and you’ll be on the road to an amazingly profitable and thrilling real estate business.

**Today’s Action Plan:**

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If you find yourself flopping on listing presentations...losing sales to discount brokers...or finding your buyers migrating to other agents...this chapter will be the most important information you’ve ever received for your real estate practice.

You can start “WOWing” your clients by getting the three systems you learned here into your practice. Don’t be afraid to use your own personal creativity – you don’t want it all “done for you” because you need to be unique with your services.

So take from the examples I gave you above...look at what other agents are doing to productize themselves...tear out articles from real estate publications you read – and use them to create your own UNIQUE product.

Start “productizing” your services and start naming your processes.

Then, at the beginning of each new relationship, show up with a unique, personal and meaningful gift.

And examine your Service Delivery Systems for ways to bring more value, convenience and service to your clients.

Oh...I wanted to share ONE FINAL THOUGHT with you. I read a quote the other day that said...



## **“You’ll Rarely Regret the Things You DID in Your Life, But You Will ALWAYS Regret the Things You DID NOT Do”**

Don’t regret that you never reached your potential in real estate. Don’t regret the deals you lost...the competitors who dominated markets ahead of you...or the promises to yourself you never fulfilled.

And, most importantly, don’t regret that you never “gave it your all.”

If you’re NOT currently subscribed to Service For Life!®, just go to [www.ServiceForLife.com](http://www.ServiceForLife.com), or call my office at **(800) 622-2540** and talk to one of our helpful staff – we’re some of the nicest folks you’ll ever meet. I’m confident...using Service For Life!® will significantly improve your business and your life.

### **Coming Up Next...**

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What do you do to create regular, welcomed and value-oriented CONTACT with your house list, target farms, and hot leads?

If you’re like most agents who commit to regular contact...you probably send out a recipe card, post card or some “canned” newsletter or “market update” of active, pending and sold homes – and it works “mediocre” at best.

And if you’re like the other 90% of agents – you send NOTHING – the surest way to continued struggle, depressed income, and never achieving stability in this business.

Whatever category you fall into...in Chapter 18 I’m going to share with you amazing “secrets” for putting in place a regular contact system that brings an on-going rush of new clients, referrals and repeat business.

I’m serious – we’ll talk about secrets that took me almost 30 years to perfect: from correct content, how to deliver contact, psychology that causes engagement, relationship and response, and how to motivate hungry prospects to CALL YOU from your contact.

DO NOT miss Chapter 18 – your entire career could hinge on it (OK, so maybe not your entire career, but I promise it’ll open your eyes and put dollars in your pocket!).

Turn the page and let’s get started with Chapter 18...

## Service For Life!® Profile of Success...

**“If You’re Tired Of Having Mediocre Results From Your Advertising or Tired of the Amount of Money You Spend Where You Don’t Get Any Return, I Strongly Urge You To Try Service For Life!®...Once You Try It, You Won’t Go Back To Any Other Marketing...”**

My wife and I have been into real estate for just a little over 2 years. The first full year of real estate, we made over 6 figures, and it was all because of Service For Life!®. Our second year production was substantially higher and was in 6 figures also. And Service For Life!® is the backbone of our business.

It has given us a way to contact our clients and talk to them about our services. We don’t cold-call. We don’t knock on doors. We don’t farm. All we do is send this out to our clients. It’s awesome, it’s easy to use. We’ve hired someone to help us produce the newsletter and get it ready, and hired teenagers to pack the envelopes and mail it.

It’s the best real estate tool we have, and we wouldn’t use anything else. In fact, it’s so good we’re going to sign up for Craig Forte’s other programs because everything we’ve seen come from Craig and his company has been awesome and we know it will work.

And to top it off, we haven’t even been able to add all 3 steps of his 3-Step Program ([www.3-Steps.com](http://www.3-Steps.com)), because we’ve got so much work with just what we have. We’re getting ready to hire a buyer’s agent and transaction coordinator, so we can move up to the next level and implement more steps in the plan.

If you’re tired of having mediocre results from your advertising or tired of the amount of money you spend where you don’t get any return, I strongly advise you to try Service For Life!®. Once you try it, you won’t go back to any other marketing. It’s awesome.

- Tom C., REALTOR®, Peoria, AZ

**Step #3 (continued)...**

**How to *Cultivate* Your House List for  
Non-Stop New Clients, Referrals, Word  
Of Mouth, and Repeat Business:**

**House List Cultivation System #2:  
“Calendar Contact”™ Systems**

Dear Friend...

Welcome to the most important and valuable “client cultivation” system you’ll ever learn for growing your real estate practice.

If you do *nothing else* for your business, this ONE system is essential for you to get working in your practice as soon as possible.

Why?

Because Real estate is a TIMING business – you never know when someone is thinking of buying or selling...or knows someone in the same situation.

And the \$64 thousand-dollar question you need to ask yourself is...

**How Many People in Your House List or  
Farm or Other Markets...**

**KNOW THAT YOU EVEN EXIST?**

The answer may shock you, because it’s fewer than you think. But with your Calendar Contact System™ working month-in and month-out, you’ll always be top of mind when anyone in your house list thinks “real estate”...

...And you’ll always be light-years ahead of other agents who naively “assume” people will search them out for real estate services.

Today I’m going to share with you important details about getting your Calendar Contact System™ rolling...THEN...I’m going to share with you 7 Essential Secrets (that took me nearly 30 years to learn) for making your contact make you money.

This will be an extremely valuable chapter for you, so pay close attention as we get going...

## How Frequently Should You Make Contact?

There's a lot of debate by so-called "experts" about the correct amount of time between contacts.

I've seen agents who think that sending a post card every 6 months will do the trick. And other agents who send a holiday calendar and think they're making inroads to their list...or agents who send out a color newsletter once a quarter...and...

### They're ALL Wrong!

Here are the facts: The Direct Marketing Association – the folks who measure what works with the "big boys" in the business – report that the optimum time period for personal contact by mail is...

### Every 21 Days

Twenty-one days may be hard for you to manage with your busy schedule, so the "rule of thumb" I give to agents is to make your contact MONTHLY, no less.

Your Calendar Contact System™ is a "TIME" system (remember from Chapter 16 where we talked about "time" and "task" systems?).

This means the best way to manage your calendar contact is to simply pick ONE day of the month – each month – and make *that* date the day you send out your calendar contact.

## How Do You Know if You're Profitable?

Before you begin your Calendar Contact System™, you need to know if the money you're spending is going to be profitable or not. So let's work a few numbers...

**Step #1: Calculate the cost to send your contact:** If you send 500 pieces out per month that cost \$.85 each, then you're going to spend about \$425 each month for your contact ( $500 \times .85 = \$425$ ). Multiply that number by 12 (for your annual cost), and you're going to spend about \$5,100 per year with your contact.

**Step #2: Calculate how many transactions will come from those 500 homeowners.** If each of them, on average, owns their home for 7 years, then 71 transactions WILL come from that group *each year* (500 divided by 7 = 71). This does not include referrals they could send you.

**Step #3: Estimate your "average transaction commission", *net of marketing costs and broker split*.** For example: If homes you sell average \$250,000, then your co-broker commission will be \$7,500 – less marketing expenses and broker split (I assume about 35% for these, but you can calculate your own)...and you get \$4,875 net commission for your average home sold.

**Step #4: Calculate your “breakeven”.** Divide your cost to send your contact (in #1 above - \$5,100) by your “average transaction commission” (\$4,875), and you get 1.04. This means you need to sell ONLY ONE OF THE 71 HOMES from that group to breakeven.

Those are pretty good odds, don’t you think? Well...it gets better...

**Step #5: Calculate your expected potential.** If you remember from Chapter 5, we talked about your “Personal Market Share™”. The higher your PMS™, the more profitable your contact system – because your list becomes a higher quality and response rates will be higher.

For example, if you have a “mediocre” PMS™ of 20%, you can expect to get 14 of those 71 transactions (not including referrals or double-sides).

Do the math:  $14 \times \text{your average transaction commission } (\$4,875 \text{ from \#3 above}) = \$69,000$ .

Holy Cow! Do you see the “net” of this analysis?

In this example, you need only ONE transaction (from the 71) to break-even...AND...if you get a measly 20% PMS™, your gross PROFIT on the system is \$63,900, or 1,353%!! ( $\$69,000 \text{ divided by } \$5,100 = 13.53$ )

That’s 13 TIMES your return on investment. Are you getting the picture here?

That’s why I say this is the most profitable marketing you’ll ever do in your practice.

But wait. If your Personal Market Share™ goes to 30% or 50% or higher (with regular, value-oriented contact that deepens the relationship), your profitability and commissions go through the roof!

That’s why I always encourage you NOT to just look at number of responses you get from a marketing promotion...but to look at your break-even, and your RETURN on invested marketing dollar (ROI).

So...would you like to get a system like this going in your practice? Then let’s get this system working for you by talking about the...

## **7 Secrets for Making Your Contact Make YOU Money**

Do you believe in “secrets?” I realize the idea of revealing a “secret” sounds like hype. But I’m going to detail a wealth of knowledge in the next few minutes that many would consider closely-kept secrets.

These are marketing ideas and strategies that less than 1% of the REALTOR® population understands...and just by knowing this information can put you in the top 4% of agents nationwide.

But I'll let you decide for yourself.

### **Contact Secret #1: Get Your Mail Delivered and Opened**

Have you ever farmed an area, or sent out a just listed/just sold, or any other type of mailing...and it *failed miserably*?

You're not alone. And if I were a bettin' man, I'd put dollars-to-donuts that your mail never even got past the gatekeeper...never stood a chance from day one – much less got read or acted upon.

Think about this: If your mail doesn't get delivered...doesn't capture the attention of the recipient...and doesn't get a "high-priority" to be read...it doesn't stand a chance in getting acted-upon.

And you've wasted your money. Make sense?

So the first step you need to think about with any contact is: *How Do I Get This Thing Delivered and Opened!* That's because...

#### **People Sort Their Mail Standing Over the Trash Can!**

There are TWO piles people use to sort their mail. Bills, birthday cards, personal mail and other "important" contact goes into the "A" pile...and self-mailers, coupon books, crappy catalogues and REALTOR® junk-solicitations...go into the "B" pile.

And do you know where the "B" pile goes from there? Yup...you got it – right into the trash.

So the "secret" I want you to "get" here is...if you don't make your mail look like "A"-Pile mail, you've lost the battle before you ever stepped on the battlefield (to use a weird metaphor).

How do you get your mail delivered and opened? By making it "look" like "A"-Pile mail. You want to "look" like a personal birthday card send over by Aunt Mildred – not like the "litter" sent by most agents. Here's a checklist to use...

- ♦ **Envelope:** Stop sending self-mailers. Use an off-size envelope, such as a 6 x 9 or monarch size – an envelope that looks personal...
- ♦ **Return Address:** Do NOT put your brokerage plastered all over the return address (you can put that at the END of your letter, under your signature). Use your NAME only. Try using one of those little return-address stickers like you put on your holiday cards. OR, just type your first, last name and your address in the return area in a courier font (a "typewriter" font).

- ♦ **Postage:** Did you know that the U.S. Post Office has a habit of taking first-class mail that “looks” like bulk rate and throwing it in the trash? I’ve had it happen myself. There’s an old saying in direct marketing about using bulk rate vs. first class: “Save a dime, lose a dollar.” You ‘think’ you’re saving money by using bulk rate postage, but between the mail that get’s trashed by the post office, and the mail that gets instantly trashed by the recipient (“B” Pile mail), you’re actually spending MORE to get a delivered impression with bulk rate than you would using first class postage. The bottom line: send your mail FIRST CLASS – and use a *commemorative* first-class postage stamp. This not only makes your mail “look” like A-Pile mail, but it also tells the post office that you’re first-class mail – and it’s less likely they’ll trash it for you.
- ♦ **Main Address:** The best way to look like “A” Pile mail is to hand address your envelope (and if you hand address it, you also need to pre-print your return address in your handwriting as well – do it in a reflex blue ink). But if you have a 5,000 piece mailing and you don’t want writer’s cramp – address your envelope using a courier font. Why? Because it looks like you fed the envelope through your typewriter and personally typed the address – it looks more PERSONAL.
- ♦ **Teaser Copy.** Do you know what teaser copy is? It’s writing on the envelope intended to “tease” the recipient to open the envelope. But do you know what teaser copy really does? It helps the recipient know and identify “junk mail” – so they can promptly trash it. The only teaser copy we use with Service For Life!® is something simple, like “*Your Current Issue is Enclosed.*” Why do I use that? Because it makes people think there’s something inside of the envelope that they subscribed to (paid for), and thus, more important and more likely they’ll open it. Otherwise...as a general rule...I rarely or never use teaser copy.
- ♦ **What NOT to do:** Never use bulk rate postage – remember, “save a dime, lose a dollar.” Never use labels – always direct impression or hand address, etc. Never use an indicia – always use first-class commemorative stamps. The rule of thumb you should follow is: if it doesn’t look personal, it’s going to fail.

## **Contact Secret #2: Get Your Mail READ!**

OK... so let’s assume you got into the “A” pile, and your reader now starts to open the envelope. So they tear open the envelope flap, wedge open the envelope, grab the contents and begin pulling them out.

And it’s at this precise point that...

### **You Have ½ of a Second to Capture Attention!**

We’re all busy. We don’t have time to mess with junk mail or things we perceive are wasting our time. And we make the decision to junk our mail within ½ of a second of opening it.



How do you “make the cut” and capture the attention of your reader? By making the VERY FIRST THING your reader sees scream out...

**This Is PERSONAL and OF VALUE TO ME and  
WORTH MY PRECIOUS TIME TO READ!**

So let's think about this. How do you get the “value” message out to the recipient within ½ of a second?

Two ways (to begin with): First, by using a very personal letter as the first thing they see. This means personally addressed to the recipient, hand signed by you, etc...just as if you were sending them an invitation to a party.

And second, by using a headline and content-teasers that instantly telegraph, “*this is something I'm interested in and want to read further...*”

But there's more...

**Contact Secret #3: ENGAGE Your Reader**

OK...so you've gotten your reader to at least take interest beyond ½ of a second. But you haven't “made the cut” yet. You now must *engage* the reader for as long as humanly possible.

That's because...the longer a person spends reading your contact, the more likely they are to ACT on it.

How do you do this? Here's an example...

With our Service For Life!® direct-response prospecting and referral generating newsletter, we have 30-year seasoned copywriters writing all the content headlines and copy FOR you.

We have tested *thousands* of headlines, researched *scores* of “hard content” sources (these are sources you wouldn't learn if you spent 10 years writing your own), and we know what WORKS to grab attention and involve people.

And there's one more thing. We also use emotionally-charged, tabloid-ish copy. Why? No, we're not trying to be a tabloid newspaper...but we DO know that tabloids have the highest readership of any publication in the world.

Then, we implant multiple *involvement devices* and *hard content* – education, news and “how-to” information – useable information people *crave* to make their lives easier, more successful and convenient.

Do you see what we're doing here? We're not only involving the reader, but we're now bringing VALUE to their lives.

What's so great about that?



By bringing *value* into someone's life, you're now establishing a relationship, building credibility and...

### **Creating a Dynamic of OBLIGATION!**

It sounds a little sneaky, but it's actually normal human nature. When you bring value or benefit to the life of someone, they're *culturally obligated* to reciprocate and return value to YOU.

And when you "program" them how to bring value to you (through new clients, referrals and repeat business)...you're a near-guarantee for generating new business.

This is one of the ways you instantly DIFFERENTIATE yourself from other agents. And speaking of differentiating yourself...

### **Contact Secret #4: POSITION Yourself as Professionally DIFFERENT**

People don't buy similarity – they buy DIFFERENCE. They're screaming out for you to give them a *unique reason* to do business with you.

Sadly most agents fail miserably at differentiating themselves, so they're tossed on the mental scrap-heap of every other "commodity agent" in the market.

How do you make yourself different?

You should already know that the most effective way of differentiating yourself is to have a PERSONAL RELATIONSHIP with your market.

I've also talked about "product-izing" yourself and "naming your processes" so your service is positioned as different.

But there's more to it. Here are a few ways we make our Service For Life!® agents look positively different in the eyes of their prospects and clients...

The "look" of your contact must be very personal. Of course this applies to your letters, but I'm talking about something else. In fact, this strategy goes against ALL conventional thinking...

We made Service For Life!® look OPPOSITE to the 4-color, agency-slick canned newsletters out there. Why? Because when we made it look like it came off YOUR computer (instead of from some "newsletter mill")...

### **The Response Rates MULTIPLIED!**

We even had agents conduct A/B split tests against their "big brokerage" newsletters – and we pulled, on average, 4 TIMES more responses! And more than 15 TIMES the profitability.

Why? Because being personal makes a bigger impact.

We also show you how to intentionally divulge personal items about yourself...so people instantly become bonded to you. They see you as human, approachable and similar to them.

### **But Here's the "Kicker"...**

We take a section of Service For Life!® and call it, "Real Estate Corner™." In that section we position you as a true real estate expert by answering important questions about real estate in YOUR voice.

Do you see what we're doing? Do you see why Service For Life!® is so unique from anything else out there?

We're "positioning" you as a knowledgeable, competent professional who is also extremely personal and approachable. People think the great advice, helpful tips, interesting information comes directly from YOU.

No one else on Earth has been able to achieve this type of balance of personal and professional. But we have...

...and that makes all the difference in the world.

### **Contact Secret #5: BOND Your Readers to YOU**

Bonding is quite possibly the most important Contact Secret of all. Do you know the best way to bond anyone to you?

By *acknowledging* them...

...by showing your *appreciation* for their friendship and support...

...and by *recognizing* their importance in your life.

People love to see their name in print. That's why, over the past 9 years producing Service For Life!® (for example) we've crafted and tested some of the very best strategies and language for bonding your prospects and clients to you.

After positioning you as a personal, yet stand-out professional, we implant special text boxes with recognition and appreciation.

We then acknowledge them and their contribution to your practice.

Why do we do this?

## **Because Our Culture is ‘Recognition and Appreciation’ STARVED!**

We live in a fast, hectic and impersonal world. Yet we crave connection with each other. Think about how little acknowledgement you receive in your life...from your spouse, your boss, your children or your friendships.

Even small gestures of recognition and appreciation can improve a strained relationship almost on the spot. So why not include it in your marketing?

### **Contact Secret #6: Stimulate VIRAL Marketing**

There’s a little-known marketing technique that can multiply the effectiveness of your contact – whether it’s by mail, email or smoke signal for that matter (yes, I’m being goofy). And it’s called VIRAL Marketing.

What is “Viral Marketing?”

Do you remember the dancing baby that got tossed around the internet from email to email? Has anyone ever been reading something in your presence, when they said, “Hey...here’s an article about that car you’re thinking of buying?”

That’s viral marketing.

Imagine your contact being so compelling, so interesting, people feel motivated to SHARE it with others? Viral marketing LEVERAGES the money-making ability of your contact, *without* you spending any additional time, money or effort.

How can that create a BIG payday for you? Let’s take a look.

If you sent out 500 pieces of contact mail per month, and because of the unique content, 1 in 5 people shared it with someone else...that’s like actually sending out...

### **600 Pieces of Mail**

You actually got 100 additional exposures to your content and your offers for FREE. How much are those 100 additional exposures worth to you?

Well, do the math. If you discovered that for every 500 exposures you got 1 client, who was worth \$5,000 in commissions, then every 100 exposures is worth \$1000 to you.

So, continuing our example...that means your viral marketing earned you an extra \$1,000 a month – not bad for absolutely NO additional work, don’t you think?

So how do you create viral marketing in your business?

Here’s how we do it. First, we use what’s known as “hard” content. “Hard” content is specific, ‘how-to’ content that’s specifically usable to someone. It’s designed from the ground-up to get SHARED.

