

Seller Income Streams

How to Generate Seller Rent To Own Leads

By Rob Minton

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Foreword

In this guide, we will focus on attracting sellers for the Rent to Own Listings system. I'll cover print and online classified advertisements, advertorial advertisements, solo marketing emails, and I will also include a few Facebook advertisements and article marketing content.

There are actually two ways you should think about marketing this System. The first way is to market this new approach to selling homes to your database of existing prospects and clients. The second way is to attract sellers to your business with direct response advertisements.

Believe it or not, you should be able to generate a lot of new Rent to Own Listings from your existing database. You do this all without having to invest a penny into new lead-generation advertisements.

I'll show you exactly how to do this within this guide, and I have included many done-for-you emails you can simply copy and paste into your email program.

After you market your Rent to Own Listings program to your database, you may decide to advertise for new clients. Within this guide, I'll give you many new advertisements to attract sellers.

Each of these lead-generation advertisements should be directed to a simple, one-page website where the prospect will opt-in with their name and email address. I have included two sample websites for you to model in your marketing.

Included with this program, you'll find two powerful automated lead-conversion tools that should help you convert prospects into Rent to Own Listing clients. These two lead-conversion tools are:

1. A compelling sales letter – FREE REPORT
2. A video sales letter - VIDEO

Please understand that you should set these two sales letters up online before you send one email or run one new lead-generation advertisement. I highly recommend Joe Mercadante for setting these up for you. I use him exclusively with my websites, and he does an incredible job. Joe can be reached via email at:

joem@myhomesellingteam.com

Once you have these two lead-conversion automatic sales letters set up, you can start getting new Rent to Own Listing clients using the emails and advertisements included in this guide!

How to Attract Sellers to your Rent to Own Listing Program

There are numerous ways for you to attract prospective Rent to Own Listing clients to your business. The first way I recommend is to market to your existing database. This will be the least expensive way to get new Rent to Own Listing clients, and it will also be the fastest. Remember, one of these Rent to Own Listings might help you collect a large flat fee, recurring monthly income (if you provide property management) and a future sale commission when the home ultimately sells to the tenant-buyer.

Once you have your free report sales letter and your video sales letter set up and ready to go, you should consider sending a series of marketing emails to your database.

I DON'T RECOMMEND MARKETING BOTH THE VIDEO AND REPORT IN THE SAME ADVERTISEMENT. I WOULD SUGGEST MARKETING ONE AT A TIME. AS AN EXAMPLE, SEND TWO OR THREE EMAILS PROMOTING YOUR FREE REPORT OVER THE NEXT WEEK OR TWO. THEN, WHEN THESE EMAILS ARE FINISHED, SEND TWO OR THREE EMAILS PROMOTING YOUR VIDEO SALES LETTER. THIS WILL HELP YOU CONVERT MORE PROSPECTIVE SELLERS INTO RENT TO OWN LISTINGS. SOME WILL RESPOND TO THE REPORT SALES LETTER AND SOME WILL RESPOND TO THE VIDEO SALES LETTER. USING BOTH SEPERATELY SHOULD DOUBLE THE NUMBER OF CLIENT APPLICATIONS YOU RECEIVE.

Below, I've included several emails you can send to your database. You'll notice that I'm suggesting you include links in these emails that take the person directly to your free report sales letter or to your video sales letter. The reason is because you already have their email address and don't need them to opt-in to capture their contact information. The goal when marketing this to your database is to get as many people to read your report or watch your video as possible. Simply include a link directly to your free report sales letter or your video sales letter. When the prospect clicks on the link they should be taken directly to the sales letter.

By the way, the best days to send marketing emails are Tuesdays, Thursdays and Sunday afternoons. You might consider sending one of the following emails on each day of the upcoming week.

Here are a few emails you can use to market the free report sales letter to your existing database:

Subject: Sell your home in 14 days?

First name,

I've been testing a new strategy in my real estate business that might help you sell your home in as little as two weeks.

This is significantly faster than our average market time of _____ days.

More importantly, we will be able to sell your home at a significantly higher price.

To see how, go to:

INSERT LINK TO YOUR SALES LETTER REPORT

I realize this might sound too good to be true. Take a few minutes and see how we were able to do this for our clients.

You'll definitely be surprised.

Your Name,
Your Company
Your Phone

P.S. Please forward this email to anyone you know who is thinking about listing their home in this tough market. It will help them avoid the challenges other sellers face!

Subject: Never reduce your price again

First Name,

If you list your home for sale and it doesn't sell, the only option you have to get it sold with the typical agent is to...

