

# **“How to Have a Little Fun, Add Value to Your Clients, Sell More Homes and Build an Asset with Real Value - *all at the Same Time*”**

**WARNING: This report includes a very BIG sales pitch at the end. Really it does. Proceed ahead at your own risk!**

Since you’ve started to read this sentence, I’ll assume you’re OK with me pitching you something really BIG. Well, I should really be honest; this entire report isn’t one BIG sales pitch. That wouldn’t be cool. I’m actually sharing a super valuable strategy with you, and I hope you use it in your business.

Let’s get started with a few important questions about email marketing, specifically the emails YOU receive. I’m assuming you receive a lot of incoming emails on a daily basis. We all do.

## **How do you do you determine which emails to read and which ones to delete?**

I receive several email newsletters from various businesses and marketers. However, when I study my actions around incoming emails, I’ve noticed that there are only a few emails that I open and read religiously. And after thinking about it, here are the reasons why I tend to open and read incoming emails.

1. I respect the author, business, or marketer.
2. The email includes great content that teaches me something or gives actionable ideas that I might implement.
3. The email provides a recommendation for something good that I might like to read, watch or pay attention to.
4. The email has something that will make me laugh or will entertain me.

5. The email has a great subject line.

*(The reason why I open emails with great subject lines is because I'm constantly studying marketing and love great subject lines. I honor these emails by reading them. In fact, I tend to save emails sent to me that have great subject lines so that I can study them in the future.)*

If you scan the list of reasons why I open emails, you'll probably notice that the emails I open tend **to add value in some way**. On the flip side, I tend to delete or ignore emails that don't appear to add value.

I realize this might seem obvious, but it IS important, as we'll see here in a few minutes. Now, let's switch gears and talk about the other emails...

*...the ones that get quickly deleted or ignored.*

Most of my incoming emails get deleted very quickly, which I'll assume is the same for you, too.

**Why do you quickly delete certain emails without reading them? What is it about these emails, or the businesses that send them to you that turns you off?**

For me, I usually delete emails for one of three reasons:

1. I'm no longer interested in the product, service or topic.
2. The emails are almost all pitch with no actionable content.
3. The email has a dull/boring subject line that doesn't pique my curiosity.

The reason I'm asking you these questions is because I think it's extremely important for you to study what works on you. **We tend to attract prospects and clients who are similar to ourselves, and if something works on you, it will probably work on your prospects and clients, too.**

If you consistently open certain emails, your prospects will probably open similar emails.

Since you're reading this report, I'll assume you're opening and reading my emails. This means what I'm doing works on you. It also means what I'm doing would also work on your prospects and clients. *(Might not be the case, but it's a fair assumption.)*



If so, you may have noticed a change in what I've been doing recently. Late last year, I sat down and really thought about email marketing. I asked myself the same questions we just walked through together and realized that I might be able to improve my email marketing simply by adding more value.

I began testing various emails and changed what I believe is one of the best email templates because it adds a ton of value to those who receive it.

To show you what I mean, I've included screen shots of one of my previous client email newsletters for you below. As you read this client email newsletter, pay attention to the "template" of the email:

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Email Subject Line: Benefit from Falling Home Prices?

 [Click Here](#) to download my new report titled  
**"How to Sell Your Home in Just 14 Days  
for \$20,000 MORE!"** 

VERY IMPORTANT: If you don't see any images in this message, be sure to click the "Display Images" link in your email reader. That will make life easier for everyone, trust me.

### **In This Issue**

**Feature Article: How You Can Benefit from Falling Home Prices**  
**Critical Reads: The Silver Lining in the Housing Cloud**

## The Funnies: The New Neighbor's Party

In last week's email newsletter, I included a couple of funny photos of law enforcement vehicles. This week, I've got a joke for you that I found funny. It's a little PG-13, so hopefully you're not easily offended!

If you're ready, let's dig in...