But we don't stop there. We also implant every Service For Life!® issue with wild trivia and hilarious jokes. Why? Because trivia and funny jokes are the most widely-shared content on Earth.

And that's why Service For Life!® is the most shared newsletter on the planet – automatically leveraging the effectiveness of your marketing.

But there's one more component that will stimulate viral marketing...

### **Contact Secret #7: Motivate to TAKE ACTION**

If Contact Secret #5 is the most important of the bunch here – then #7 stands closely behind it. Here's why...

You want to establish your prospecting systems so you *motivate* quality prospects and clients calling YOU – not the other way around.

Why? Because it's the only way to maximize the earning power of your time. Do you remember this concept from Chapter 7...where I asked you...

#### **“WHAT IS YOUR JOB?”**

Your job is to spend as many hours in the day working with clients, closing deals, and GETTING PAID. Doing anything other than closing deals and you're working for FREE – and that includes prospecting.

So when you can motivate folks to call you – you're automatically increasing your value per hour.

There's also another reason to motivate people to call you: It “positions” you differently when prospects call you. Outbound calling puts you in an inferior position with the prospect or client. Inbound calls put you in a superior position.

So the question becomes...how do you motivate inbound calls?

By giving prospects and clients important and helpful REASONS to call you – reasons important to THEM. Remember...

#### **No One Will Call You Without a Specific, Self-Serving, Irresistible REASON for Calling**

How do we do this?

By getting into the shoes of your prospects when they're thinking about buying or selling. We have over 14 specific OFFERS for helpful consumer information and non-threatening real estate services for people to CALL YOU to receive.

These include Special Consumer Reports on how to save time and money when buying and selling...

...Free services like your “Maximum Home Value Audit”...

...Helpful resources like your “Platinum Buyers Program” that helps sort the market and deliver a list of homes for your buyers.

Quality prospects calling you – that’s the secret to multiplying your value and income.

Does all this make sense?

You’ve just learned some of the most valuable information for making your contact make money – whether it’s farming, lead follow-up or house list contact.

The only question left is...you now have the knowledge you need for creating your own contact program...

### **But WHY Would You?**

Why would you take the hard way?

Why would you go it alone when it’s already done for you...for less than you spend on coffee each month?

I have an idea: You practice real estate – I’ll be your personal marketing department. After all, that’s my business. And it’s the only way you maximize your income potential in this business.

It’s a win-win for everyone.

So if you’re not using Service For Life!® in your practice yet...scroll on down to the bottom of this page and check out...

- ◆ The *hundreds* of success stories from agents just like you who are growing their production year after year using Service For Life!®
- ◆ Our special report on how exactly how Service For Life!® works...and how it can work for you...
- ◆ Answers to the most commonly asked questions about Service For Life!®...
- ◆ A sample issue of Service For Life!®...
- ◆ And a secure site to subscribe.

If your results are anything like the thousands of agents who now subscribe to Service For Life!®...joining our membership will be the smartest thing you’ll ever do for your real estate practice.

## Today's Action Plan:

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You've just learned the 2<sup>nd</sup> of 7 of the most powerful...most profitable marketing systems ever devised for growing a consistent, ever-growing real estate production.

But of all the 7 systems you're learning...NONE of them will make a hill of beans if you don't FIRST have a monthly contact system in place.

Everything else plays-off your monthly contact system. Everything else is dependent on you having that level of relationship, first and foremost.

And there are 2 ways to go about creating a contact system for your practice:

**You could go it alone every month:** Format your own newsletter, research "hard" content (without taking from someone else and violating copyright laws), test and measure language for the essential 7 psychological elements, create proper inserts for your intended audience, create more than 14 direct response OFFERS so you motivate response, write your special reports (about 10 pages each), find a printer and letter shop and make sure they're not taking you for a ride...and hope and pray you got everything right...

**OR...**

**You can let me do it for you.** Let's be brutally honest. If left to your own devices, it will *never* get done. I'm not being critical. You're busy. You're stressed. You don't have 10 to 15 hours a month to do this kind of thing on your own.

You're doing what you should be doing: Practicing Real Estate.

Remember the *Law of Comparative Advantage* from Chapter 7? You make your most money practicing real estate. Let the "other" stuff get done by people who specialize in their areas.

That's what business is about. So if you're not currently using Service For Life!® in your practice, check out the links below.

You'll be glad you did.

## Coming Up Next...

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Do you have specific strategies to motivate referrals from your clients DURING the transaction?

Did you know that "during the transaction" is the *most powerful* time generate additional clients and referrals?

In Chapter 19, I'm going to give you a series of innovative ways to "program" your clients to send you referrals during the transaction – while you're working with them.

These are "ready-to-use" in your practice starting tomorrow morning. And, best of all...

**These Systems Are So Subtle, Yet So Powerful...  
Your Clients Won't Have a Clue You're Doing It!**

So turn the page to Chapter 19...

## Service For Life!® Profile of Success...

### **“Service For Life!® Has Not Just Increased My Production, It IS My Production!”**

This is an amazing tool. I've been using it now for approximately 2 years, and I can tell you Service For Life!® has not just increased my production but it IS my production!

Last year, I did approximately \$18-million in production, of which I would say \$12-million came through or via using Service For Life!®. It's become more than just a moneymaker. I've made many more acquaintances, I've broadened my scope of people that I work with and deal with. People know me as the guy who puts out Service For Life!®.

It is my main farming tool. I mail out approximately 5,500 Service For Life!® issues a month. That includes my own personal farm, my cold farm, my warm farm, my hot farm and my friends. It is probably the best thing that I've ever used.

And I'll tell you this. I was on vacation and I was late getting it out. It was about a week and a half late, and I had several messages on my voicemail asking me where it was or they didn't get it this month, or whatever. It's amazing.

The thing I like about it more than anything is it's not all about "real estate." It's a personal letter. It's something that people look at, they get information from, they like it, it's good, it's solid.

So as far as I'm concerned, it's probably one of the best products out there for the price. I've talked to other companies about doing marketing programs, and we're talking literally tens of thousands of dollars to do a program that I don't think would replace this.

So I'm a definite fan and I can tell you that my production has increased dramatically in this year. As of this date, which is March 2<sup>nd</sup>, I've had 12 transactions, the smallest one being \$500,000. So it has been an outstanding first couple of months.

I want to thank Craig for Service For Life!® and for everything that he does with this product. It's an excellent product, and thanks again.

-- John G., REALTOR®, Palm Desert, CA



**Step #3 (continued)...**

**How to *Cultivate* Your House List for  
Non-Stop New Clients, Referrals, Word  
Of Mouth, and Repeat Business:**

**House List Cultivation System #3:  
Transaction Referral Programming™ Systems**

Dear Friend...

Do you know the most effective time to “program” your clients to refer other clients to you?

Did you say it’s “during the transaction?”

If so, then you’re 100% correct.

Why is during the transaction the very best time to “program” your clients for referrals?

Three reasons. First, because during a transaction you have their undivided attention.

Second, because it’s usually during the transaction they become bonded to you – they experience you on a more personal level and feel closer to you.

And third, during the transaction your clients are “thinking” about real estate – so they’re more alert to others who are thinking about real estate. This “awareness” is called...

**The “Reticular Activator”**

Have you ever been thinking of buying a specific model or color of new car, and you notice all the cars similar to the one you’re thinking of on the road? That’s your reticular activator working, and it’ll put extra commissions in your pocket when you program your clients during the transaction.

But there’s yet another reason why you want to program your clients for referrals during the transaction. It’s because people don’t know how you practice unless you *tell them*.

And the great thing is...once you tell them, in most cases they’ll think of you FOR LIFE!

Would you like to have several strategies at your disposal for subtly programming your clients during the transaction?

I thought you would. Here are 4 systems you can start using tomorrow morning – and don't forget...these are **TASK** systems (remember from Chapter 16?).

### **Transaction Referral Programming System #1:**

Quickly...pull out one of your business cards. Now turn it over. Notice anything?

See, if you're like most agents you did NOT notice anything. Why? Because there's nothing there. It's blank.

Well...that's all about to change.

More than 30-years ago, the great Zig Ziglar coined the phrase, "Little Hinges Swing Big Doors." It's become one of my favorites over the years, because it perfectly describes how successful businesses are grown.

The secret is to identify easy and affordable ways to **LEVERAGE** your ability to make money in your business. And one of the neatest little ideas I've ever seen is using specific **REFERRAL** language on the **BACK** of your business card.

The back of your business card represents *advertising space* that's probably not being utilized. But it could be.

I know agents who put all kinds of information on the back of their cards: Offers for special reports, offers for a "specific list of homes", offers for your "Maximum Home Value Audit" or other things buyers and sellers would like to have.

But some of the best language on the back of your card is *Referral Programming*. After all, people never know that you eagerly accept referrals if you don't tell them.

Seriously...people are very literal, and most agents miss the opportunity to communicate just how they like to do business – what they should **DO** the next time they meet someone interested in buying or selling.

So here's a quick sample you can use on the back of **YOUR** card – no, it won't make you rich, but it may bring you a deal or two you otherwise wouldn't have seen. And that's easily worth the small cost in printing. You can use "as is" or modify the language as you see fit, but this should get you started.

**Your Referrals are Warmly Appreciated...**

"I have a different philosophy about practicing real estate: I focus 110% of my efforts on delivering the most competent, time and money-saving service.

This way I'm able to deliver such outstanding results, you'll look forward to working with me again and think of me when your family and friends need a caring and competent REALTOR®.

Thanks for your referrals!"

## **Transaction Referral Programming System #2:**

Agents have told me one of the most effective ways to “bond” clients to you and subtly reveal your “difference” above other agents is to...

### **Deliver a Stack of 4 or 5 Past Issues Of Service For Life!®**

Why? First, by giving them back issues the first time you meet them, you’re also giving them a gift – creating the dynamic of reciprocation and bonding them closer to you. Second, while they’re reading the great articles, they’re also going to read all the *referral programming* and 7 other *psychological triggers* we put into each issue on your behalf.

And third, your clients will see all the valuable resources you provide, answers to important real estate questions and the standard by which you practice – and positions you as a *unique professional*.

And they’ll also welcome your Service For Life!® issues when you send them in the mail each month.

Try it with your next clients – you’ll be amazed.

## **Transaction Referral Programming System #3:**

This system should become a mainstay of your listing presentation or buyer qualifying package, or any other materials you give to clients.

It plays off the power of testimonials in your practice, only it’s designed also to program for referrals.

I call it the “**Loyal Client Reference Sheet™**,” and it does three things:

First it reveals how you helped other clients – thus showing you’re an experienced agent.

Second, it acts like a “testimonial sheet” showing positive comments and experiences from clients with whom you’ve worked. You can even place phone numbers people can call for reference (don’t be afraid to do this – it’ll make you a stand-out agent).

And finally, it very subtly shows that you received your clients by way of referral.

Here’s an example of a “*Loyal Client Reference Sheet™*”. You can list out as many examples as you like on as many sheets as you like (the more, the merrier) – but here are 3 to give you a feel for how to create it...

## Laurie's Client References...

### **Dr. and Mrs. Robert Cohen**

The Cohen's had just moved from Chicago and were referred to me by Bob and Nancy Jones. They loved the southwest contemporary design and needed a 3 bedroom home with a home office. My staff used our exclusive "Preferred Home Buyer Search System" and found them their dream home in only 10 days. They now live in Bella Vista and were so happy with our team's services, they referred John and Linda Black. Their number is 522-2222.

### **Jim Robertson**

Jim had just been relocated from Indiana with his company. He not only needed to buy a home in Phoenix, but needed reliable references to sell his home back in Indiana. I quickly got him a top-notch agent in his home town, and arranged financing so he could buy his new home without incurring a financial hardship. Jim was elated, and referred his neighbors, the Smiths, to me to sell their home. His number is 222-2222.

### **Barbara Thompson**

Barbara and her husband, Ben, were referred to me by Jim DeYoung. They were just married only 2 months before we met. Now that they're married, they needed to sell their 2 small homes and buy a larger home. Our Bridge Financing Program and 28-Point Maximum Home Value Marketing Plan sold their homes in 28 days and 36 days respectively. Their number is 333-3333.

## **Transaction Referral Programming System #4:**

Are you comfortable with programming for referrals with your clients?

If you spend any time with them, there will be plenty of opportunity to subtly program them to think of you when they learn of anyone needing real estate services.

Here are 4 ways you should add into your discussions when working with clients:

1. **Tell a Story about Clients who Came to You by Referral.** When working with your clients, you will have plenty of time to tell stories about other people, or past transactions *that came to you because of referrals*. People are intrigued with stories, and you can frequently make a point very subtly.
2. **Give A Living Example.** Whenever you experience a difficult situation in real estate, or even while showing homes, it helps to give an example of *someone else who faced the same situation as your clients*, and how you helped them. This not only gives your clients confidence in your abilities, but you can also improvise and program for referrals.
3. **Get Referral Programming Into Your Testimonials.** When requesting testimonials from clients, ask them to reveal how they learned about you. In many cases, they'll reveal they came to you via a referral from a friend. Showing this to your prospects and clients helps them understand that you receive much of your business by referral.

4. **Tell Straight-Out.** Here are 4 things you need to do when telling someone straight-out you work by referral...

- Ask your clients if they are satisfied with your services. This not only helps reinforce that you're doing your job, but reaffirms your value in their eyes.
- Tell your clients you rely on most of your business by referrals from people just like them. Formulate a script with the exact words you'll use.
- Ask WHOM do they know in \_\_\_\_\_ who would benefit from your services. Remember, be specific and help them help you by giving them a reference to think about.
- Ask them to think of you if they learn of anyone needing assistance.

### Today's Action Plan:

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You just learned 4 "task" systems that seem almost too simplistic. But they're powerful...and when used collectively can make a big difference in your real estate success.

They are the 3<sup>rd</sup> House List Cultivation System out of 7 you'll learn as part of Step #3 of this course.

Another quote I love by Zig Ziglar is...

**Success by the Yard is Hard  
Success by the Inch is a Cinch**

Do yourself a favor: Don't move on to the next chapter without making a small commitment to applying at least 2 of the 4 you learned.

They're fast. They're easy. And they'll make a big difference in your success. Keep moving forward, inch by inch.

### Coming Up Next...

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Do you give "closing gifts" to your clients after a successful transaction? You probably do. But did you know there are simple strategies to...

**Multiply the Money-Making Power  
of Your Post-Closing Contact?**

In our next chapter, I'm going to share with you our 4<sup>th</sup> House List Cultivation System: Powerful "After Sale Systems™".

By the way, did you notice that we're covering our **7 House List Cultivation Systems** chronologically?

Yes...we're going from "Productizing" yourself, to "Calendar Contact" systems, through "During the Transaction" systems, to next: "After Sale Systems."

Before long, you'll have a successful marketing system for *every phase* of your real estate practice.

Just thought I'd quickly put these things into perspective for you.

Let's head over to Chapter 20...

**Step #3 (continued)...**

**How to *Cultivate* Your House List for  
Non-Stop New Clients, Referrals, Word  
Of Mouth, and Repeat Business:**

**House List Cultivation System #4:  
After-Sale<sup>™</sup> Systems**

Dear Friend...

Do you give closing gifts to your clients following a successful transaction?

Most agents do.

After all, the close of a successful transaction is the prime time to express your appreciation to your client.

But it's also a time when such a gift is almost *expected* by your client. And when it's expected, it doesn't have near the impact as it would when unexpected (such as the "wowing" systems I mentioned in Chapter 17).

So let's get this straight. You definitely want to show your appreciation to your clients, but you also know that it's not going to have the impact of an unexpected gift. That's because closing gifts are almost a necessity these days.

What does all this mean?

It means that your closing gift must be something that will make a *deep impact* on your clients, AND be a great vehicle for keeping you in the top of their minds for referrals and repeat business – *without* violating any gift-value laws or regulations.

This gets me back to the issue of LEVERAGE. Remember we've talked about leverage before? "Leverage" is your ability to get more return for either the same (or less) effort. And the "leverage" question you want to ask yourself here is...

**What Can You Give that Makes a *Deep Impact* and  
*Reminds* People of YOU Again and Again?**

But the "leverage" question goes even deeper. Is there anything else you can gain from your client at this time that will help you in your business?

I like asking empowering questions. That's because empowering questions motivate answers that *move you forward*. And the answer to the "leverage"

question is, YES, there are numerous opportunities you have to not only make a personal impact with your clients...but to help your business grow in the process.

Here are 3 simple systems you can implement following the close of a transaction...and these systems will not only make an impact with your clients, but also help grow your production to new heights in the process.

Remember...these are all TASK systems as we covered in Chapter 16. They should go into your checklists so they're consistently accomplished with EVERY client...

### **After Sale™ System #1: The Perennial Post Premium™**

Do you use “strategy” when sending out thank-you gifts to your clients? If not, here's a great strategy that really works.

Simply stated, you want to find a gift of beauty that's “home” related, yet will REMIND people of you each and every month, like clockwork.

Here's an example: People who buy or sell a home (and most likely buy again), are very interested in how to make the house they bought into a “*home*.”

That's why I recommend you find a subscription to a high-quality magazine, such as Architectural Digest and send a special 1 or 2 year subscription to your client. Here's what you're doing:

- You are sending a gift related to homes, with lots of ideas and helpful information they will use with their home – you're giving VALUE;
- Where do you think a high-end magazine will land in their home? Most likely on the coffee table – where other people can see it. Two things will happen: 1) Others will see the magazine and ask about it, upon which your clients will tell them YOU sent it, and 2) If you get the publisher to put something on the label such as “**Compliments of [Your Name], REALTOR®**” your client's friends will see it – a great conversation piece.
- MOST IMPORTANTLY, your gift will continue to arrive on your client's doorstep month after month, perhaps year after year. And every month, when they open the beautiful magazine, guess who they will think of?

**YOU!**

Is there any better way to reinforce your name almost effortlessly, month after month, year after year?

Are there other applications of the Perennial Post Premium™? Of course there are. You could, for example, put your clients on a monthly flower delivery program for the first year.

Or you could put your clients on a “candy of the month” program – each month they'll receive a new selection of treats with YOUR name on them.



Or if you find your clients are golf nuts, give them a subscription to a high-end golf magazine.

And, *most importantly*...you need to send your Service For Life!® Direct-Response Prospecting and Referral newsletter once a month. This will continue to bring value to your clients, bond them to you...and motivate them to refer their friends and family to you. The bottom line is...

### **You Want to Do Something that Motivates Your Clients to TALK About You**

Think of the different products that could be delivered on a monthly basis, thus reminding your clients of YOU without you having to call or take any extra effort whatsoever.

That's what I mean by "leverage."

### **After Sale™ System #2: The After-Sale Survey™**

One of the greatest ways to heighten your "professionalism" in the eyes of your clients, gain valuable feedback for improving your practice, and stimulate referrals is with a post-sale "Referral-Programming Survey™."

It's all easily accomplished by sending out a simple "survey" letter with a self-addressed, pre-stamped return envelope. This makes it easy for your client to respond to you.

Here's a great example you can use in your practice (go to the next page)...

## **“Here’s A Place Where Your Opinion Counts!”**

[[Date]]

[[name]]

[[address]]

[[city]], [[st]] [[zip]]

Dear [personal salutation]:

Thank you for placing your confidence in me for the [sale/purchase] of your home. I continually strive to provide better and better service to my clients, and your opinions (both positive *and* negative) are essential to my success.

I have created below a simple survey of my performance relating to our recent transaction. Would you take a moment of your time to give me your honest feedback? Every answer will help me better serve my clients. As you can see, there’s a ranking from 1 to 10 next to each question. Please circle the most appropriate number, with “10” being the highest.

1. How well did you understand the services provided by me? (1, 2, 3, 4, 5, 6, 7, 8, 9, 10)
2. Did you feel well informed about the process of buying or selling your home? (1, 2, 3, 4, 5, 6, 7, 8, 9, 10)
3. Did everything happen on time as you expected? (1, 2, 3, 4, 5, 6, 7, 8, 9, 10)
4. Was I responsive to your inquiries, and answer all of your questions satisfactorily? (1, 2, 3, 4, 5, 6, 7, 8, 9, 10)
5. Did I meet or exceed your expectations of me? (1, 2, 3, 4, 5, 6, 7, 8, 9, 10)
6. Do you feel the selling/buying price I recommended was reasonable? (1, 2, 3, 4, 5, 6, 7, 8, 9, 10)
7. Do you feel I provided services beyond what you could get with other agents? (1, 2, 3, 4, 5, 6, 7, 8, 9, 10)
8. If buying, did you understand all financing options available to you? (1, 2, 3, 4, 5, 6, 7, 8, 9, 10)
9. What would be the likelihood you would use my services again for buying or selling your home when the need arises? (1, 2, 3, 4, 5, 6, 7, 8, 9, 10)
10. What would be the likelihood you be willing to recommend me to a friend or family member buying or selling a home? (1, 2, 3, 4, 5, 6, 7, 8, 9, 10)
11. How would you rank my overall performance with you? (1, 2, 3, 4, 5, 6, 7, 8, 9, 10)
12. May I use your name as a satisfied [buyer/seller] or allow other clients to see your evaluation of me? (YES / NO )

Finally, would you take a minute to provide a personal comment about my services, OR, give me any suggestions for improving my services? I have provided space on the back of this letter.

Thank you for your time and candid evaluation. Please return this survey in the enclosed pre-stamped envelope.

Sincerely,

Your name, REALTOR®  
Broker Name

**P.S.** By the way...if you know anyone who could use the services of a caring, competent REALTOR®, I’d love to help them. Simply give them my name...or give me a call at [222-2222], and I promise to provide them service well beyond their expectations!

**I hope you use the above letter. Why?**

Because the agents who use it continually improve their practices with the feedback, and receive the highest referral rates in the business. And they show their clients that they CARE about their business – a trait of true a true professional.

And you can use their comments as testimonials!

But MOST IMPORTANT of all: As you accumulate many surveys, you now have a vehicle for...

### **Using Service Statistics in Your Marketing!**

Armed with survey results, you can make simple claims like...

“9.9 out of 10 clients would use my services again...”

“9.95 out of 10 clients would refer me to friends and family needing caring and competent services.”

And so on. Do you see the VALUE in this process? Do you see how it will *differentiate* you from other agents?

### **After Sale™ System #3: Post-Sale Testimonial Request™**

I am a HUGE fan of testimonials. Yet, I see so few agents using them correctly.

There is nothing more influential to the human mind than the positive comments made about the quality of your services from an unbiased person. That's because (I'll say it again)...

### **What Others Say About You is 10,000 Times More Influential than What You Say About Yourself**

That's why I want you to ASK for testimonial letters from every client. Just make it part of your closing or post closing checklists –a “task” system.

**Then, I want you to use the testimonials in EVERY single marketing piece you create:** letters, ads, flyers, postcards, listing presentations, buyer packages and more.

You cannot imagine how much business you will get by using testimonials. People want proof. And if you want them to believe you, you need to prove you can do what you promise.

So, what are the elements of great testimonials? Here is a review...

1. First and foremost, you want testimonials to tell what you DID for someone. Did you save them money or time? Were you responsive? Provide information other agents didn't. Remember, what you DO for people is most important. And what you did must also be valuable to the person reading the testimonial.

2. Your testimonials need to *differentiate* you from other agents. They should tell what you did that other agents wouldn't have done.
3. The strongest testimonials always start with, "*I was skeptical..., but after working with Mary...*" You want to acknowledge objections, then have your testimonials overcome them.
4. Always put the FULL NAME of the people who gave you a testimonial. You don't need to put their address or phone number. Testimonials with just initials (Ex) P.R., Phoenix, AZ) are not as credible as full names.

Here's a simple letter you can send to every client you do business with – and a RESPONSE Letter you can send after you receive your testimonial.

Systemize the process of asking for positive comments about your services after every closing, and you'll see your business grow.

[date]

[name, address, city, state, zip]

Dear \_\_\_\_\_,

Thank you for choosing me to help with your recent [home purchase/sale]. I am thrilled we were able to [find your home/sell your home] successfully.

Many people think real estate professionals are a "unwanted frustration" they must endure when buying or selling their home. It's been my personal goal to differentiate myself from that stereotype, and provide services above and beyond the expectations of my clients.

But overcoming this perception is difficult without the help of people like you. That's why I wanted to ask if you would provide me with any positive comments you received from doing business with me. Perhaps the following questions would help you in the process:

- How did I overcome any questionable expectations you had about Realtors in general, or the process of [buying/selling] your home?
- How did you feel my services benefited you? Was there anything I did that helped you save time, money, hassles, or make the process easier?
- Would you recommend my services to others who are considering buying or selling a home?

In a world where you don't know who to trust, positive comments from clients like you are helpful to others who personally don't know me yet. They show that I strive hard to serve their best interests, and have successfully served others.

Thank you again for placing your confidence in me with your real estate needs, and for any helpful comments you can provide. I've enclosed a postage-paid envelope to make returning your comments more convenient.

Best wishes,

Your Name, REALTOR®  
Broker Name

**P.S.** Oh, by the way...If you know of anyone who can use the services of a competent and caring Realtor, I would greatly appreciate you sharing my name with them. The majority of my business comes from positive comments and referrals from people like you. Thanks for thinking of me!

Now...here's the letter you can send in response to a testimonial you receive (whether it's from the letter above or your After-Sale Survey™).

[date]

[name, address, city, state, zip]

Dear \_\_\_\_\_,

Thank you for the kind words of endorsement about my services. Your testimonial letter makes me feel proud to be regarded as a valued real estate professional in our community.

I will work diligently to live up to the standards and image you have afforded me, and I am honored to have assisted you with your real estate needs. I look forward to a long friendship, and to helping you or anyone you refer to me when the opportunity arises.

Again, thank you for your kind testimonial.

Best wishes,

Your Name, REALTOR®  
Broker Name

You can use the above letters either in place of the After-Sale Survey Letter I gave you above, or in addition to it. If you use it in addition to it, send it several weeks after your survey letter (assuming they did NOT give you a testimonial with your survey – if they did, just send the follow-up letter).

Whether you use the Survey Letter or the Request for Testimonial...using testimonials in your practice will instantly differentiate you from other agents and goes a long way toward providing the proof and believability people require to do business with you.

### Today's Action Plan:

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You just learned 3 easy “task” systems that will help grow your practice and bring you greater credibility with your marketing. Like your Transaction Referral Programming™ systems, they're pretty simple, but they're powerful...especially when used collectively.

They are the 4<sup>th</sup> House List Cultivation System™ out of 7 you're learning as part of Step #3 of this course.

I've given you everything you need to use these systems in your practice. Now it's up to you. Do yourself a favor and start putting these simple systems to work.

You'll be glad you did!

## Coming Up Next...

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What do you do to recognize important dates in the lives of your House List members?

Did you know that less than 2% of all service businesses recognize birthdays, anniversaries and other special events in the lives of their clients?

Only 2% get to experience that special bond that comes by recognizing important events in the lives of your House List – so it's no wonder why only 2% become the "cream of the crop" when it comes to harvesting non-stop clients, referrals, word of mouth and repeat business.

And statistics alone say you probably fall in with the 98% of "run of the mill" agents out there.

The good news is...that's all about to change for you, because I'm going to give you some *very unique and special systems* to recognize special events in the lives of your House List.

And in doing so, you create such a deep bond, it'll be impossible for them to think about anyone else but YOU when they think "real estate."

So let's move on to Chapter 21...

**Step #3 (continued)...**

**How to *Cultivate* Your House List for  
Non-Stop New Clients, Referrals, Word  
Of Mouth, and Repeat Business:**

**House List Cultivation System #5:  
Life-Event Contact™ Systems**

Dear Friend...

How would you like to create such a deep bond with your House List, it'll be nearly impossible for them to think about anyone else but YOU when they think "real estate"?

I'm talking about them becoming "*emotionally committed*" to do business with you and only you.

It sounds a little like voodoo...but believe it or not...you can set this dynamic in motion by doing just a few things in your practice.

Welcome to Chapter 21 of our Ultimate Real Estate Success Secret™ course.

In today's chapter we're going to talk about a "TIME" system (remember the "systems" we talked about in Chapter 16?). A "time" system is a system that's managed by checklists according to chronology.

For example, as a quick review, your "time" systems would be checklists based on systems you manage by *Weekly* (by each day of the week – Monday thru Friday), *Monthly* (by each month in the year) and *Yearly*.

The systems we're going to talk about today would be on your Monthly checklists (Jan, Feb, Mar, etc.).

If you're not sure about how to manage "systems" in your business, please go back and read Chapter 16 by clicking on the chapter links just below the header of this issue (above).

**OK...so what's this "Life-Event Contact™" system all about?**

Did you know that less than 2% of all service businesses RECOGNIZE birthdays, anniversaries and other events in the lives of their clients?

Think about your own life. We live in a world where people don't take the time to recognize and appreciate each other. It happens with our spouses...with our bosses...and even with our children. It can be a lonely place out there...

And yet recognizing special times in other's lives is an incredibly valuable way to bond a deep relationship...to solidify a friendship for a long, long time.

But only 2% of all agents get to experience the special bond that comes by recognizing important events in the lives of your House List – because only 2% actually DO IT.

So it's no wonder why only 2% become the "cream of the crop" when it comes to harvesting non-stop clients, referrals, word of mouth and repeat business.

Well...if you're part of the 98% of agents who neglect recognizing their House List...here's an opportunity to change all that – and in the process capture lasting friendships, and in *impenetrable market share* for your business.

Here are 3 simple "TIME" systems you can use to truly capture a special relationship with your House List...and make them forever bonded to you.

### **Life-Event Contact™ System #1: Unique Birthday Recognition**

Have you ever received a nice birthday card from your insurance rep or another business you frequent?

It made you feel pretty good, didn't it?

You have the very same opportunity to make others "feel good" during special events of their lives (hopefully you have the birthdays of your clients on your database as I mentioned back in **Chapter 8**). But I don't want you to make the "mistake" many services make.

Many service businesses recognize life events, like your birthday, but they compromise their effectiveness because they send something very generic or "canned" – like some computer-generated post card.

And that defeats the purpose of recognizing someone as "special."

I want YOU to do something that's very unique and PERSONAL to those you recognize – whether it's a unique gift, or a way in which you express yourself. So the "empowering question" I want you to ask yourself (to stimulate your own creativity) is...

**What Can I Send to My Clients that's So Unique and Personal It Will Make Me Stand-Out in their Lives...  
AND Motivate Them to Talk About Me to Others?**

One way is to make your contact personal.



You could send a simple birthday card with a personal note...just a small statement of your acknowledgement of their birthday.

Here's sample language you can use to start the process. It doesn't take long, and the impact will be HUGE with your clients...

***"May your birthday bring you happiness, health, wonderful times, and many wishes come true in your life. It's been a pleasure to know and serve you with your real estate needs. Warmest wishes on your special day..." [name]***

Here's another great idea I got from one of our agents. Hopefully it'll get your creative juices flowing.

Our agent goes to a quality local bakery and negotiates a very special price on a beautiful birthday cake. After all, the agent is helping the bakery promote their business with this idea, so in many cases, they're willing to make you a "deal."

Next, the agent sends out a nice letter with the following certificate:



Don't you think a gift like this will make a nice impression? Agents have told me that they've negotiated with bakeries to give the cake at cost or even free if the agent agrees to help promote the bakery.

So the question I have for you is...what kind of special, personalized ideas can YOU come up with for your clients – and, in turn, stand-out among all other agents to make yourself a special friend?

## **Life-Event Contact™ System #2: Home Anniversary Gift**

Very few agents recognize Home Purchase Anniversary Dates, yet it's a great time to deepen your relationship with your House List.

And it's easy to get those dates – either from 1) your “Follow-Up Survey System™” (remember from **Chapter 10**?

I even gave you the survey and letters) or...2) Enter the transaction closing date in your database right after a transaction.

And for House List members who haven't been clients yet, you can get the closing dates of their home from local Tax Records at your Assessors office.

Then, each year you “query” your database for the homes that were purchased during the month, and recognize the home transaction with a special offer.

Here's a sample letter you can use to send each year to your clients at their home anniversary date...and get more and more business. It's OK to get a little “salesy” in this letter because a “home anniversary” is not as personal as a birthday.

Go to the next page to see the letter...

# Happy Home Anniversary!

*I've Got A Very Special Gift For You...*

[date]

[name]

[address]

[city, state, zip]

Dear [personal salutation],

As a personal friend, I want to extend a warm “*Happy Home Anniversary*” to you.

To recognize the anniversary of your home purchase, I'd to offer you a very unique service I make ONLY to my personal clients. I call it my “*Maximum Home Value Audit*,” and it's helped many of my clients maximize the value of their home in many ways. Here's how my Audit works...

We'll schedule a simple 45 minute visit where I'll swing by and do the following for you...(list out what you'll do for them during your meeting – here's an example...)

- I'll give you a complete updated value analysis on your home. Did it increase in value 5%, 15% 20% or more in the last year? I'll give you an accurate, no “*gimmicks*” analysis, so you know exactly how much your equity has grown. You can even use it to update your financial statements to show a higher net worth...
- I'll introduce you to a special mortgage system that can help you save thousands of dollars in interest you'd otherwise spend over the life of your loan...
- I'll give you an updated *Supplier Resource Network Book* I prepare each year. You'll get a list of proven, reliable service suppliers you can trust. Ones I personally use. Plus, you'll save hundreds with their services...all because you're a client of mine...
- I'll share with you my special report, “*44 Ways To Dress Your Home To Look Like A Model Home*” This report will show you a step-by-step tool for making your home look great and increasing it's value.

As you can see, my Client Home Review is quite a system. And it's absolutely FREE to my clients, without any obligation whatsoever.

Why do I do it? We all know real estate is a relationship business. That's the fundamental basis by which I run my business. I'm willing to invest a small amount of time and money each year to have you as a client for the life of my business. No games. No fine print. No Gimmicks.

But there is one small catch...

Because I want to give you 110% of my attention, I need to carefully schedule my Client Audits in with other business. That's why I need you to call me **before** **[[January 17]]**. So before you get distracted, or set this letter aside, pick up your phone and give me a call. I'll immediately schedule your Client Home Audit at your convenience.

I look forward to seeing you again, and getting caught-up on everything that's new in your life.

Best wishes,

[Your Name], REALTOR®  
[broker]

Let me ask you one simple question about this “system”: How many agents do you know who would take the “initiative” to do something like this?

I'll tell you: Almost NONE.

That's why you should do it. It'll "position" you as a true professional and you'll be first in line anytime your clients need to buy or sell – or think of anyone buying or selling.

Want to be a "stand-out agent"? Then do "stand-out" things.

**One final point:** If you do a quick MLS search, you'll notice that there will be an "average" length of time of homeownership in the areas you practice. It may be 4 years, 5 years or 8 years.

Once you learn that "average" time, you can sort through public records for homes coming up on that time, pull their names, and use THIS system as a way of intense farming.

Try it, and you may have a highly effective and profitable prospecting system to use for years – and I'll be no other agents in your area are doing it!

### **Life-Event Contact™ System #3: Tax-Helper™ System**

Here's a great system to really make a positive impact on your most recent clients.

When a transaction is completed, most clients file away their closing statements and documents. You can be of great service to them by sending a copy of their closing statement at the beginning of the next year – so they have it for their tax preparation.

This way, you'll save them time digging through their files looking for information for their accountant in preparing their taxes.

On the next page is a sample of what you can say in your cover letter to your clients (enclose a copy of the client's closing statement with this letter – AND don't forget the "P.S." in the letter)...

[[Date]]

[[Name]]

[[Address]]

[[City]], [[State]] [[Zip]]

Dear [[personal salutation]],

Enclosed you will find a copy of your HUD-1 Closing Settlement Statement from your home closing this past year.

I thought I'd send a copy, since this will be one of the first documents your tax advisor will ask of you. It also seems that these are documents it's so easy to "tuck away" and difficult find later. Hopefully I'm relieving one of the small pressures during tax time.

It's been my absolute pleasure to work with you in 200X. I'm proud to add you to my list of loyal clients.

Please call if I can be of assistance in any way.

Sincerely,

[[Your name]]

[[Broker]]

Your Realtor For Life!

**P.S.** My business is built on referrals and positive recommendations from people like you. If you know of someone thinking about buying or selling their home, who would appreciate the kind of quality of service I offer, I'd love to help them. Simply give me a call at **888-8888**, and I will treat them as special VIP's with the finest service possible.

Now...if you were a client of yours...wouldn't this little gesture (sent around February of the year after you bought a home) make a positive impact on YOU?

Of course it would.

Will you use it in your practice?

### Today's Action Plan:

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We've just finished the 5<sup>th</sup> of 7 House List Cultivation System™. Are you starting to see how this little marketing system really differentiates you from every other agent out there?

And when you "systemize" it, it becomes very EASY to manage in your practice.

I've done the hard work. I've given you the examples. All you need to do is follow-through (heck, I've even given you details on how to create effective "systems" in Chapter 16).

How 'bout it? Need I say more?...

### Coming Up Next...

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Did you ever study the psychology story about Pavlov's dogs?

Pavlov could get a dog to salivate just by ringing a bell.

How'd he do it?

He trained the dog's mind to salivate by giving it a food treat each time he rang a bell. And very shortly...he could eliminate the treat, but the dog was still "programmed" to salivate when it heard the bell.

How does this apply to your real estate practice?

See...Pavlov learned that...

### **Behavior that Gets Rewarded... Get's REPEATED!**

In Chapter 22 I'm going to share with you very simple ways to REWARD your clients and House List when they send you a referral.

No, you probably won't get them salivating at the ring of a bell...but you will get them acting like a 100 or 300 or 500 person sales force out there raving about your business and bringing you referral after referral.

So let's check out Chapter 22. It'll be worth its weight in gold to you.

**Step #3 (continued)...**

**How to *Cultivate* Your House List for  
Non-Stop New Clients, Referrals, Word  
Of Mouth, and Repeat Business:**

**House List Cultivation System #6:  
Referral Reward™ Systems**

Dear Friend...

Welcome to Chapter 22 of our Ultimate Real Estate Success Secret™ course.

Today we continue with the 6<sup>th</sup> (of 7) House List Cultivation Systems. It's actually a "TASK" system you want to use in your practice any time you receive a referral from someone (remember "systems" from Chapter 16?).

And the great thing about this system is...once you start using it...you'll convert your House List from "onesee-twosee" occasional referrals into a 100, 200 or even 500-person outbound sales force actively sending new clients to your business.

How does it happen? Follow along with me and you'll see...

Did you ever study the story about Pavlov's dogs?

Pavlov could get a dog to salivate just by ringing a bell. How'd he do it?

He trained the dog's mind to salivate by giving it a food treat each time he rang a bell. And within just a few repetitions...he could *eliminate* the treat, and the dog was *still* "programmed" to salivate when it heard the bell.

How does this apply to your real estate practice?

See...Pavlov learned that...

**Behavior that Gets REWARDED...  
Get's REPEATED!**

I'd like to think we've evolved beyond that of our furry canine friends, but the truth is...we behave in much the same way. And with a little knowledge and a few skills in this area, you can "program" your House List to readily think of you any time they meet or hear anyone thinking about buying or selling.