### Feature Article

## How You Can Benefit from Falling Home Prices

Home prices in the United States dropped in the first quarter of 2011 faster than any time since the worst of the financial crisis hit the country in 2008, according to a report released by Zillow.

The online housing data company reported that home prices are down about 8 percent from this time last year and fell about 3 percent over the course of this year's first quarter.

If you own a home (or homes), one of the last things you want to hear is that home values are falling.

Chances are, though, that you've heard that before. The big headlines about home prices these days don't have the impact they used to, we've gotten sort of used to them. If you own a home (or homes), and the value has dropped, you're probably at the point where you've dusted yourself off and gotten back up.

There are ways, at this point in the housing slump, that you can benefit from falling prices, whether you already own a home or – maybe especially – if you don't. Here are some ideas for benefitting from the current market conditions:

**Buy a home** – Obviously, if you're in the market for your first home, you are in a good position, timing-wise. Prices are attractive, mortgage rates are cheap, and sellers are motivated. You have your pick of the best deals.

But those who already own a home could be in a good position, too. If you've ever thought about a vacation home, for example, now might be the time to do it. If you've thought about purchasing a home as a long-term rental property, now is a good time to do it. Even if you're a "move-up" buyer, now might be a good time.

Here's a perspective on "move-ups" that you might not have considered before.

A neighbor of mine just changed jobs and is looking at homes closer to his new employer. He doesn't like the fact that he is going to sell his current house for less than he paid, but he feels like the \$20,000 or so hit he's going to take will be made up for by the fact that his new house might cost him \$75,000 or so less than what the previous owner paid.

The bottom line is that, almost like dollar-cost averaging in the stock market, the best way to balance a house bought at the peak of the real estate bubble might be to buy one now, nearer the bottom.

**Rent out a home** – Again, buying a home at an attractive price and holding it as long-term rental is a good strategy now. Unlike the market for sales, the demand for rental housing is going strong. And rates are up.

This bodes well for someone who might be “underwater” in their current home. Have you thought about what you could get for it as a rental? The positive cash flow that could be provided by renting it might be a good hedge against its falling values. And if you don’t want to be a landlord, you can consider hiring a property management company to do it for you.

**Help someone else buy a home** – OK, this might take a little financial wherewithal, but as tough as it is for some to get a home loan these days, there is opportunity for those with cash to benefit. You could, for example, become a “hard money” lender for investors who want to buy homes but can’t get attractive financing.

Or, if you have an existing home you can’t sell, you could lease-option a home. Rent it out for positive cash flow now with an agreed-upon sales price in a couple of years. You’re betting a bit on sales prices improving over two years, and credit restrictions relaxing, too, but it might not be an awful bet compared with trying to sell a house outright now.

**Use a house to decrease taxes** – Again, buying a house to rent out in the long-term will allow you to reap some tax benefits, but you can do the same with an existing house, too.

Of course, you already write off mortgage interest, but renting your house out would also allow you to deduct property taxes, homeowners insurance and maintenance costs, too. If your house has decreased in value, by the way, you should have already looked at having your property taxes reduced with a reassessment. If you use your home for business, you could also reduce your income tax liability by taking a home office deduction. As always, consult a tax professional before making any moves that have tax consequences.

Hopefully, you can see that there are a few ways that lower home prices can benefit you. It’s not necessarily all doom and gloom when we hear that home prices are lower. Think about the opportunities that exist, and how they might fit you.

## Critical Reads

### Ways to Boost Qualifying Income for a Home Loan

More and more attention lately seems focused on how tough it is these days to qualify for a home loan. You can look at data online from the Mortgage Bankers Association and see that down payments and average credit scores have both increased dramatically for those who qualify. But there are ways you can improve your chances of qualifying for a home loan, and this article shows [6 ways to boost your qualifying income for a mortgage loan](#).