Instead of "salivating" you can program them to quickly "bark-out" your name (oh, that's really corny, isn't it?!) when the situation dictates.

After all, according to the NAR...that's how 74% of all clients are received by agents – by referral, directly knowing the agent, word of mouth or repeat business.

Now...before we talk about strategies for getting people to actively think of “you” with referrals...there's something very important that I need to review with you...

A lot of agents think...if they hold out the right “reward”, people will stand on street corners proudly yelling-out the agents' name. But this is naïve in two ways...

First, it's against the law to directly compensate someone for sending you a referral. And second, even if it were legal...

### **No One's Going to Refer to You... If You Aren't *Referral-Worthy*!**

I mentioned this in an earlier chapter, but it's so important, we need to revisit the subject.

See...when someone refers a client to you, they're not only putting YOU on the line for a good outcome...they're putting THEMSELVES on the line too.

Your referring-friend must first *believe* that you offer the most competent, professional and uniquely-superior services before they'll ever send a close friend over your way.

Why? Because referrals reflect back on THEM. And they don't want to look bad by referring an agent who blows the deal.

Make sense? So let's talk about...

### **4 Specific Times to Acknowledge Referrals in Your Practice...**

**First**, you should acknowledge the referral immediately when you receive the referral – even if the referral did not become a client. You want to send out a special thoughtful note acknowledging the action as quickly as possible after getting the referral. You don't need to spend a lot of money, and you don't want to violate any rules and regulations in the process.

**Second**, make sure you keep contact during the transaction. Communicate frequently to inform the referring party how their referral is progressing, and how well you're taking care of them. This shows you care about the referral and the person who referred. Consider giving a special acknowledgement at loan approval or some specific time like that (put this with your “task” systems throughout the listing process and it'll be easy-as-pie to accomplish).

**Third**, acknowledge the client and recognize their referral in your Service For Life!® monthly direct response prospecting and referral newsletter. Why? Because people love to see their name in print – and by acknowledging the referral in public, you automatically *program others* in your House List to refer to you.



**Fourth**, recognize the referral at closing. A simple letter reporting the successful transaction will do.

Here are 2 simple systems for making a big impact when rewarding referrals...

### **Referral Reward System #1: The Perennial Reward Gift™**

Do you remember in Chapter 20 we talked about using a “perennial” after-sale gift in your practice?

It’s a gift that keeps coming throughout the year and continues to REMIND your client of you – without you doing any additional work or expense (that’s what I mean by “leverage”).

The gift I mentioned in Chapter 20 was the annual magazine subscription, such as “Architectural Digest” or something they appeal to them. The secret is to identify THEIR personal interests or passions and give a gift that shows you acknowledge their interests. That’s how you make a personal impression.

Here are a few additional ideas to help in your practice (don’t violate any state laws or regulations relating to “value” in the process)...

1. **Donate to their Favorite Charity.** You make a huge impression by identifying the causes they love, and making a donation in THEIR name.
2. **5 Free Car Washes.** Go to your local quality car wash and see if you can purchase a book of car washes. Each time they visit the car wash, they’ll think of you.
3. **2-4 Free Oil Changes.** Same as above, but go to a quick lube place and get them 2 to 4 quick lube oil changes to cover them for 6 months or a year. Each time they go, they think of you.
4. **8 Free Movie Tickets.** See if you can get an annual pass to a movie theater, or a booklet of passes so they can see a few movies. Each time they visit, they think of you.
5. **Free Coffee.** Give a coupon for 10 free coffees – each time they visit their favorite coffee house, they’ll think of you.

### **Referral Reward System #2: The Give to Get™ System**

Any time you get a referral from someone to your business, place their name, their business or occupation, and their phone number on a special piece of paper or in a file.

Accumulate all the names of people who have given you referrals in the past on your sheet (or file). Then you want to do 2 things:

1. Keep the list of referring people handy, and make sure you take the time to REFER BACK TO THEM at any chance you get. Keep your mind awake for opportunities to give back. Nothing makes a greater impression than when you refer BACK to a person who referred to you.
2. Create a special “Personal Referral Sourcebook” and share the names and businesses with your House List. This way, they’re not only getting referrals from you because of the relationship, they’re getting referrals from others who know you. In essence, you’re multiplying the “reciprocation” to them, by sharing the names of everyone who referred to you. As always, be sure not to “endorse” the services of others.

### Today’s Action Plan:

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There are 5 easy steps to rewarding referrals and motivating people to keep sending more referrals.

The first step is to make yourself referral-worthy in the first place.

The second step is to acknowledge the referral and keep your referring party up to date on the progress and success of the transaction.

The third step is to make your referral rewards very personal. You want to make a deep impression on the person who referred to you.

The fourth step is to make your gift “perennial.” This way, you “leverage” your one-time gift into many reminders, and your referring party will think about you each time they use their gift.

And finally, you want to give referrals to others, and share services of your referring parties with members of your House List. This way they’ll see you as a valuable part of their own business.

### Coming Up Next...

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Over a short period of time using this system, you’re going to identify a small percentage of people who become...

### **Hyper-Responsive!**

These are people who send referrals, multiple referrals or do business with you many times over.

Without a doubt THESE people are the *most valuable asset* in your practice – even greater than your general House List. Most agents forget about these people entirely – they either never identify who they are, or never acknowledge their importance to the agent’s practice.

And because of this...they harvest only a small fraction of the business they could get from these folks. But that won't be the case with you.

In Chapter 23, I'm going to share with you a few amazing systems for acknowledging the "Top 20% Power Players™" in your practice.

And in doing so, you'll continue to automatically harvest more and more referrals and new clients from these folks.

So let's head over to Chapter 23...

## Service For Life!® Profile of Success...

### **“Our Biggest Competitor Sends Out A Different Newsletter – But People Tell Us They Only Read Our Service For Life!®...They Don’t Even Look At The Other One...”**

We’ve been using your Service For Life!® prospecting and referral newsletter for over 5 years now. Oh my gosh...the comments we get. Not a week goes by, year after year, that someone doesn’t mention to us how much they enjoy Service For Life!®. It’s just because it’s different. It’s unique.

It makes us different with your “welcome new clients” and “client of the month.” These tell people, “we have business.”

I’ll give you an example. This was when we were first starting to use Service For Life!®. Several years ago, a couple hired us to list their home that was in our farm area. Even though we didn’t procure the new buyer for the home, we sent them our newsletter to them for 2 or 3 years. When they decided to sell again, they called us – NOT their own agent. She said, “Oh, I love your newsletter, and you can tell people it’s because of your newsletter that I wanted you to list my home.” Those were her words.

Our biggest competitor sends out a different newsletter, but people tell us they only read our Service For Life!®. They don’t even look at the other one. I just can’t say enough good things about it. I would say it’s one of the very, very best decisions we’ve ever made in our business. So it is just a wonderful, wonderful tool that we have in our practice. I just am so thankful that I met Craig and came across this.

--Dan & Molly S., REALTORS®, La Mirada, CA

**Step #3 (continued)...**

**How to *Cultivate* Your House List for  
Non-Stop New Clients, Referrals, Word  
Of Mouth, and Repeat Business:**

**House List Cultivation System #7:  
Top 20% Power Player™ Systems**

Dear Friend...

Welcome to Chapter 23 of our Ultimate Real Estate Success Secret™ course...and our 7<sup>th</sup> *House List Cultivation System*™.

Today I want to share a little “marketing secret” with you.

It’s something less than 5 out of 100 agents understand. And knowing it can deliver you more clients in a month than you now get in 6-months...or even a year...while spending less time, less energy and less money in your business.

Here’s the “secret” in a nutshell:

Do you remember the “Real Estate Success Pyramid™” I revealed to you back in Chapter 15?

Well...if you took a look at that pyramid, you’d notice a very small area at the top with a red star. Do you know WHY I put that red star at the top of the pyramid?

Because...once you start using the systems I am teaching you here...you’re going to realize that the area with the red star represents...

**The MOST VALUABLE ASSET of  
Your Real Estate Business**

That little area represents a small, yet brutally-profitable group of people who are “hyper-responsive” at sending you referrals, word of mouth and repeat business.

I call these people – your “Top 20% Power Players.”

Without a doubt, THESE people are the *most valuable asset* in your practice – even greater than your general House List.

How valuable? Agents tell me that harvesting these 20% produces up to 80% of their business (yes, it’s the old 80-20 rule). But most agents forget about these

people. Most agents either never identify them, or never acknowledge their importance to the agents' success.

And as a result...they harvest only a *small fraction* of the business they could get from these folks.

But that won't be the case with you – at least not any longer.

Today I'm going to share with you **FOUR** systems for acknowledging your “Top 20% Power Players™” in your practice. You're going to get pro-active about your relationship with these folks.

And in doing so, you'll automatically harvest more and more referrals and new clients year after year – the easy way.

Each of these systems will be what I call “TIME” systems – so you'll manage them with your “monthly” contact checklists (if you don't know what I'm talking about here, go back and read Chapter 16 – it just might save your practice!).

### **Top 20% System #1: Your Inner-Circle System™**

Did you know that people like to be treated as “special”?

They love to be treated like VIP's. They love to stand-out as a cut-above the rest. They love to see their name in print. Napoleon Bonaparte once said...

**“My Life Changed the Day I Realized that  
A Man Will DIE for a Blue Ribbon...”**

It's amazing what people will do for recognition – just ask Mary Kay. And that's just one reason why you should create a very special “*Inner Circle Club*” to your real estate practice.

Your inner circle club is your unique way of recognizing people who support your business...and reinforcing their behavior by making them feel SPECIAL.

After all, they are the most important people in your business – the crème de la crème of your House List. And you don't need to spend much money in the process.

So HOW do you create your own “Inner Circle Club”?

It's actually quite easy. The first step in the process is to simply LIST OUT all the “special privileges and status” for those who send you referrals and support your business. Remember, your goal is to make them feel special.

I've created a short letter below you can send to anyone who sends you referrals. You'll notice it outlines a few examples and benefits of your “Inner Circle Club”...and you'll want to customize it (that means add services unique to you) for YOUR practice...

## Welcome to Our Special Group...

[date]

[name]

[address]

[city, state, zip]

Dear [personal salutation],

Thank you for your kind referral of [name of client referred]. There's no better endorsement for a professional than to have someone refer a client to them. I am truly grateful for your support.

I'm writing today to introduce you to a special program I have in my practice, called my "Inner Circle Club." Past clients, friends, and others become part of my Club anytime they make a referral to me.

What is my Inner Circle Club? It's an unusual program I make available to my very best clients and friends. Our "network" is designed to provide helpful services and benefits to you on a regular basis. Here's an example of some of my Inner Circle Services...

- You'll receive **my monthly Service For Life!® Free consumer newsletter** – packed with helpful time and money-saving articles, tidbits, great trivia, hilarious jokes and more.
- You'll receive my Superior **Service Provider Sourcebook**. This is a book of trusted and experienced service providers relating to your home and life...from landscaping to plumbing to accounting services. And even better, I provide you with special discounts and special Free offers to try these services – available only to my Inner Circle Members.
- **Real Estate Discount Coupons**. I regularly present special coupons to my Inner Circle Club members for real estate discounts...some as high as \$1,000 off my real estate services. **And best of all, they're transferable!** Anytime you know a friend, family member, or acquaintance who's thinking of buying or selling, give them one of my coupons. They make for great wedding and graduation gifts. Or, of course, use one for YOUR next purchase or sale.
- **Market Trend Updates**. You are eligible to receive market updates for your home. I'll do a full evaluation of your home's value. Use it to track your equity...update your financial statements...even appeal your property taxes if desired. Plus, you'll see trends before anyone else, and be in the right place to maximize the value of your home.
- **My Real Estate Hotline**. From time to time, my Inner Circle Members have questions about their home, mortgage, property taxes, maintenance issues, and the like. When you have a question, simply call my exclusive hotline, and leave your question. I'll research your situation and get back to you immediately with a complete recommendation.
- **Special "Member's Only Events."** I frequently hold seminars on important topics, annual comedy club parties, and other special events exclusively for my Inner Circle Members. I can't wait to see you at the next one!

Why do I do all these things for my best clients? It's because I have a very different way of practicing real estate. Rather than pestering people to buy or sell, I focus my energies on providing such outstanding service, people feel naturally compelled to think of me when their friends or family need a caring and competent REALTOR®.

You don't need to do a thing to join. Your recent referral automatically makes you a member – with ALL the above services and more. I'm ecstatic about your membership to our special club, and I look forward to growing together with you.

Thanks again for your wonderful friendship and support of my business.

Best wishes,  
Your Name, REALTOR®  
Broker

**Remember, if you want to continue the process of getting more and more referrals from your "Top 20% Power Players", you must specially acknowledge them.**

## **Top 20% System #2: Inner-Circle Special Event System™**

Want to make a positive impression with your “Top 20% Inner Circle” as a group?

Think about holding one of these events once or twice a year...

1. A special wine or beer tasting party. Just locate one of your favorite distributors or retail stores, and they'll set it all up for you.
2. A special seminar or workshop. You name the topic, but make sure it's something people would really value: Investments, tax saving strategies, and special topics.
3. Hold a fashion show with a local high-end boutique.
4. Create a family picnic once a year for your inner circle members
5. Have an annual Comedy Club outing. Simply go to a local comedy club in your area, and book a night when great performers will be appearing. Often you can book a weeknight and get discount rates.
6. Hold a Christmas Party.
7. Hold a Sports Clinic if you find many of your clients like a certain sport: Power walking, running, cycling, etc.
8. Hold an Art Show with a local gallery. This is very classy way to meet with many network members at once. Consider holding a Wine Tasting with your art show.
9. Every year, buy 5 or 6 sets of tickets to your local Opera or Theatre group. Then, for each performance, give away a set of tickets to someone special. If you buy 5 sets of tickets with 8 shows apiece, you'll have enough tickets to send 40 people to a show.
10. Coordinate a New Automobile Preview with a local high-end or exotic auto dealership (BMW, Lexus, Mercedes, Infinity, Porsche, Ferrari, etc). They'll be ecstatic you're promoting their cars, and will gladly participate with your inner circle network.

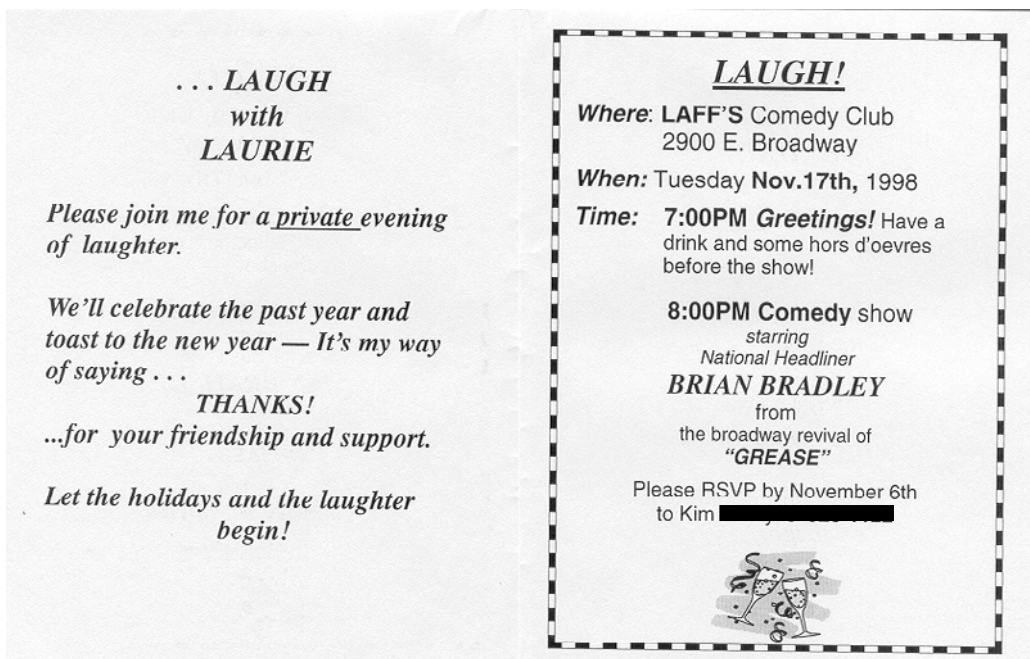
Couldn't you do any of these with your Top 20% Power Players, spending very little money in the process?

On the next page I've reproduced an invitation to a Comedy Club Party that was paid for entirely by service suppliers (mortgage lenders, appraisers, title companies), and netted over \$20,000 in *direct business* less than 30 days after the event – and keeps pulling business...because real estate is about RELATIONSHIPS!





Here's the inside of the invite...



### **Top 20% System #3: The “Unexpected Gift System”™**

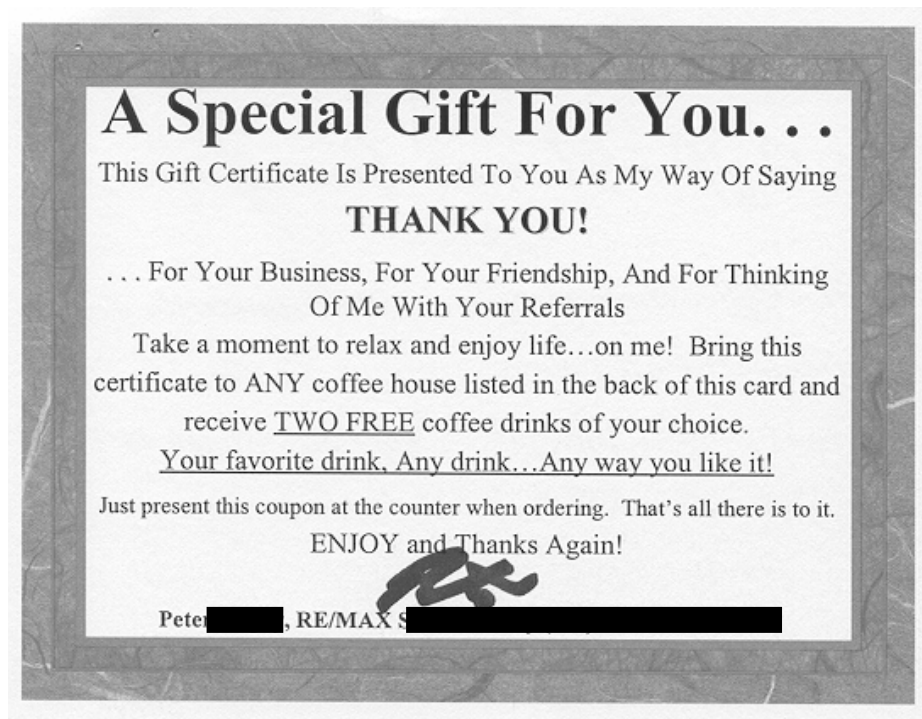
Here’s a system that plays off the “Perennial Post Premium” you learned about in Chapter 20 (after-sale systems). But in this case, you’re sending a special, small gift certificate to your Power Players when they’re not expecting it.

Here’s what you do...

Just go out to a local retail store – coffee house, florist, etc. – and ask them for a very special price to send a sample of their product to special members of your House List.

Remember, there’s new business in this strategy for the retailer, so they should be more than willing to give you a special deal. Again, this is a very inexpensive, yet “touching” way to make a positive impression.

You will get incredible feedback when you take this small, yet personal gesture with your Top 20% Power Players. Here’s an example of simply giving out a gift certificate for 2 Free Coffees at a specialty coffee shop (note: the other side of the card would have the coffee house locations, phone number, etc.)



### **Top 20% System #4: Your “Personal Call System”**

This system sounds alarmingly simple, yet, not long ago, I read about a \$71-million dollar producer who uses this system as a dominant marketing system in her practice.

I frequently talk about spending 70% of your time cultivating the top 20% of your network. That's because people who generally refer once to you will refer again and again if you build the relationship.

That's where your *Personal Call System* with your Top 20% Inner Circle Club can really pay off. Here are a few tips for creating your personal call system...

1. Take the number of Top 20% Power Players you have and divide it by 25. That will give you (roughly) the number of members you need to call each week to speak with each one TWICE a year. For example, if you have 200 inner circle members, you need to call 8 each week to speak with them all every 6 months. If you want to speak with each one at least *quarterly*, take your membership and divide it by 12 – to get the number you need to call weekly (in this example, that would be 16 people called each week).
2. Create a special schedule and set aside time one day a week to make those calls. It will only take you about 20 minutes a week to make your calls if you have a lot of Top 20% people – that's hardly a sacrifice to get more referrals, right?
3. You need always have a reason for calling. So make one. It could be an invite to lunch. It could be a great article reprint you found. Or, best yet, you should know about the profession and hobbies of your inner circle members. Why not find a topic about their favorite sport, and call to send an article reprint. Or get them a gift certificate to a local hobby or sports shop. Either way, you need to communicate with them. Some agents don't call, but send something, as I mentioned above.
4. Continue to build upon your relationship momentum. Over time, it will be like calling your friend. You'll never want for something to say, or a reason for calling.

If it works for a \$71 million producer, it'll work for you too. How 'bout it?

### Today's Action Plan:

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You work hard. Prospecting, previewing, listing, showing and selling can really take their toll.

That's why you need to get the very most out of every relationship you create in your practice. And no relationship has the ability to translate into raw commissions than that of your 20% Power Players.

What I've covered here is not difficult. If you simply implement 2 of the systems you learned here, AND use them consistently – you'll be lightyears ahead of other agents who mostly 1) don't even "prioritize" their house list – so they don't even know they have "Power Players", and 2) do nothing to uniquely reward their Power Players...and thus multiply the volume of business they could be getting.

So that's your goal: 2 of the systems here. Just do them...and do them consistently.

## Coming Up Next...

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We've just completed the very last of the *7 Essential House List Cultivation™* systems.

These are the main systems for getting your House List actively sending you new clients, referrals, word of mouth and repeat business. And they're the same secrets to lasting success in real estate.

Do you remember the 7 systems?

They are...

1. WOW Your Client Systems™ (Chapter 17)
2. Calendar Contact Systems™ (Chapter 18)
3. Transaction Referral Programming Systems™ (Chapter 19)
4. After Sale Systems™ (Chapter 20)
5. Life Event Contact Systems™ (Chapter 21)
6. Referral Reward Systems™ (Chapter 22)
7. Top 20% Power Player Systems™ (Chapter 23)

Congratulations. You've made it. This concludes Step #3 in PART II of our course (if you'd like to see the 4-Step Process we're detailing, see "Chapter 8").

But we're not finished yet.

In Step #4, I'm going to share with you a number of revelations and marketing strategies to accelerate your production to Critical Mass™.

Do you remember Critical Mass™ from Chapter 5?

This is where you take everything you've implemented up to this point and *accelerate* it into an automatic, ever-growing \$7-Figure production.

We'll start Step #4 with our next chapter titled, "The Secret Psychology of Belonging." This one idea will help differentiate you from other agents by deepening your relationship with your House List.

And that makes all the difference in the world.

So turn the page, and let's start getting your practice to Critical Mass™ in Chapter 24...

## Step #4...

# ***Accelerate Your Personal Market Share™, Production Level and Income to Reach Critical Mass™ ...***

## **The Secret Psychology of “Belonging”**

Dear Friend...

Welcome to our 4<sup>th</sup> Step in Part II of our course, *The Ultimate Real Estate Success Secret™*.

First...a little “house work”...

In this step we’re going to switch gears and talk about unique strategies and ideas for accelerating your Personal Market Share™ and getting your production to Critical Mass™.

Do you remember our discussion about Critical Mass™ from Chapter 5?

It’s the point at which all your marketing systems come together to work as one huge client-generation SYSTEM, and your production continues to grow and grow almost automatically – like the “snowball rolling downhill” I talked about in Chapter 5.

It’s the “target” or end result of growing a successful real estate practice. And it’s essential to reach if you want to survive in this business. In fact, I’ve never seen any real estate practice survive that didn’t reach some level of Critical Mass™ - it’s *that* important!

**So let’s get talking about strategies and ideas to accelerate your business to Critical Mass™...**

Did you know there are secret “hot buttons” in every human’s psychology that will almost instantly influence them to do nearly anything you want?

It’s true. And I’ll wager very few agents have any clue they exist. In fact, I’ve kept *most* of them quiet in our course...until now.

Today I’m going to “spill the beans” and reveal the FIRST of these secrets to you. I’m going to share how to get practically anything you want just for the asking.

But before I do, I want something from you.

I want a personal PROMISE from you right now to never use these secrets for the harm of any other person.

EVER!

Why am I asking you for this promise?

Because these are the very same "hot buttons" CON MEN use to steal money from innocent people. They are so powerful it's easy to take advantage of people if you don't use them with a clear heart and honest purpose.

I'm sharing these secrets with you to use them for a *positive* purpose. One that helps both you and your clients at the same time. I'm only interested in teaching you strategies that are "WIN-WIN."

So I want your honest, sincere promise, OK?

**Let's shift gears (once again!) and talk about our very first Psychological Secret...**

Would it surprise you to learn that over 97% of your prospects and clients report being REPULSED by a snooty, "professional" image?

Think about it in your own life.

Have you noticed that, since the invention of the telephone menu trees, fax machines, computers and the internet, it just seems that the "personal" nature of our relationships is losing ground fast?

It's not a positive direction many professionals are heading.

Most agents are programmed to think that a "high hat," stuffy professional "attitude" and image is the way to behave in business.

What's going on here? Well...I'll tell you....

Most people have become so impersonal in business, we're like a bunch of robots running out of control banging into each other. We've fallen into believing that the more "professional" and "snooty" we become, the more highly people will think of us.

That's why today I'm going to talk about...

### **The Secret Psychology of "BELONGING"**

If you want to get the "edge" in your business you must realize one important "personality" point...

## **People Prefer to do Business with Other People, NOT “Companies”**

The truth is, as humans, we are all silently seeking out more PERSONAL interaction with other humans. We actually CRAVE the high touch of other humans in our lives. Yet it is becoming a lesser and lesser part of our business relationships.

People will say "yes" to your request (like a close) to the degree that they KNOW and LIKE you; and better still, when they believe YOU know and like THEM?

So where am I going with all this?

Simply this: Drop the snooty attitude. Drop the "hyper-professional image" (I know might be tough, but it's the right thing).

Get down on the carpet with Ma, Pa and the kids and don't be afraid to be human. I have a close personal relationship with more than 100 agents who produce \$15 million and above (some over \$50 million), and there's one trait I've noticed in ALL of them:

### **They are Authentic, Down-to-Earth People**

No posturing. No ostentation. No fluff. What you see is what you get. Period. This is a "people" business.

### **So how do you create a "Belonging" environment in your business?**

Let me share with you TWO simple strategies you can create tomorrow morning to increase the “belonging” feeling in people – and get them to bond with you and refer more to you...

#### **Belonging Strategy #1: Create a “Back Stage Pass” to Your Business**

Do you remember the “business card” referral system I showed you in Chapter 19, or the “Inner Circle Club” system I showed you in Chapter 23?

Why did I want you to use them?

Of course, they're great marketing systems. But I want you to focus on something else here...something bigger.

See, those two systems were great examples of creating a “back stage pass” to your business. The referral card strategy detailed how and why you run your practice by referral. The Inner Circle Strategy brought people closer to you by making them part of a “special group.”

Why are they (and other systems here) so powerful?



## **Because They Reveal the Honest MOTIVES of Your Actions**

If you want a close relationship, you must demonstrate TRUST to the other person, first and foremost. And when you reveal your motives, you instantly create a level of credibility and trust that bonds people to you.

So the empowering question I have for you is...

### **How Do You Give Your Prospects and Clients a “Back-Stage Pass” to YOUR Business?**

Here are TWO ideas for you to consider.

First, tell people HOW you do what you do.

For example...do you remember the “28-Step Maximum Home Value Marketing Plan™” I gave you in Chapter 17?

Why did I detail out all 28 steps? Well, the first reason is I want people to see all the things you do for them – to bring more VALUE to them.

But the second reason is I want them to see HOW you do what you do. I want them to understand all the “back-stage” effort that you go through to deliver excellent service.

Does this make sense?

Now the second idea for you to consider is...tell people WHY you do what you do. A great example (I referred to earlier) is the referral programming on your business card from Chapter 19.

In that language, you describe WHY you practice the way you do...and the benefit to your clients. This endears them to you, lowers their resistance, and helps them bond closer to you.

List out all the things you do for your clients – your “product.” Describe “how” you do them and “why” you do them. Then watch them flock to you like hungry seagulls, stick like super glue, and refer all their friends and acquaintances.

### **Belonging Strategy #2: Create Intensely-Personal Contact**

This is going to sound like a “pitch,” but I don’t know any other way to say it.

There’s a simple and inexpensive strategy you can use that will take you less than 30 minutes a month to implement, and create such a tight, personal “back stage pass” BOND with your clients, they’ll ALWAYS think of YOU when they think “real estate”:



**Send out your "Service For Life!®" direct response newsletter EVERY MONTH.**

"Service For Life!®" is the fastest, easiest way to instantly capture and keep such a tight bond with your clients, you'll be creating SOLID MARKET SHARE in your area.

It's the original direct response newsletter for agents, scientifically engineered to GET READ, GET SHARED, and GET ACTED UPON.

It's not a magic pill. It's not something where you say, "oh, I'll try it for a month or so, and if I don't instantly have people flooding my practice, I'll quit."

Like any relationship, it takes nurturing. It takes a little initiative. It takes a little action on your behalf.

Do this...nothing more and nothing less...and you'll be thrilled with the growth in your business. And you'll relish in how easy and enjoyable practicing real estate can be.

If you're currently subscribing, make sure you use it regularly...as each month will bring you greater and greater Personal Market Share™ (after all, quitting means you guarantee yourself NO market share).

If you're not on board yet, what's keeping you?

I have an idea. Why don't you CALL my offices right now and actually speak with one of my Client Care Specialists about Service For Life!®.

Seriously...even if you're skeptical. Even if you think I'm full of beans.

Even if you just have a few questions and that nagging suspicion won't go away: give us a call toll-free (inside the U.S.) at...

**(800) 622-2540**

Or our land line at...

**(520)-546-1349**

We're the friendliest, nicest, "no pressure" people you'll ever meet. I trained our folks that way because I want you to become one of our personal friends, not feel pressured.

And when you subscribe, I promise it will be the single smartest move you've ever made for your real estate career. And we'll be there to support you every step of the way.

So give us a call right now at (800) 622-2540.

## Today's Action Plan:

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Take a look at how you market yourself in real estate. It's just like every other agent, isn't it?

So why should anyone work with you if you look like just another ripple in the sea of agents out there?

It's time to make yourself *different*. It's time to make yourself *positively unique* in the eyes of prospects and clients. And one of the best ways is to create a personal "belonging" feeling around your services. The easiest way is to tell HOW and WHY you do what you do.

So take some time to look at your marketing...your product-ization, your communications...and give folks a "back stage pass" to what you do, how you do it, and why you do it. Without a doubt it will clearly set you apart. But there's one more thing to consider...

The single greatest way to differentiate yourself is to have a *solid relationship* first and foremost...a relationship where you're seen as a competent, true professional...yet also a personal friend with the sincere interests of your clients first and foremost.

And there's no better way than by demonstrating these elements by using Service For Life!®.

If you're using Service For Life!®, make sure you're using it correctly. There are more than 7 ways to use it profitably in your practice...and you can learn those ways (and answers to other questions) at our web site at [www.ServiceForLife.com](http://www.ServiceForLife.com). Just click on the Questions and Answers link at the bottom of the home page.

If you're not using Service For Life!®...why not give us a call and learn what it can do for you. We really are the nicest, most helpful folks you'll ever meet. Seriously. Give us a call at (800) 622-2540. Let's talk.

## Coming Up Next...

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Did you know that the National Association of REALTORS® reports that an "educated" client is worth 8 to 10 TIMES more than an UN-educated client?

One of our agents told me that by using specific "educating" strategies in her practice for the past 3 years, her income actually multiplied...

### **ELEVEN-FOLD!**

Would you like to learn how to educate your clients...and transform yourself from an aggressive "sales person" into a "trusted professional"? Then turn the page to Chapter 25...

**Step #4 (Continued)...**

***Accelerate Your Personal Market Share™,  
Production Level and Income to  
Reach Critical Mass™ ...***

**The Value of EDUCATING Your Clients**

Dear Friend...

Did you know the National Assoc. of REALTORS® reports that an "educated" client is worth 8 to 10 time more money to you than an "UNeducated" client?

It's true.

One of our subscribing agents told me that by using specific "educating" strategies in her practice for the past 3 years, her income has actually multiplied ELEVEN FOLD.

She closes clients faster, and enjoys working with them more. And in the process, her clients report greater satisfaction with her services.

And yet most agents neglect to use education as part of their marketing. Big, Big Mistake.

Today I'm going to show you 3 important "educating" strategies so you can reap similar results in your practice.

Question is: HOW do we educate our prospects and clients, and WHAT do we educate them about?

That's the topic for today's chapter of our Ultimate Real Estate Success Secret™ course...

**How "Educating" Your Clients Can Increase  
Your Production Over 1100%!**

Have you ever had to go through an important event or process in your life, and you didn't know what was going to happen beforehand?

Maybe you purchased a new car. Or underwent some kind of medical procedure. Or maybe you were making a BIG purchase, such as land, or a home, or a building.

And when you didn't know what to expect, didn't you feel a bit nervous? Even a bit lost?

Even worse, a bit FEARFUL?

Well, believe it or not, that's how most of YOUR clients feel when they work with you. And that's why EDUCATING your clients about a number of "processes" is so important to the success of your business.

Here are 3 important (and simple) ways to educate your clients, and virtually guarantee all your deals close, and ALL your clients are ecstatic with your services.

(In fact, if you truly want to DIFFERENTIATE yourself from other agents try this process.)

### **Educating System #1: Provide a Road Map**

Here's where most agents blow the relationship right up front: They Fail to educate their prospects and clients on the EXACT PROCESS of buying or selling.

And by doing this, they fail to remove the inherent FEARS present in people.

The truth is, most people are silently wishing you would take the lead and help them make a decision.

So here's what you can do. Whenever you meet with buyers, or arrive at a listing presentation, in addition to other materials, take a simple FLOW CHART of the PROCESS of buying or selling.

The process starts right where you are at our first meeting, then takes them through all the stages of buying or selling, and DETAILS exactly what's going to happen, including what might go wrong and how you'll handle the problem if it arises.

This way, they know where you're going. They have a road map. And, most importantly, they instantly feel less fear and more comfort working with you.

Here's something else that will differentiate you from other agents (you saw it earlier in Chapter 17):

"NAME" your personal process so no other agent can use it (not to mention very few other agents ever do this to begin with).

For example, your buyer program could be called, "My Platinum Home Buyer Program."

Or your listing system could be called, "My Top Dollar Home Marketing Program."

Then, simply list out everything you do to serve your client. Get creative (and make sure you transmit a benefit in your name) and it will make a big difference.

Couldn't you easily put together a simple ONE PAGE flow chart of YOUR PERSONAL real estate process and integrate it into your buyer qualifying or listing presentation?

Sure you could. Do this simple little exercise, and watch your clients bond to you like velcro.

### **Educating System #2: Set Expectations Up Front**

The second process of educating needs to be integrated into your FIRST process above. And it's this: EDUCATE YOUR CLIENTS ON WHAT TO EXPECT FROM YOU.

When you use a flow chart and present the entire process of buying or selling, you have a great opportunity to SET THEIR EXPECTATIONS of YOU.

How do you do this?

By simply telling them at each stage what you'll be doing to service them. This also enhances your image and value as a true professional.

AND, it tells them that YOUR services are more than simply entering their home on MLS, or doing a simple search to find their next home. Believe it or not, most people don't know all the things you do as an agent.

You need to tell them yourself.

Now, it's important not to oversell yourself. If you make outlandish commitments, that's what they'll expect, and you may not meet those expectations.

On the other hand, if you make too few commitments, other agents will beat you out of the listing or buyer representation.

The "secret" is to tell EVERYTHING you will do, but DO NOT oversell yourself and be perceived as under delivering.

Here's why: Your GOAL is actually to EXCEED ALL of the expectations they have from you.

Set the standards of WHAT will happen and WHEN: how you return calls, how you service leads, how you promote their home, how you search the market for the right home, how your staff works, etc.

Be DETAILED on EVERYTHING YOU DO to service them. The more you explain, the better your client will feel about working with you.

### **Educating System #3: Program Your Intentions**

This system is perhaps the most important.

In a nutshell: Educate your clients on HOW you do business and that you generate the majority of your business by REFERRAL, WORD OF MOUTH, and REPEAT BUSINESS.

You want to subtly program them to support your business and reciprocate to you by actively referring their friends, family and acquaintances.

Your goal is to establish a multi-hundred sales force of past clients (and House List) actively sending you referrals, word of mouth and repeat business. But no one will do anything without you letting them know that's how you work.

The responsibility is yours. And the great thing is, it's very easy to do all this.

Want some ideas? Try these out (some you've seen in earlier chapters):

**\*\* During the transaction, communicate how you generate clients by telling stories about other clients you received by referral. This will subtly reveal HOW you operate.**

**\*\* PROGRAM how you generate your business by referral in ALL of your communication methods: voice mail, letterhead, business card, ads, sales letters, post cards, etc. I even know of an agent who changed the name of his brokerage to "Referral Realty."**

**\*\* You can end all of my letters with a "P.S." that says, "Oh, by the way, if a friend or family member you know could use a caring and competent agent, I would enjoy meeting them. Thanks for thinking of me for your referrals."**

**\*\* Follow-up all closings with a thank you letter, request for testimonial, and referral programming.**

**\*\* Create referral incentives. No, you don't need to violate regulations with fancy gifts. You can make people feel very "special" by creating a special "inner circle" club. Best of all, you can outline benefits for members that support your business: Free home appraisals (new business for you!), Free supplier rolodex, invite to an annual comedy club party, etc.**

And FINALLY, there's no better way to deepen your relationship, program for referrals, and generate unlimited word of mouth and repeat business than with:

Your SERVICE FOR LIFE!® Direct Response Prospecting and Referral Producing Newsletter.

Each issue is jam packed with WELCOMED stories, jokes, teasers, trivia, and more to GET READ and GET ACTED UPON (That's right, it's NOT all about real estate, for a very important reason. Don't be fooled by newsletters that are all about real estate. You'll be wasting your money using them.).

Each issue also is programmed with 7 "Psychological Triggers" to make your clients and farm area BOND with you.

And each issue is automatically enhanced with over 14 Direct Response Offers, so when people think of "real estate" they naturally think of YOU.

You get there FIRST and FINAL, BEFORE other agents even know they exist.

If you've already subscribed, then you know what I'm talking about.

If you haven't subscribed, you can see everything in action by clicking on the links at the bottom of this chapter.

Please forgive me for sounding like I'm "selling," but that's what I do for a living (don't forget, that's what we ALL do for a living!).

If you'd like to join the elite 4% of agents who capture a steady, predictable stream of the VERY BEST clients (and getting them before other agents know they exist), THIS is your invitation to join me.

Either call my offices Toll Free right now at (800) 622-2540, or you can click on the links below.

### **Today's Action Plan:**

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People don't know how you operate until you tell them. And they don't know what to expect until you show them.