## **The Silver Lining in the Housing Cloud**

If you're already a homeowner, the burst of the housing bubble might feel disastrous (see above for ways to make it less so). But if you're a future buyer, the market is good news for you. According to the Case-Schiller index, housing in the U.S. is more affordable than any time since 1970. This could be a huge silver lining for young homebuyers, who could shift the market, according to this [Newsweek article](#).

## **100 Amazing Websites – How to Teach Yourself Anything!**

The internet offers us amazing opportunities to learn almost anything and one website has a great summary of things you can learn. You can check out this amazing website at [this link](#). Want to learn how to make a repair in your home or do something new with your computer? You're just a few clicks away!

## **The Funnies**

### **The New Neighbor's Party**

Tom had been in the liquor business for 25 years. Finally sick of the stress, he quits his job and buys 50 acres of land in Alaska as far from humanity as possible.

He sees the postman once a week and gets groceries once a month. Otherwise it's total piece and quiet.

After six months or so of almost total isolation, someone knocks on his door. He opens it and a huge, bearded man is standing there.

"Name's Lars, your neighbor from forty miles up the road. Having a party Friday night... thought you might like to come."

"Great", says Tom, "after six months out here I'm ready to meet some local folks. Thank you."

As Lars is leaving, he stops. "Gotta warn you...be some drinkin'."

"Not a problem" says Tom. "After 25 years in the business, I can drink with the best of 'em."

Again, the big man starts to leave and stops. "More 'n' likely gonna be some fightin' too."

"Well, I get along with people, I'll be all right. I will be there!"

"More 'n' likely be some wild sex, too."

"Now that's really not a problem" says Tom, warming to the idea. "I've been alone

for six months! I'll definitely be there. By the way, what should I wear?"

"Don't much matter... Just gonna be the two of us..."

Have a great week!  
Rob Minton  
Paramount Wealth Group

Note: The sender of this message may receive compensations for products or services featured.

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*So do you want to go to Lars's party? I don't think I would attend after hearing a little more about it.*

Did you notice how the email newsletter was engineered to add value based upon the reasons I tend to open emails? Remember, **we attract prospects who are similar to us, and what works on you will also work on your prospects.**

Above, I mentioned that I tend to open emails based upon the following...

1. From someone I respect: I'm assuming the people in your database already know who you are, and hopefully they respect you. Otherwise they wouldn't be in your database! ☺
2. Great Content: This email newsletter template includes a feature article that is jam-packed with great content. The folks in your database are interested in real estate, and therefore this article dives right into something they are definitely interested in and adds value.
3. Recommended Reading: The recommended reading section was included to add even more value by linking readers to articles they might find helpful and interesting. Obviously, you could link to videos, book recommendations and more. And these "Critical Reads" do not necessarily have to be related to real estate. This is probably the most important section of this email newsletter for many reasons. One is because it allows you to leverage the news to capture readership. But more importantly, **you can direct your**

## **prospects to articles, videos and stories that subtly sell on your behalf.**

It's like having testimonials from neutral parties to support what you're promoting. For example, if you have listings in a specific area and you find an article with positive news about the area, you include it in the critical reads section. If a buyer prospect reads this article from your link, they'll be more positive on the area. Or if you work with investors and you link to a positive story, article or video on investing, you're subtly selling them on why it's a good idea to invest now.

4. The Funnies: The last part of the email newsletter is engineered to make people laugh. We all have bad days, and a good laugh seems to make things better. You can be the one who always puts a smile on their face. Life is short, and we need to have as much fun as possible!

If you can get your prospects and clients to laugh, you'll get them to read your emails. And **they'll be inclined to forward them to friends and family giving you "a free ride" in your marketing.** Notice that "The Funnies" section is at the end of the email, forcing readers to scroll through the entire email to get to it?