That's why it's so important to give your clients a road map on the process of the forthcoming transaction, AND let them know what to expect along the way.

This way they feel comfortable, more assured, and know when you're going above and beyond for them.

So take a few moments and outline the exact processes of your business. Take a look at Chapter 17 for more specific ideas as well.

And then watch your client stick rates, overall satisfaction, and referral rates literally multiply.

### **Coming Up Next...**

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Have you ever heard the saying, "first impressions are LASTING impressions"?

I agree with that statement for the most part, don't you? Well, you're about to learn that "first impressions" are only HALF of the formula.

In Chapter 26 I'm going to give you the OTHER HALF of the formula – absolutely essential to guaranteeing the highest satisfaction in your clients. You're gonna love it!

## Service For Life!® Profile of Success...

### **“We Don’t Have To Compete For Listings Anymore – People Just Call Us And Say, “Come Over And List My Home” – They Know Us, See Us And Trust Us...So Why Go With Anyone Else?”**

I just wanted to call and give you some feedback about your Service For Life!® newsletter. My partner in real estate and I have been using this Service For Life!® newsletter now for about 26 months. We love it, and our clientele anxiously awaits its arrival every month. For us, it has become our main source of contact between us, our clients, sphere and farm. It opens the door for conversation when we see folks out in our farm area. We distribute other market-related materials throughout the month, but it is the newsletter, with its variety of articles and jokes, that the people remember and want to talk about.

We firmly believe that personal interaction is the key to building relationships. Since the creation of the Do Not Call List, we’ve stopped calling and instead make it a priority to see our homeowners face to face. We went back to the old-fashioned way of farming and actually walk the farm once a month, armed with the Service For Life!® newsletter.

The people love it. When they see us out walking, they make an effort to stop and talk instead of run into the house and hide, like they used to do. They comment about the helpful tips, like adding salt while boiling eggs to make the shells come off easily, and pouring boiling water down a slow-running drain to clear it out. They are ecstatic when they try these things and they actually work.

Other comments we often hear from our clientele are, “We really enjoy your paper. It’s so informative and light, not the usual hard-sell real estate bulletin that we used to get,” and “thank you for keeping us informed. We actually look forward to receiving them every month.” And the best one of all we hear is several people have actually told us that they’ve kept every issue in a file, so they won’t lose the valuable information. My eyes got big when I heard that one!

When we first started over 2 years ago, we only mailed out 300 to our sphere. We have been so pleased with the returns, that we’re now at 1,300 and have set a goal to be at 2,000 by the end of ‘05.

**The best part of all is that our business volume has grown by \$3-million consistently each year, and we don’t have to compete for listings anymore. People just call us and say, “Come over and list my house.” They know us, see us and trust us. So why go with anyone else?**

Your newsletter is an awesome marketing tool. I would never consider being in business without it. I can’t thank you enough. Keep them coming!

-- Nancy, REALTOR®, Norwalk, CA



**Step #4 (Continued)...**

***Accelerate Your Personal Market Share™,  
Production Level and Income to  
Reach Critical Mass™ ...***

**The Money-Making Power  
Of LAST Impressions**

Dear Friend...

Do you recall back in Chapter 17, I said, “first impressions are LASTING impressions”...then I gave you a great “transaction initiation gift” system to use in your practice?

If you don’t remember...no worries – heck, I have trouble remembering what happened yesterday!

But you might want to go back and read Chapter 17 if you don’t remember.

Why?

Because in that chapter I also gave you a “first impressions” system I learned from a \$36 million producer who closes over 95% of her listing presentations.

But as important as “first impressions” might be...they represent only HALF of the formula when it comes to creating relationships strong enough to warrant continuous referrals and repeat business.

Today I want to share with you the OTHER HALF of the formula...and this half is just as important as “first impressions.” That’s because first impressions might be lasting, but...

**LAST Impressions Are Most Profitable!**

To get started, I want to share a quick story to illustrate an important point...

About 6 months ago I had the opportunity to spend a long weekend at a newly opened luxury resort in Las Vegas. And it was during dinner on a Saturday night where I learned an important marketing lesson I want to share with you.

We were one of the first groups of people to stay at the resort, and I suppose being so new, things weren't completely ironed-out with their operation.

We decided to go down to dinner at one of the resort's fancy restaurants. And I have to tell you, it wasn't all it was "touted" to be. In fact, there were a number of problems we encountered before the night ended.

One of our dinners was delivered late. The kitchen forgot to deliver an appetizer. The wait staff was inconsistent with their service. Overall, it was NOT the best experience...

### **...At Least Not Until the END of the Dinner...**

I guess someone was paying attention, because the bill for our dinner was personally brought to us by the manager of the restaurant.

He apologized profusely about the problems, gave us one of our meals for free, deducted 50% off for all the remaining meals, AND gave us any dessert on the menu for free.

Our meal at this 4 Star restaurant (granted it wasn't perfect, but it was still very good) cost us less than dinner at McDonalds!

And to top it off, he presented us with a special offer coupon for 2 for 1 dinners on our next visit, asking us to give them another chance very soon.

I was surprised at his generosity (remember, aside from the problems, it still was a pretty nice dinner).

But did you catch something he was doing here? Yes, that was an amazing gesture by him. And we WILL be going back.

But our manager knew something important about relationships.

He knew he couldn't undo all the problems we encountered during dinner, but he COULD leave us with a positive LAST impression of his restaurant that would leave us *coming back again* and *telling our friends* about the positive experience.

And that's exactly what he did.

So what's the valuable moral of this story you can use in real estate? It's this...

**You Will Be Remembered And Judged MOST By The LAST Contact Or Experience You Had With a Prospect Or a Client, Rather Than Anything That Happened In Between!**

Some transactions go smooth as glass. Others run into problems – whether they're your fault or not.

But either way, you can leave your client with a great feeling about you (and offset the damage by a difficult transaction) if you know how to make a great LAST impression.

**What are the components of a great “last” impression?**

First, your last impression must be very **PERSONAL**. Listen to your clients during the transaction. What are their passions? What are their hobbies?

Give them something that shows you acknowledge them personally – it'll make all the difference in the world.

Second, your last impression must be **VALUABLE** in *their* eyes. No, I didn't say you should spend a lot of money. Value can be given in information, in a gesture or an object. But make sure they'll see it as something they can use.

Finally, your last impression must be **UNIQUE**. If you give something that's personal (for example, a subscription to a flying magazine for a client who's a pilot)...it will reveal that you took the time to *acknowledge and recognize the uniqueness of your client* – and that makes all the difference in the world.

If you go back to Chapter 20, you'll see a number of personal, valuable and unique "After Sale Systems" to use in your practice. They include...

- The Perennial Post Premium™ System...
- The After-Sale Survey™ (showing you care)...and...
- The Post-Sale Testimonial Request™ system (I gave you 2 letters ready to use).

Why am I highlighting this subject? Take a look at these revealing facts...facts I shared with you in Chapter 1 – but are so important they need repeating...

- The NAR reports that 77% of clients say they would use their agent again, but only 11% actually do...
- Marketing studies show that an "educated and familiar" client is worth 8 to 10 TIMES what an unfamiliar or uneducated client is worth...
- Nearly 74% of all sales in real estate are made from an on-going PERSONAL relationship either through a referral, word of mouth, or repeat business.

### **AND GET THIS...**

Only 4% of agents out there maintain consistent, monthly CONTACT with their past clients, sphere of influence or farm worthy of this level of business.

Add it up: 74% of ALL real estate transactions are gobbled up by about 4% of the agents, while the rest have to squabble and fight tooth and nail for the remaining 26% of the scraps!

And it's all because of ONE THING...

**They Made Themselves Different  
And Unique in Their Market...by  
Creating DEEP Relationships**

Now you know the "secret" of a million-dollar production.

Now you know how some of our agents have become *millionaires* practicing real estate in just over 3 years...and how OUR agents never face the dictates of abusive clients...interest rate hikes...recessions...or even discount brokers!

And now you know how our agents' NET PROFITS in the business are higher than 95% of other agents out there.

**It's because they own the *market share*...they own the RELATIONSHIP.**

But it didn't happen by "hoping" a client or friend will remember them. Or denying their role in the whole process.

It happened because they got PROACTIVE about their relationships and contact. It happened because they've implemented the entire system you're learning right here...and use Service For Life!® every single month - many of them have been subscribers for...

**Over 7 YEARS!**

OK...here comes the pitch (hey...at least I warned you!).

Listen...I wouldn't have so many long-term subscribers if this tool didn't work – hundreds of agents who've been with me for YEARS.

I can talk this remarkable marketing tool up till I'm blue in the face. But it won't make a hill of beans unless you see for yourself it's everything I say and more.

There's nothing like it anywhere in real estate.

This is the very first tool completely engineered to bring you a consistent income in real estate through referrals, word of mouth and repeat business...

...to finally get you the MARKET SHARE that brings steady growth year after year (even recession-proof your business).

A tool that gives you the breakthrough you've been searching for.

If you've already subscribed, then I want to extend a warm "congratulations and welcome."

But if you haven't yet subscribed, I'd love for you to join our family of agents using Service For Life!®.

Seriously...think about this...

**You Spent More Money on *Morning Coffee* Last Month  
than You'll Spend to Put Service For Life!®  
to Work in Your Business...**

...for me to create everything FOR YOU, including a fresh issue with 7 psychological hooks, 2 involvement devices and more than 14 direct response offers built right in...

...to have all the guidance and toll-free support you need...including our special manuals, tool kits on CD, and even discounts on printing and mailing...

...to have all the special reports and response devices done for you...

...to have all the inserts and strategies completed for you.

So if you're not using it...I'd love to know why?

Simply give my office a call at **(800) 622-2540** and talk to one of our Client Care Specialists...

You can join by calling us... by ordering online...or even by FAX.

Six months from now you can be kicking yourself for losing business to agents who have less knowledge...less skill...and work a lot less than you...

OR...

You could own true "market share" in your area and be laughing at all the agents complaining about "the market", competition, or how "tough" the real estate business is for them.

You deserve better. It's time you took control.

Give us a call. Shoot me an email. Or even send me a FAX, and we'll get you started on the most enjoyable...most profitable...and most valuable long-term strategy for growing your real estate practice.

**Today's Action Plan:**

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What kind of "last" impressions do you make with your clients?

If you're like most...it involves something *expected* – like a thank you gift or post closing gesture.

You already know that *unexpected* gifts make a bigger splash. And you learned today that PERSONAL, VALUABLE and UNIQUE gestures make the greatest impact on your clients.

Even things like a post-sale survey or request for testimonial show that you're a true professional who cares about your clients AND your business.

So take a moment to implement your "last" impression systems.

Go back to Chapter 20 if you want more ideas....but make something happen and you'll be thrilled with your new-found profits and wonderful life.

### Coming Up Next...

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Did you know there are more than 10 ways to make ANY Contact Tool make money for you?

Agents ask me for ideas all the time, so here's a great opportunity to get some valuable, money-making tips for growing your business.

It doesn't matter whether you're using Service For Life!® or recipe cards or some other tool...in Chapter 27 I'm going to ignite your mind to new, inexpensive and innovative ways to *leverage* the ability of your contact tool (*any* contact tool!) to make you more money.

Turn the page and let's get started...

**Step #4 (Continued)...**

***Accelerate Your Personal Market Share™,  
Production Level and Income to  
Reach Critical Mass™ ...***

**10 Ways to Make Your “Contact-  
Marketing” Make You MONEY**

Dear Friend...

What I’m about to say may sound outrageous to you at first, but I’m confident you’ll agree once you hear me out.

I believe this chapter will be the single greatest “Relationship-Marketing” lesson you will ever read...capable of truly multiplying your production and income with very little (or no) extra effort or money invested.

How do I know?

Because every one of the “strategies” you’re going to learn has been tried, tested and proven for *thousands* of agents in our network.

Here’s how it came about...

About a month ago I got a call from one of our Service For Life!® subscribers. She had been using the tool as a House List contact system and it was working great for her – now averaging 3 to 4 added clients per month.

But she wanted to know if there were any additional ways to use the tool in her practice.

I was so impressed with her initiative (she was looking for ways to “leverage” her investment in the tool – very smart!), that I spent several hours with her to review all the ways other agents had been successfully using the tool.

And since I know you too will probably be using a regular, value-oriented and welcomed tool like Service For Life!® in your practice (you’d be crazy not to)...I thought I’d share our findings with you.

When I first created this tool in 1998, I engineered it primarily as a prospecting, stay-in-contact and referral-generation tool to be used with your House List.

And it works like gangbusters to bring you a stream of clients, referrals and repeat business from these folks.

But I never realized that I had created a tool so powerful it's now being used as...

### **“10 (or more) Marketing Tools in 1” For Agents**

Some agents actually spend \$0 sending Service For Life!® by using our “sponsor tool kit” that comes when you subscribe.

Other agents spend \$0 using it because they employ it in areas of their practice that don't cost any money.

But if you've been paying attention in this course, you've already learned that the tool makes enormous economic sense even if you send it by mail each month – just run the simple ROI numbers from **Chapter 18** (go back and read it if you don't remember – it's very valuable information).

Either way...here are a number of ideas you can use to generate more clients with your prospecting and stay-in-contact marketing...including Service For Life!® or any other tool you use...

### **Contact Tool Use #1: Use Service For Life!® For Referrals and Repeat Business From Your “House List.”**

You already know about creating and marketing to your House List – that's the focus of this course. But I want to share a little story that may underscore this little strategy.

Yesterday afternoon I got a call from one of our long-term Service For Life!® subscribers – agent Michael Breaux from Whittier, California.

During our conversation Michael told me the market in his area has gone *bone dead*.

Average sales times have doubled...home inventories are up more than 20%...and agents are in a panic – tripping over each other to find buyers for their listings or close a few deals.

But Michael is cool as a cucumber. In fact, he's *loving* this market because (as he says)...it's...

### **“Washing-Out All the Lousy Agents”**

He started our Ultimate Real Estate Success Secret™ strategy and sending Service For Life!® more than 7 years ago. Since then, he's created his own Personal Market Share™ that still brings him a steady flow of clients. He told me the strategy has given him...

### **An Increasing Share of a Decreasing Market**



That conversation got me thinking. How will you survive (and even prosper) during the coming real estate fall-out?

You've already learned that 74% of all REALTOR® clients come through a relationship, yet only 4% of all agents have a "system" in place to capture that business – so 4% grab all the clients and the rest haggle for the leftovers.

So what are you going to do to build your Personal Market Share™...become part of the top 4% who get all the business...and survive the impending impact of the coming real estate recession?

You don't need to be left out. You don't need to haggle with any other agents. And you don't need to endure sleepless nights worrying about your business.

Using the right "relationship-contact tool" like Service For Life!® let's you prospect in a "competitive vacuum" by tapping into the most profitable 74% of clients and harvesting the very best business – so when times get tough...you too can capture *an increasing share of a decreasing market.*

And when the market gets hot...your production will be limited only by the *depth of your desire* to make money.

### **Contact Tool Use #2: Use Service For Life!® To "TARGET FARM."**

Do your farming efforts result in nothing but a bad attitude and decreasing checkbook balance?

I think I know why.

There's a right way...and a wrong way to farm. We've cracked the code on effective farming by first sifting and sorting to find the highest-potential farm to start.

First...you should never think about "mass" farming...you should think about "TARGET" farming – identifying small, high-potential areas, and focusing your marketing like a laser beam.

I call this "fishing in a stocked pond" and failing to do so is where most agents make their first mistake.

Next...you need to have your contact get delivered, opened...and READ. You learned some of these strategies right here in this course. Think about it...

### **If Your Marketing Won't Even Get Delivered, Opened and READ...What Makes You Think It's Going to Make You Money?**

And finally...you need to give people self-serving...almost irresistible reasons for CALLING YOU.

Service For Life!® short-cuts the process for you because everything you need is built into it. You select the hot farm by using your trusty MLS system...then unleash Service For Life!® and watch it go.

You no longer need to humiliate yourself or waste time cold prospecting. And you no longer need to tolerate the dismal response rates from post cards, recipe cards or impersonal “agency-slick” generic newsletters.

Use Service For Life!® to Target Farm, and you'll never worry about your market share again. Agents are *dominating* subdivisions once they understand how to farm correctly.

### **Contact Tool Use #3: Use Service For Life!® to Convert Leads To Clients**

What's one of the biggest mistakes you make in your business?

#### **FAILURE to Follow-Up...**

...with your House List, Farm areas, Referrals, Ad leads, Sign calls, Hotline calls, Past Clients and more.

Ask yourself...how much business have you lost because you were just TOO BUSY?

The result? An *enormous* amount of business is slipping through your fingers. Business that could easily be yours...*should* be yours...but it goes to another agent for ONE reason: they got there FIRST.

There's a good reason you don't follow-up: Your business is frantic – previewing, researching, showing, listing, managing...etc...

And unless you have an *existing system* in place to automatically follow-up, it will *never* get done.

But with a systemized contact program like Service For Life!®, follow-up is easy and inexpensive – taking you about 30 minutes a month TOTAL.

Pop your new monthly issue into your computer, enter your name and contact info, your photo, any inserts you like (we give you *everything* to customize your issues)...and voila...you're done.

Send it yourself or use our community printer and lettershop to do it for you quickly and inexpensively.

### **Contact Tool Use #4: Place Service For Life!® Inside Your Listing Info-Boxes/Info Tubes and Get a FLOOD of Listing and Buyer Inquiries**

Could you spare \$20 dollars a month to create an avalanche of listing and buyer leads?

You think I'm joking, but I'm not – and I've got *hundreds* of successful agents getting 20 to 50 calls per week to prove it.

This is by far one of the MOST PROFITABLE uses for Service For Life!®. Here's how it works...

When you take a listing, did you know that you now have a MARKETING MAGNET to attract a flood of buyers AND listing prospects calling YOU?

Think about it for a second. Buyers drive around the neighborhood of your listings because they're attracted to the area, price range or other amenity of the neighborhood....and...

...instead of just having a listing sign in front of the home, you should have a "Home Information" box or tube attached to your listing sign. And inside that box should be issues of your Service For Life!® direct response prospecting and referral-generating newsletter.

But hold on...

To make this strategy work correctly, you also need a "magnet" inside your issue to attract buyer and listing calls. So here's what we did...

When you subscribe to Service For Life!® we give you a "marketing tool kit" that (among other things) includes a tested and proven LISTING INSERT that makes over 14 REASONS for buyers to call YOU...from promoting other listed homes to special reports and other services you offer.

The result?

Qualified buyers (and listing prospects) take your SFL, read it, see your multiple offers and free consumer information, and...

### **CALL YOU to Receive Them**

You've created a powerful marketing system bringing you a steady stream of buyer calls every single week. This system works so well, we have agents hiring buyer representatives just to qualify and handle the volume of calls!

And with a Proquest Hotline ([www.SixFigureHotlines.com](http://www.SixFigureHotlines.com)), you can actually have yourself paged anytime a buyer calls for information on the home or your insert (or you can have them leave a voice message and pick up your lead calls later – but the faster your respond, the better).

Do you see the power of this system? Imagine having this kind of system with EVERY ONE of your listings?

What's more...it even works to generate other LISTINGS. How? Because when neighbors see your smart marketing (that other agents are oblivious to), they'll want you to use you to list THEIR home.

That's how you make yourself a "different" agent, and capture buyers and sellers *before* other agents know they exist.

### **Contact Tool Use #5: Use Service For Life!® in Your Pre-Listing and Buyer Packages**

Here's a marketing tool very few other agents are using – and it works to engage your prospects...bond folks to you...and make you beneficially-different.

When you insert your Service For Life!® into your pre-listing and buyer packages, you're demonstrating to your prospects that you're a true professional and you're invested in bringing long-term VALUE to your clients.