5. Great Subject Line: The best part of this email newsletter template is that it gives you numerous opportunities for great subject lines. This is because you can turn your feature article, one of your critical reads, or the funnies into your email subject line. As an example, I could have used any of the following subject lines for this particular email newsletter:

- the new neighbor's party (funny)
- 100 amazing websites – how to teach yourself anything
- ideas on how to qualify for a new mortgage

Pretty cool, huh?

In fact, I think you'll find that the email subject line almost writes itself because of what you've included in your actual email. It tends to jump out at you.

Go back and look at the first part of my email newsletter. You'll see that I included a banner advertisement. This banner advertisement links to a report I wrote, which is designed to help convert the prospect into a client.

This means you can now easily add a lead conversion component to your email newsletter, too. Say you're offering a free class on how to buy a foreclosure. Simply include a banner advertisement promoting your free class. Or maybe you're offering a special home tour; pop in a banner advertisement at the top!

You might consider using this banner advertisement as a joint-venture marketing strategy and promote someone you do business with. As an example, you could advertise a lender, insurance agent, attorney, or anyone else. The only requirement would be that they do something similar for you! If they're not able to promote you to their database, then you could charge them an advertising fee.

Since I made this change and began using this email newsletter template, I've received a ton of feedback. Here are a few emails I received recently on my email newsletter template.

HI ROB,

I AM WRITING YOU TO SAY THAT I ADMIRE YOU TOO. I LIKE THE FACT THAT YOU ARE CONTINUALLY POSITIVE AND YOU KEEP IN TOUCH WITH YOUR STUDENTS. YOU ARE A GOOD MENTOR ROB . HAVE A GREAT WEEK.

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Good morning Rob, just wanted to say that after listening to your Cash Flow Quadrant, How to treat Others link and the Buying the farm joke, this is one of your best yet!

I always look forward to your programs!

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Hi Rob:

I like your newsletter. You don't paint over the tough stuff in our business and when you can, you provide inspiration and alternatives.

Keep it up!

The reason why I'm now getting a ton of positive feedback is because I'm adding a ton of value. And as it is with anything in life, the more value you give, the more you get (*more people will want to use you as their agent*).

In fact, if you were to copy this email newsletter template and send a weekly email newsletter, you would add way more value than your competitors. And more importantly, **you would consistently be improving the goodwill you have with your database**. They would look forward to your weekly email newsletter because of the value your adding.

Most agents think they need to have a large database of prospects to make money in real estate. This is definitely not true. You can make a ton of money from a small database IF you have a great relationship with the people in your database.

This email newsletter template will help you build this relationship, making your database more valuable. Since sending a weekly email newsletter using this template, I've noticed the following:

1. The email open rates have increased.
2. I have fewer people opting out of my emails.

These are signs that this newsletter template is adding value to my database and helping me to build a better relationship. The formula is pretty simple...

**Add value with 85% of your email newsletter and sell your services, or the services of others in the other 15%. Your prospects, current clients, past clients and sphere of influence will absolutely love you.**

Not too hard, right?

Well, it gets even better.

You can leverage this awesome email newsletter, which adds a ton of value, very easily to generate more leads and create an asset with long-term value.

All you have to do is turn your email newsletter into a blog post. Copy the entire newsletter and simply paste it into your blog. Add a few tags and some key words and hit "publish."

You might be wondering why this is so important...

**Your feature article and critical reads will attract more visitors to your website. The reason why is because, sooner or later, internet search engines will begin to display your blog when people search for various terms.**

As an example, if you posted this full email newsletter on your blog and someone were to search, "lease option a home" your blog might pop up on the search results. The reason why is because your feature article included this exact same search term.

I'm not suggesting that you spend a ton of time trying to optimize your blog, articles or critical reads for the search engines. It's a time-consuming process and probably not the best use of your time. What I am suggesting is that you write content for *people*, post your newsletter and let things happen naturally.