We all know the longer a prospect spends examining your pre-listing package on their home, the greater the likelihood they'll work with YOU.

Inserting issues of Service For Life!® into your packages will instantly involve them, maximize the amount of time with your package, and demonstrate that you're clearly a stand-out agent and worthy of their business.

### **Contact Tool Use #6: Use Service For Life!® As A "Secret Weapon" When Manual Prospecting**

I never thought the day would come that I'd say this...but...

I have a number of agents who LOVE to walk neighborhoods and introduce themselves to people. I don't recommend manual prospecting, but it seems to work for them. They just love to walk around and meet folks.

Well, about 2 years ago they started handing out issues of Service For Life!® to the people they meet – and their business just exploded!

They told me that they're now household names in the area because people know them and love to read their newsletter. They pretty-much own the area.

But they also discovered an unexpected benefit...

They now ALSO mail Service For Life!® each month...and because people now know who they are...their readership and RESPONSE rates are HUGE.

I also have agents who use it as a mailer each month...then when they walk around neighborhoods, people automatically know them. The agents tell me their results have multiplied by this simple little strategy of...

### **Combining Personal Contact with Regular Mail Contact**

Again, I never expected this, but it's all true. You can see some of their ideas and comments in our **"101 Secrets to Success"** Page at [www.ServiceForLife.com](http://www.ServiceForLife.com) (just click on the link at the bottom of the home page)

### **Contact Tool Use #7: Give Back-Issues of Service For Life!® to New Prospects and Clients as a Welcome Gift**

Do you remember the Client Initiation Gift™ System I talked about in Chapter 17?

Well...if you remember...that little strategy highlighted some pretty smart psychology.

See...by giving a prospect or client a GIFT at the beginning of the relationship, you're causing the dynamic of "obligation" on their part.

And we all know that people who feel obligated from receiving a gift are culturally bound to reciprocate the gesture.

I know it sounds a little sneaky...and I want you to be honest and authentic with your client intentions...but giving back-issues of Service For Life!® to new prospects and clients (as a welcome gift) will help BOND them to you and create a dynamic of reciprocation on your behalf.

And reading Service For Life!® will automatically position you as a stand-out professional and subtly program your prospects as to WHY they should work with you and refer your services to friends and family.

I'm going to talk a little more about "obligation and reciprocation" in an upcoming chapter. But I'm serious...you need to try this....because it really, really works.

### **Contact Tool Use #8: Use Service For Life!® As An INSERT Into Local Publications.**

True story: About 4 years ago one of our subscribing agents called me in a panic.

Recently divorced, she moved from Alaska down to a small town in Colorado...and was *scared to death* about starting all over in real estate.

I managed to convince her that...whether you're a new agent, grizzled veteran or even relocating your practice...you still need to build Personal Market Share™ from day ONE if you want to survive.

So she took my advice and started using our Ultimate Real Estate Success Secret™ strategy and Service For Life!® in her new town.

But because she was new to her area, she didn't have a very large "House List" to work...so she did something incredibly innovative...

She contacted a local “bedroom” newspaper that reached the targeted areas she prospected, and placed Service For Life!® as a stand-alone INSERT into the paper.

And she used our “24-Hour Free Home Information” insert highlighting some attractive listings in the area and other offers we give you in the insert.

The result? (I kid you not!)...in 18 months, she was managing an average of 36 listings at any one time, became the TOP AGENT in the area, and (here’s the amazing part) drove 2 competing real estate offices right out of business!

I now have dozens of agent who do the very same thing in their local areas with great results. But there’s something else they do as well...

They also place our “Get a Free Subscription Delivered to Your Home” cards with their inserts, so they automatically build their subscriber lists as a result.

See what they’re doing? They’ve created their own “House List Building System” in the process.

Now THAT’S some slick marketing, don’t you think?

### **Contact Tool Use #9: Use Service For Life!® As An “Open House Prospecting Tool.”**

I hate open houses. Why? Because they can be a colossal waste of time...that is...*unless* you know how to prospect for new clients using them.

The next time you run an open house (or have an agent run one for you), place a stack of Service For Life!® current issues by your sign-in sheets.

Or put them in your Home Information packets...

Or hand them out to every person who arrives...

Or put them in areas visitors will see them and take one (like bathrooms, bedrooms...even the laundry room of your listing).

Why do this? Because the issues will engage your readers...demonstrate your professionalism...and give them multiple reasons to CALL YOU.

It’s a ready-made prospecting tool working to leverage your ability to attract more business. It’s that simple.

### **Contact Tool Use #10: Use Service For Life!® as the Most Effective VIRAL Marketing Tool on Earth.**

Here’s a system that works automatically – you do NOTHING!

Almost daily agents call or email telling me how their Service For Life!® got shared with other people – automatically.

This is called, “VIRAL Marketing.” In a future chapter I’m going to talk a little more about how viral marketing can help your business.

But for now you should know how this tool is shared...

Agents report they take it to work with them...to share the jokes, trivia and interesting, helpful articles.

Other agents tell me they send it off to other family members and share it with neighbors and friends.

And a few agents told me some of their House List members are teachers who take it into their classrooms to share interesting content with their students.

How does all this occur?

We specifically designed Service For Life!® to get shared. We engineered the articles specifically for high readership using (what we call) “hard content.”

Hard content is specific “how-to” ideas and information that people can really use – so they naturally share it with others.

Then, we placed helpful involvement devices such as word games and interesting trivia. And we put a healthy dose of humor in each issue...because people love a good laugh.

The end results is (among other things) you have a great “viral marketing” tool for your business. Best of all...it happens without you even thinking about it.

### **Want More Uses For Your Contact Marketing?**

OK. Place issues of Service For Life!® in public places: doctors and dental offices, retail stores, banks and other places where potential clients can learn about you.

Use it as a credibility-builder: take it with you on your listing presentations and show clients how you market.

Use it as a strategic alliance vehicle with other businesses who could promote your services to *their* clients (and vice versa).

Use it as a stay-in-contact tool with hot leads, keeping you not just top of mind...but top of consciousness.

There are literally *dozens* of ways agents are using their Service For Life!® prospecting and referral newsletter to bring them more clients, more referrals, and more word of mouth and repeat business.

Think about all the ways YOU will use Service For Life!® in your business?

### Today's Action Plan:

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The smartest agents (and businesspeople) I know have one trait in common: They constantly look for ways to “leverage” the return for every dollar and minute they invest into their businesses.

That’s an important lesson...and it’s also the reason why I created this chapter – so you too can think of ways to leverage your production.

Whether you’re using a recipe card, market update, Service For Life!® or some other contact tool...take 10 minutes to light-up your mind with the many ways you can be getting more production out of your tool.

How many ways will you use your Service For Life!® marketing tool?

### Coming Up Next...

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Have you ever notice that people are “recognition and appreciation STARVED”?

Think about it...we’re all so busy with our personal lives, we hardly ever take the time to recognize and appreciate those around us who make our lives special.

I’ve glanced upon this subject in the past, but in Chapter 28, I’ll show you several specific ideas you can use to show your recognition and appreciation to your clients (without looking sappy).

And by doing so, you will bond a relationship forever and lock-in their business for life!



**Step #4 (Continued)...**

***Accelerate Your Personal Market Share™,  
Production Level and Income to  
Reach Critical Mass™ ...***

**The Secret Sales Psychology of  
“Recognition and Appreciation”**

Dear Friend...

Welcome to Chapter 28. In this chapter I'm going to revisit a subject we've touched upon in the past...but it's so important I want to dive a little deeper and give you some ready-to-use ways to put it to work in your business.

So let's get going...

Have you ever noticed that most people are "Recognition and Appreciation" STARVED?

Think about it. We're all so busy and involved with our own personal lives, we hardly ever take the time to recognize and appreciate those around us.

Don't you agree?

When was the last time your boss really recognized you? When was the last time your spouse said, "I'm so lucky to have you in my life"?

When was the last time *anyone* even acknowledged you exist on this earth?

Everyone wants to feel special. Mary Kay Cosmetics created such a strong "Recognition and Appreciation" program, they've created a "cult-like" environment in their organization.

If you've ever sold Mary Kay, you know what I'm talking about. They treat their sales associates special, with gifts at nearly every level, awards, and even a Pink Cadillac for production.

Their associates are bonded to them like super glue, because they've realized the "influence power" of recognizing people.

And yet, 96% of all REALTORS® completely FAIL at this process. And with that, they lose the opportunity to truly capitalize on the LIFETIME VALUE of their

clients, and they never create the Personal Market Share™ required to reach their potential in real estate.

Recognizing and appreciating your prospects and clients on a regular basis is like sending out an EMOTIONAL TRACTOR BEAM that pulls them in, and bonds them to you for life.

Think of all the ways you can recognize your clients and share your appreciation for them. Then watch your client volume, referrals, and repeat business explode.

Want some ideas? OK, try a few of these out in your practice:

### **Recognition Strategy #1: Recognize Special Holidays in a Unique Way.**

I have a long-term client friend who's a top notch REALTOR® in Orange County, California. About 8 years ago he learned the very same formula you're learning in this course, and since then has completely "cracked the code" on relationship marketing.

And his production (and huge income) shows it.

Not long ago, he shared with me a strategy he uses along with his monthly Service For Life!® contact with his House List – and the great thing is...it can also be used as a stand-alone strategy.

My friend...Agent "X"...takes out a calendar and locates a HOLIDAY that occurs each month. He even researches bizarre holidays that most people don't know about, just so he has something to "talk about" each month.

Then...he goes out and finds some kind of "themed" paper to write a very personal message. Now...notice his strategy has TWO components:

**Component #1:** He finds a reason (the holiday) for the contact, and uses a "THEME" as a way to capture attention...

**Component #2:** He creates a VERY personal, warm message that "recognizes and appreciates" his clients...

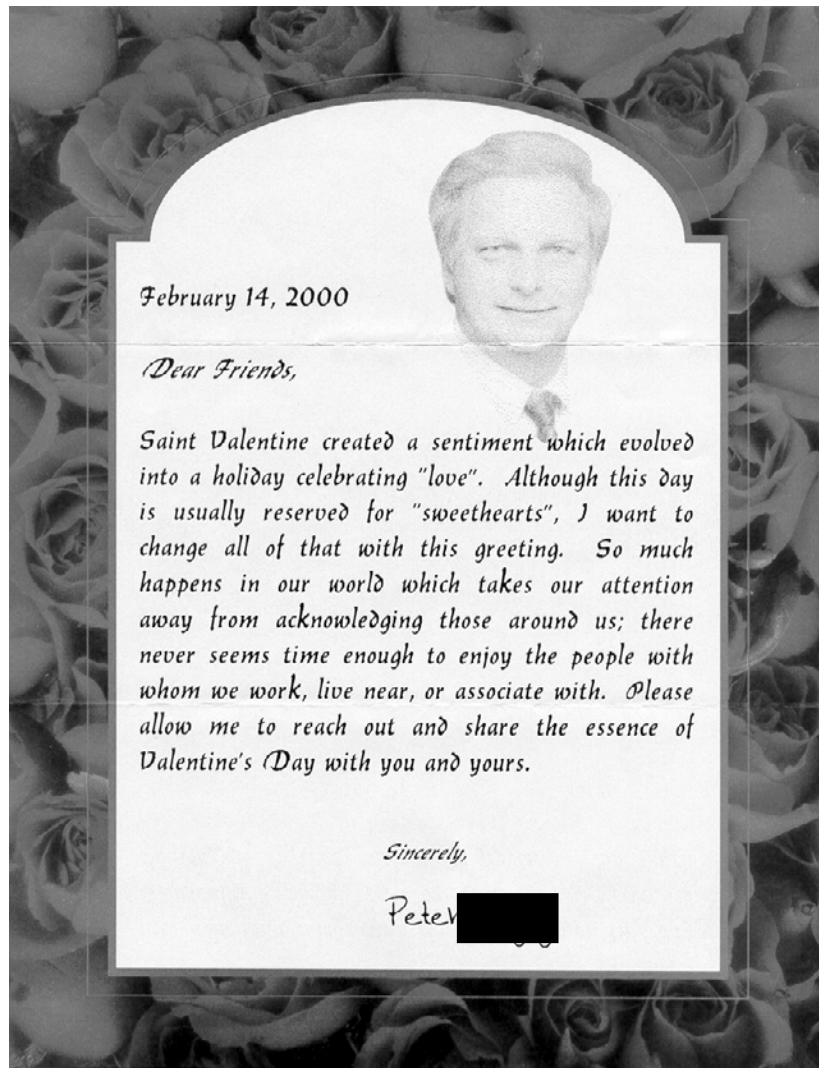
He then uses the message (on the themed paper) as his cover letter for his Service For Life!® newsletter. What are some of the holidays you could do this with? How about...

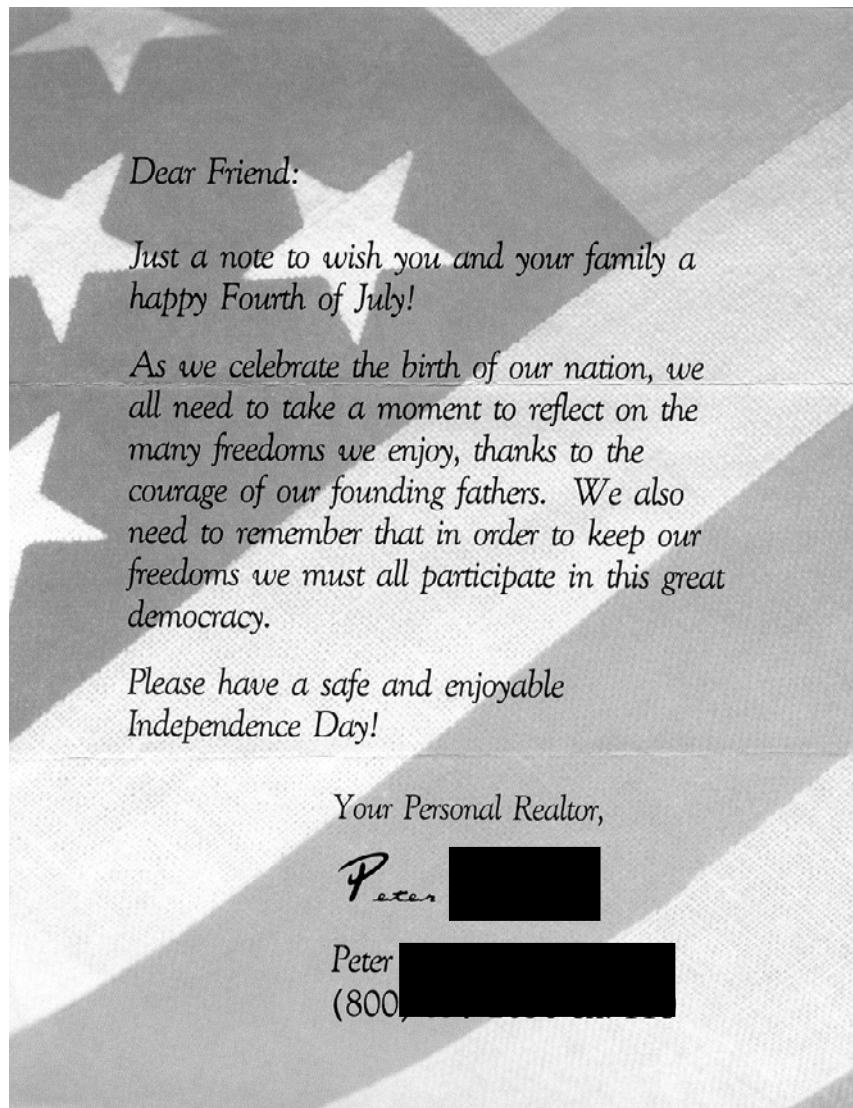
Thanksgiving  
Christmas & Hanukkah  
Easter  
St. Patrick's Day (*"make more green with my services"*)  
July 4<sup>th</sup>  
Halloween  
Mothers Day  
Fathers Day

Valentine's Day (*I love my clients*)

But you can also find unusual holidays, such as "all saints day" or Flag day or Hungarian Pride day.

Here are a few examples of his flyers – I reduced them to fit the page, AND I scanned them in black in white, but you can still understand what he does...





By the way, my suggestion for this agent is that he PERSONALIZE the salutation on his letter – it will make a bigger impact.

### **Recognition Strategy #2: The “Recognition and Appreciation P.S.”**

This one’s quick and easy, but can make a huge impact. It’s a “take-off” of the Business Card Referral Programming language I shared with you earlier.

The strategy is to use a "P.S." with ALL of your letters with referral programming that says something like this:

"P.S. I've built my business based on the positive comments and referrals from people like you. Thank you for being such a special part of my business. I couldn't do it without YOUR help."

Did you notice the power of that message? It not only recognizes your clients for their help with your business, but it ALSO programs them for thinking about YOU for referrals.

Pretty smart, don't you think?

### **Recognition Strategy #3: The “Recognition and Appreciation Advertisement”**

Twice a year a number of our agents take out special advertising space in local publications to run an “appreciation” ad for their clients.

They begin the ad with a simple statement saying something like the P.S. language you just learned above. Then they list out their clients' names.

If you don't have a lot of past clients, you can either, 1) include the names of people who are close to you and can help you in your business (use language that includes “people who support my business”, OR 2) you can list out client names from the past several years – this way the list will be long and impressive

This little strategy actually does TWO things at once...

First, it acknowledges people in your business – and people LOVE to see their name in print with appreciation attached to it.

Second, when you list out a LOT of names in your ad, it makes everyone believe you're a very busy (and very good) agent. And that's a strong message to communicate.

One more thing...if you do a lot of homes advertising in local publications, you can frequently negotiate either FREE space (because you're a good client), OR you can ask for “remnant” or “distressed” space and get the ad for pennies on the dollar.

### **Recognition Strategy #4: The “Recognition and Appreciation SPECIAL EVENT”**

Do you remember Back in Chapter 23 we talked about your “Top 20% Power Player™ Systems”?

One of those systems included you hosting a special event for your very best clients – such as a golf outing or renting a movie theater, or renting a comedy club for an evening.

And...by the way...it doesn't have to be just with your “Top 20% Power Players™.” It could be for ALL your clients or House List if you like.

But what I forgot to mention in Chapter 23, is that you should also incorporate a “recognition” part of the event – and give out simple and inexpensive “awards” (blue ribbons or “appreciation certificates”) to the people who sent you referrals.

And here's the great part: When all the other people see how you recognize others with your awards, they're getting the message that they should send you referrals – and it happens without you saying a thing!

Try it sometime and watch your clients bond to you and feel motivated to send you referrals, word of mouth and repeat business.

### **Recognition Strategy #5: Monthly Contact “Recognition and Appreciation”**

The more you can recognize and appreciate people who support your business with referrals and word of mouth, the more you stimulate that behavior.

That's why, in our monthly Service For Life!® newsletter, we provide multiple places for you to recognize and appreciate your clients and those who support you and your business.

This way you don't have to worry so much about HOW you're going to use this powerful strategy in your business. It's DONE FOR YOU ALREADY just by subscribing.

But we went even further than just "Recognition and Appreciation" programming.

"Service For Life!(r)" was engineered to include 7 Psychological Elements designed to bond people to you.

We also designed it with COMPELLING ARTICLES, TIMELY ADVICE and interesting "INVOLVEMENT DEVICES" to ensure it captures attention, and gets opened and read every month, and nurtures a profitable relationship with those who receive it from you.

We then included 14 DIRECT RESPONSE OFFERS into the newsletter to practically force qualified prospects and clients to CALL YOU for real estate services; in most cases before other agents even know they exist.

If you're using it already...try some of these “add-on” recognition and appreciation strategies you just learned here.

If you're not using it already, you can get on board RIGHT NOW. Just check out the links at the bottom of this page.