As you continue to post new email newsletters to your blog, your blog will begin to attract more visitors. This is because your blog would eventually become a real estate news aggregation website where visitors will be able to find articles and links to information that interests them. **And you can weave lead-generation advertisements, lead-conversion offers and other advertisements throughout your blog.**

If you study some of the larger websites on the internet, you might find that they are using this strategy. They put a ton of content on their websites. This content draws new visitors and they turn these new visitors into money with Google AdSense, paid advertisements, affiliate links and other offers. This business model generates BILLIONS OF dollars a year.

Your blog will become more valuable each and every week as you post additional email newsletters. The more pages you have on your blog, the more traffic you'll get. With more traffic, you'll generate more leads, more clients, more home sales and more passive income.

In reality, you'll be building two businesses at the same time. The first business is your real estate sales business. The second business is an online content business.

Remember, you've got to give good content in your email newsletters to add value. If you keep to this plan, you'll be all set.

Simply set up a blog and add a new page for each critical read you include in your email newsletter. I typically include at least 3 "Critical Reads" in each weekly email newsletter. At the end of the first month, you will have added 12 pages to your site. After a year, you would have added 144 new pages to your website.

These pages would slowly, but surely, bring new visitors to your website. Over time, you'll be able to monetize this traffic.

I wouldn't worry too much about monetizing your blog at this point. Simply start adding the pages now; you'll have plenty of time to extract money going forward. A content website is a very valuable asset that will have real, long-term value.

**All you have to do is start sending an email newsletter to your database. Follow my little template and turn each email newsletter into a blog post. Stick with it and you'll watch amazing things happen over time.**

Now for my BIG sales pitch...

For those of you who don't have time to write a weekly email newsletter, or hate to write, you might consider test-driving my Master Marketer membership. The reason why is because I provide a weekly done-for-you email newsletter following this exact template. Each Friday morning, I upload a weekly email newsletter in Microsoft Word format. You can simply copy this email and paste it into your email program. Make any changes that you want to make and hit send.

You'll be adding a ton of value to your database and you can leverage these weekly email newsletters into content on your website.

In addition to the done for you weekly email newsletter, I also write a lengthy business-building report. To be perfectly honest, the report you are reading right now was taken from previous Master Marketer business-building reports. So this should give you an idea of what these weekly business-building reports are like.

The Master Marketer membership is \$97 a month, but I'd like to **offer you the ability to give it try for 30 days and see what you think**. Just pay a dollar to let me know you're serious, and you'll get access to the entire membership. Read some of the weekly reports. Send a few weekly email newsletters to your database and see what feedback you get.

If you think you're getting your money's worth, stay with us! If not, cancel before your 30 days are up and you won't be charged another penny.

If you do decide to take me up on this offer, you should know that I have a few surprise bonuses for you! You can keep these bonuses regardless of whether or not you decide to stay in the membership.

Sound fair?

Go to: <http://www.MMClubTestDrive.com> to get started.

Best,

Rob Minton

**P.S. One of the surprise bonuses is video training on how to create banner advertisements. I'll show you a simple way to create banner advertisements in just a few minutes. You can use these banner advertisements in your email newsletter to convert more leads; market other professionals in your area, or to market affiliate products for passive income!**

**P.P.S. OK, I can't keep a secret.... some of the other bonuses are free access to some of my best-selling products. Now, I'm not going to list them all here, but I can tell you they are very good. You'll get access to these immediately!**

**P.P.P.S. My BIG sales pitch wasn't really BIG, was it? I guess I should have called it a "little" sales pitch. Oh and I should probably give you the link again to test-drive my Master Marketer membership. Here it is...**

**<http://www.MMClubTestDrive.com>**

**P.P.P.P.S. To be perfectly clear, you don't need to become a member use what I've shared. You can do this on your own. All you have to do is write one weekly email newsletter following my template and you're good to go. You would obviously want to copy your email newsletter and post it on your blog, too. I know writing is time-consuming! I do it every day. It usually takes me around 3 hours a week to put together my email newsletter. So plan for something similar in your schedule.**