We'll help you get started on the road to real estate success...and support you every step of the way.

### **Today's Action Plan:**

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Do yourself a favor today. Mark a little time this week to start using at least TWO of the strategies you learned today.



But remember, don't just try something once and forget about it. I want you to employ a *system* so that you use it on a regular basis.

Then, if you cumulatively add just one or two systems a month, ONE year from now, you'll have between 12 and 24 systems working in your business to bring you more clients, referrals, word of mouth and repeat business.

One little system may not rock your world...but 12 to 24 (or more) will add up to some pretty big money.

Seriously...the reason why most agents don't succeed is because they never get STARTED. They'll make up all kinds of excuses why they can't get anything done – and that's a killer of success...and destroys so many dreams for agents.

Question: How do you eat an elephant?

Answer: ONE small bite at a time.

Evaluate the ideas that will help your business – from “high potential” to “lower potential.” Then, take ONE SMALL BITE today and start getting something going.

Six months or just one year from today...and you'll be *astounded* at your success!

### Coming Up Next...

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How would you like to double or even triple the effectiveness of your marketing dollars and effort.

That means if you're upside-down on your marketing expenditures (as most agents are!), you can almost instantly make it profitable.

Or if you're getting a \$2 to \$1 on your marketing efforts, you can turn that into a \$4 to \$1.

And best of all...you don't need to spend any more money or any more effort – just need to know a few “secrets” for making everything more effective.

In Chapter 29, I'm going to share with you one of those little “secrets.” And I'm going to show you a number of easy, inexpensive ways to employ it into your business...to “leverage” the effectiveness of ALL of your marketing.

## Service For Life!® Profile of Success...

### **New Agent and Busy Mom Goes From \$0 To \$250,000 Commissions In 24 Months...**

I started using Service For Life!® the first month that I was in real estate.

I've been in real estate 26 months now. I've got 3 little kids, a 7-year-old, a 4-year-old and a 1-year-old, so I'm quite busy with them.

But my first year in real estate I used Service For Life!® pretty much exclusively, as my only advertising. I did I think it was 12 transactions in my first year, which wasn't too bad.

In my second year, I can't remember the number of transactions, but I made \$250,000 in commissions, which was great going from being a stay-at-home mom making zero to being a stay-at-home mom making \$250,000 a year. Everybody I send it to just loves it. You'd be amazed at the comments I hear. People practically stand by their mailbox waiting for it to show up. It's just the highlight of their life to read it.

It's fun to have a cover letter that we can customize and kind of tell about our family. A lot of my relatives get it and that's fun for them to hear everything that's going on, along with our friends and clients. Service For Life!® has been awesome for me and I will always use it. Definitely, it's my number one marketing tool. It's been great.

- Jenny H., REALTOR®, San Diego, CA



**Step #4 (Continued)...**

***Accelerate Your Personal Market Share™,  
Production Level and Income to  
Reach Critical Mass™ ...***

**The Money-Making Power of  
“VIRAL MARKETING”**

Dear Friend...

How would you like to literally multiply the effectiveness of your marketing just by “tweaking” a simple marketing strategy?

I'm talking about getting 2, 5, 10, or even 20 to 1 on every dollar you invest in marketing your services. And by doing so, you increase your production as well.

Today I want to “expose” you to a marketing element I glanced upon earlier. It's a little technique that can launch the effectiveness of your marketing to new heights. I call it...

**The Money-Making Power of  
“VIRAL MARKETING”**

Have you ever noticed how funny, entertaining or informative emails seem to get passed around like a bad cold from person to person?

You probably get lots of jokes and stories over the internet (probably more than you want!).

And did you know there are companies who design marketing campaigns intentionally to get shared, thus spreading their name and web site links all across the country like wild fire?

Well, believe it or not, this little technique isn't new. It's called VIRAL MARKETING.

What's VIRAL MARKETING?

"Viral Marketing" is simply this: how well does your marketing, your content, your image and your sales message get SHARED from person to person AUTOMATICALLY.

Why is this so important to your business?

Because client acquisition is incredibly expensive in any business...especially real estate.

When you use specific strategies to spread your message automatically, you're getting clients (referrals, word of mouth & repeat business) for less and less money spent on your part. It's the ultimate use of "leverage."

Here's the psychology behind it:

When people see something unique, entertaining or important they will naturally share it with peers and acquaintances; the same way we all pass along funny jokes or editorials we receive by email.

It's also the same way jokes, stories and information get posted on company bulletin boards or home refrigerators, or shared in a meeting.

It's part of our nature as humans to do this, because it helps to reinforce a *desired image* of ourselves to our peers.

And here's the best part: The more time someone spends reading or sharing your message, the more likely they'll ACT on it.

How can this help you in real estate?

Most agent marketing is nothing but draconian speak and yawning images. No compelling information. No interesting facts and figures. Nothing to captivate interest and motivate you reader share your information with others.

The truth is...96% of agent marketing NEVER EVEN GETS READ. How can you change all this and make your marketing more effective? By asking the empowering question...

**What Can I Produce that is So Compelling, So Interesting  
or So Entertaining...It will Automatically Get OPENED,  
READ and SHARED with Others?**

The next time you're thinking of creating a reason for contact or a marketing promotion to a your House List...or a farm...or even an advertisement...ask the question above and see what ideas come to mind.

Want a few to think about?

OK...here are a few things our agents have used...

**1. Share Timely News.** Most people scan the internet, magazines or the newspaper for news they're interested in learning. But you can take it one step further and help your business by scanning for news that will interest your CLIENTS.

What kind of information?

How about commentary about interest rates, tax law, or the housing market?  
How about news about home ownership and home maintenance?

When you keep your eyes and ears open for information your clients may be interested in learning, you create news and information that will interest them and get shared.

**2. Share Helpful “How To” Information and Resources.** Do you know what people do with “how to” information that can help them with their finances, real estate or even health?

### **They SAVE it and Pass it on To Others**

This means your name and contact will have “shelf life” (i.e. it will get saved for long periods of time).

So the next time you’re surfing the net or reading a good magazine, see if the “how to” article you’re reading might be of assistance to your prospects or clients.

A lot of agents I know create “swipe” files of interesting information and ideas (articles) they can share with their clients or prospects. Then, when they’re thinking about what to send...they just scan their file for the right article.

Put that together with a nice, personalized cover letter, and you’re in business.

One note: if you’re going to send an article reprint to a lot of people, it’s important to contact the publication and ask if you may share their copyrighted article. In most cases they’ll just want you to give attribution to the publication. Hey, it’s free publicity for them.

**3. Share Service For Life!®.** One way to have a ready-to-use contact tool, already loaded with compelling education, news and information...is to simply send Service For Life!® each month

One of the most common comments we get from agents is how much their newsletter gets SHARED.

It gets posted on refrigerators. It gets shared around the offices where people work. We’ve even had funny or important stories shared over the internet!

Viral Marketing.

"Service For Life!(r)" is the easiest and fastest way to create your own automatic viral marketing campaign...and boost the effectiveness of your marketing dollar.

That's because it's interesting. It's inspiring. It gets read and shared, and compels people to ACT in your direction for real estate services.

We've gotten to know each other over the past few weeks. The feedback I've received about this email course from agents around the country has been overwhelmingly positive.

I'm thrilled about that, and I hope it's helping you too.

But there's a MISSING LINK in our relationship.

And that missing link is this: If you HAVE NOT subscribed to Service For Life!®, you could be missing out on millions of dollars of business you would have never seen otherwise.

GIVE US A CALL TOLL FREE AT (800) 622-2540. Even if you're skeptical. Even if you think I'm still full of beans. Even if you just have a few questions and that nagging suspicion won't go away.

We're the friendliest, nicest folks you'll ever meet. That's because I want you to become one of our personal friends – part of our House List.

And when you subscribe, I promise it will be the single SMARTEST move you've ever made.

If you've already subscribed, great! Welcome aboard and stay with it – sooner than you think you'll be creating a Personal Market Share™ bringing you a steady stream of clients month-in and month-out!

### Today's Action Plan:

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Here's a little task that can make Viral Marketing easy-as-pie for you. Take out a file folder and write on it, "Contact Content." Next, put that folder into a file in your office – for easy access.

Then, each time you read a great article...whether it's on the internet or a magazine or newspaper, clip the article and place it in your "Contact Content" folder.

Finally, for each month of the year, pick a day you'll be sending some type of contact to your House List and leads. Pick out a great article from your Contact Content file, and craft a simple cover letter highlighting the subject.

Voila...15 minutes and you're in business.

You can even use this little strategy with your monthly Service For Life!® contact – makes for a great cover letter (even though we write a cover letter for you each month).

Then, watch as people respond to your marketing, thank you for thinking of them, and SHARE your information with others. It's amazing and fun.

Try it – you'll like it!

## Coming Up Next...

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Have you ever heard of the saying, “I’ll scratch your back, you scratch mine?”

Do you know what that means?

See...we live in a “give and take” society where, when a person does something nice for us, we naturally feel compelled to do something nice for them.

I call this creating “Obligation and Reciprocation” and it can supercharge your production once you know how to use it in real estate.

I’ll share with you all the “insider details” of Obligation and Reciprocation in our next Chapter...Chapter 30...just a few pages away...

## Service For Life!® Profile of Success...

### **23-Year Veteran Agent Finally Discovers How To Overcome Earnings Plateau and Double Income Spending Just 2 Hours a Month...**

I've been in residential real estate sales for 23 years now, and I had definitely plateaued in my 20<sup>th</sup> year. Actually, my 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> year.

I came across a sample Service For Life!® audio done by Craig Forte, and must have listened to it at least 10 times before deciding to take a leap of faith and signed up.

The reason being my 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> year, I made the same income dollar-wise, within a couple hundred dollars. I was either going to quit the business or give it 1,000%.

Well, that's history now. I signed up three years ago and was really running full-speed by the end of the year. The following year, my business went up 235%. The next year, it went up another 170%, and it's still climbing.

It is so easy to do. Today, I spend maybe 2 hours a month and the rest is all systemized, using other services to print, sort, stuff and mail. Now, that's not too bad.

The really nice thing I enjoy is bringing value to my farm, past clients, and sphere of influence. When I call them now, we have fun talking about Service For Life!® they get from me every month. They can't understand how I can find so much time every month to put out such a nice piece. And it's so informative. Of course, I don't tell them I only spend 2 hours a month getting it out to nearly 2,000 people.

I'd be happy to share my secrets, if Craig wants to give you my number. Best of luck. Be sure and get started. Have a great day!

- Bill Rose, REALTOR®, San Fernando Valley, CA

**Step #4 (Continued)...**

***Accelerate Your Personal Market Share™,  
Production Level and Income to  
Reach Critical Mass™ ...***

**The Secret Psychology of  
“Obligation and Reciprocation”**

Dear Friend...

Do you know what today is?

Today is a bitter-sweet day for me. Why?

Well...it's “bitter” because today you receive your *very last* chapter of our Ultimate Real Estate Success Secret™ course. This may sound a little corny, but I'm really going to miss having you as a “student and friend.”

I love sharing my 32-years of in-the-trenches marketing and business-building experience with people like you, and I hope the course has been helpful in creating insights and breakthroughs in your business and life.

Today is also a “sweet” day, because...if you've been reading these chapters (I mean REALLY studying everything I've shared with you) you now own the most powerful “system” for growing your real estate practice any size you want.

It's a system that can put you in the top 4% of all agents in your community...

...it's a system that can capture an impenetrable “Personal Market Share™” for you...and ensure your success for years to come – regardless of the housing market, interest rates or discount brokers...

...it's a system that can eliminate the struggles, frustrations and stresses you face as an agent...and give you an easier, more enjoyable way to practice real estate.

AND...if you really enjoy marketing and want to learn more and more ideas for growing your business (for FREE) from agents across the country, make sure you're part of our **AgentInnerCircle.com** agent community.

You should be receiving a newsletter in your in-box about every 2 weeks...but if you haven't gotten one lately (or changed your email address), you can subscribe by going to the following web site:

So let's get started with today's chapter...

Have you ever heard of the saying "I'll scratch your back; you scratch mine"?

Or have you ever had someone hold a door for you...allow you to pull out into traffic in front of them...or do something of value or nice for you?

And when they did that, didn't you feel like returning the favor to THEM because of their nice gesture?

Well, you've just experienced something called...

### **"Obligation and Reciprocation."**

See, there's an interesting dynamic here that can put huge dollars in your pocket. Modern day culture has "programmed" us all to "give back" the kind of treatment we receive.

We're almost *psychologically forced* to behave this way.

Obligation and reciprocation occurs any time someone feels they have received something of VALUE from you. And, interestingly, that "value" doesn't have to be a dollar value.

It could be helpful information you share. It could be a funny joke (notice how any time a joke is shared others feel compelled to share a joke too? It's that "Obligation and Reciprocation" thing again.).

Or it could even be a pleasant compliment you pay to someone.

STOP for just a second.

Think about all the opportunities you have in your practice to give something of VALUE to your prospects and clients, and when you communicate to them HOW they can reciprocate, that's exactly what they'll do.

Would you like a few ideas?

**\*\* A few chapters back I gave you the idea of showing up to your listing presentation with a coffee mug that says "Your Name Is My REALTOR" filled with Hershey's kisses (yes, you can give it to your buyers too!). Why? Because giving a gift will almost instantly BOND your clients to you and make them feel obligated to use your services.**

**\*\* Use Consumer Information Marketing in your practice. We offer a bank of Special Reports you can use to 1) educate your clients, 2) work as a lead generation magnet, and 3) act as a GIFT so they immediately work to obligate the receiver to**



work with YOU. (If you want a set, call my offices at (800) 622-2540 and ask about our special Real Estate Consumer Reports on CD).

**\*\* I teach our 3-Steps Members ([www.3-Steps.com](http://www.3-Steps.com)) to send gifts when they are LEAST expected (like at the beginning of the relationship as I showed you earlier in our course).**

**\*\* Get into the habit of noticing the POSITIVE things about people, and COMPLIMENT them on those attributes. It could be their good taste. It could be the car they drive. Or even their home decorating taste. The point is, RECOGNIZE and compliment people, and they'll instantly be attracted to you (no, don't patronize or "suck-up" to people, but be sincere with your compliments).**

**\*\* Give your "House List" a WELCOMED, HELPFUL, and VALUABLE contact gift each month.**

And in the process of giving that gift, you can also have it automatically programmed to "educate" your clients HOW THEY CAN RECIPROCATATE TO YOU (by referral, word of mouth, and repeat business).

Question is: WHAT'S the VERY BEST WAY to do all these things, almost automatically?

Answer: Our "Service For Life!®" Direct Response Newsletter for REALTORS®.

Did you know "Service For Life!®" is automatically programmed with not just one of the psychological "secrets" I've shared with you throughout this course...

### **But With ALL OF THEM?**

That's just one reason why it's been so successful for the agents using it.

It's also why our agents start generating referrals, word of mouth and repeat business 67% EARLIER than with any other newsletter type contact in our industry.

The NAR reports a newsletter program takes between 10 to 12 months to start seeing results.

OUR "Service For Life!®" newsletter gets you to "critical mass" within 6 to 12 months (and about 62% of our agents get enough business their VERY FIRST month to finance their entire newsletter for a full year.)

If you've subscribed, congratulations on joining our group. One important point for our family of subscribers:

**Read Chapter 27 to Learn ALL the Ways  
Agents Are Using Service For Life!®**

It will open your eyes to lots of ways to make money using it...including many ways to use it spending \$0.

But if you're NOT using it, this is your last chance to get on board.

### **What's Holding You Back?**

Maybe you think it's too expensive...but let's face it: NOTHING is more expensive than having too few clients. Too few closings.

How much is *that* costing you right now?

Just do the math from **Chapter 18** and you'll see this is actually the LEAST expensive (most profitable) way to generate clients.

Maybe you thought this one-of-a-kind newsletter was just a gimmick. But you already know how we engineered it for success.

Or maybe you thought it was no different than all the mass-produced "slick" newsletters available to our industry (by the way, the "down-home" look is by design – tested and proven to be superior to the newsletter mills).

With all the "hype" out there being sold to REALTORS®, I guess I can't blame you for feeling skeptical. But...

### **Skepticism Won't Make You a Nickel in Real Estate**

Either way...I hope by now you have a better understanding of how and why this tool works, simply from understanding the marketing and "Psychological Secrets" I've been sharing with you throughout this course.

But I didn't stop at the "Psychological Secrets" when designing our "Service For Life!®" System.

I went way beyond anything ever created for REALTORS®, because I want you to succeed beyond your wildest dreams using this little-known tool.

We engineered "Service For Life!®" to include the Psychological Element you just read about today...

I also designed it with COMPELLING ARTICLES, TIMELY ADVICE and interesting "INVOLVEMENT DEVICES" to ensure it captures attention, and gets opened and read every month, and nurtures a profitable relationship with your farm, house list and more.

We then included 14 DIRECT RESPONSE OFFERS into the newsletter to practically force qualified prospects and clients to CALL YOU and ONLY YOU for real estate services; in most cases before other agents even know they exist.

Then we TESTED IT IN THE REAL WORLD - and the results were nothing short of amazing.

That's why I believe it will work for you too.

But (if you haven't subscribed yet), you'll never know unless you GIVE IT A CHANCE.

I realize that a contact program can involve a few dollars in up front marketing – even though we show you how to use it for free. But generating unlimited referrals, word of mouth and repeat business won't happen on its own.

It won't happen by "wishing" or "hoping."

And if you DON'T START NOW (even on a small scale)...

### **Chances Are You Never Will**

And with that, you'll never create enough Personal Market Share™ to truly prosper in real estate.

You'll never hit the "sweet spot" in our business. You'll be forced to constantly compete with other agents for clients (as opposed to getting there FIRST like our subscribers do). You'll always wonder what your production will look like next month, or 3 months out from today.

Real estate will always be a struggle. But it doesn't have to.

If you want to "steady the ship" with your production, you can start today (assuming your area is available).

You can apply for your area by calling my office TOLL-FREE at (800) 622-2540, or our land line at (520) 546-1349 (ask ANY question you want. We're easy to talk to!).

Or check out the links at the bottom of this page to order online, or get a fax form to fax your subscription.

Either way, I know it will be the smartest thing you've ever done for your real estate career.

### **Today's Action Plan:**

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I've always believed that 'preparation' was 90% of success. So the question I have for you is...

### **How Can You "Prepare" Yourself to Create Obligation and Reciprocation in Your Business?**

Look at the examples I provided you in this chapter. Then think of a few of your own.

Use the Transaction Initiation Gift™, and start a regular contact program with your House List – and bring welcomed VALUE to them.

And when you meet people, have a nice gesture ready for them – whether it's a unique gift or a nice compliment already in your head.

Just try it. Just take a little action. Just get yourself a little prepared...and you'll see a big difference in your life and business.

### Coming Up Next...

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“Parting is such sweet sorrow,” as Shakespeare said. I understand his sentiments, and I leave you with the hope and confidence that what I've shared with you will truly change your business and life.

If you're like the thousands of agents who stood before you...all it takes is a little commitment and action on your part.

Not too much...just a commitment and a little action on your part.

I believe in you, and I look forward to hearing about your success...and hope we meet again soon.

Warmest wishes for your success,



Craig Forte, President  
Forte Communications, Inc.

**[www.ForteCommunications.com](http://www.ForteCommunications.com)**

**[www.AgentInnerCircle.com](http://www.AgentInnerCircle.com)**

**[www.ServiceForLife.com](http://www.ServiceForLife.com)**

**[www.3-Steps.com](http://www.3-Steps.com)**

**[www.SixFigureHotlines.com](http://www.SixFigureHotlines.com)**

**[www.3StepsWebsites.com](http://www.3StepsWebsites.com)**