REDUCE YOUR PRICE

Well, it doesn't have to be this way.

A few days ago, I sent you an email about a new approach to selling your home that is very effective in today's market.

With this approach, we can get your home sold within a few weeks and for a higher price. The good news is that you won't have to reduce your price anymore.

You can see exactly how we do it at:

INSERT LINK TO FREE REPORT SALES LETTER

Best,

Your Name
Your Company
Your Phone

P.S. If you know of someone who has had trouble selling their home, please forward this email to them. They won't have to reduce their asking price again.

Subject: Funny “For Sale” sign

First name,

You’ve got to see this funny for sale sign.

Go to:

INSERT LINK TO FREE REPORT SALES LETTER

Unfortunately, this funny “For Sale” sign is reality for most sellers in today’s market.

The good news is it doesn’t have to be reality for you. Read the report at the link below to find out how to avoid this with your home:

INSERT LINK TO FREE REPORT SALES LETTER

Sincerely,

Your Name

Your Company

Your Phone

Subject: Why your home won't sell...

First name,

Here are 3 reasons why it's very challenging to sell your home in today's real estate market:

1. Buyers cannot qualify under the tighter lending requirements.
2. Buyers are afraid of buying the "wrong" home.
3. Buyers are afraid of losing money if home prices drop further.

Our new approach to selling homes eliminates all 3 of these challenges and makes your home more appealing to prospective buyers.

To see what we're doing, go to:

INSERT LINK TO FREE REPORT SALES LETTER

Talk soon,

Your Name
Your Company
Your Phone

Remember, I strongly advise that you send 3 or 4 emails to your database marketing the free report. You should generate new client applications with each email you send. Most real estate agents don't market enough to their databases. You can eliminate this costly mistake by marketing the same item with multiple emails.

NOTE: You might want to consider mailing your entire free report to seller prospects in your database. Yes, you'll have to invest into some postage for this, but your investment should bring back more Rent to Own Listings.

Send the emails marketing your free report first then move on to the emails marketing your video. These emails have been included for you here:

Subject: This is so awesome

First name,

If you want to learn how to sell your home
in just two weeks and for significantly higher price,
watch this new video:

INSERT LINK TO YOUR VIDEO SALES LETTER

It's awesome!

Your Name
Your Company
Your Phone

Subject: Don't watch this video...

First name,

If you don't want to sell your home quickly and for more money in this challenging market, don't watch this new video...

INSERT LINK TO YOUR VIDEO SALES LETTER

However, if you would like to get your home sold quickly and for more money, watch this video now.

I don't plan on keeping this video up for very long, so watch it while you can. You'll learn:

- how to sell your home in 14 days
- how to sell your home for 20k more
- how to avoid selling at the bottom of the market

To watch this powerful video, click on this link:

INSERT LINK TO YOUR VIDEO SALES LETTER

Best,

Your Name
Your Company
Your Phone

Subject: A seller success story!

In this new video, you'll see how a seller who had their home listed for over 100 days without one offer sold their home for 17k more than their asking price.

Go to:

INSERT LINK TO YOUR VIDEO SALES LETTER

Your Name
Your Company Name
Your Phone

Subject: This is your last chance

First name,

If you haven't watched our new video on how to sell your home fast and for a significantly higher price, do so now at this link:

INSERT LINK TO VIDEO SALES LETTER

I'll be removing this video in the next day or so.

Hurry,

Your Name
Your Company
Your Phone

P.S. If you know of someone else who might be thinking of selling their home, you might want to forward this video to them. It's powerful.

As you can see, each of these emails is written to get the person to click on the link and go to your free report sales letter or the video sales letter. These emails, combined with the lead-conversion tools included with this program, are very powerful and should bring many Rent to Own Listings to your business!

You might even consider negotiating to have your lender, insurance agent or home inspector send two or three emails to their database, too. The more people you drive to your free report sales letter and the video sales letter, the more Rent to Own Listings you'll take.

Content Articles for Your Blog or Newsletter

One of the best ways to market for your business is through content marketing. Content marketing is accomplished by writing an article that teaches and sells at the same time.

The reason why it works so well is because the prospect doesn't feel as if they were being sold. You accomplish this by giving them valuable information and offering them the opportunity to learn more by clicking on your link or visiting your website.

I've written two "content" articles you can use for this strategy. Here's the first article:

How to Avoid Selling at the Bottom

By Your Name

The old adage is to buy low and sell high; however, the economy and real estate market crash have eliminated this option for many home sellers.

Homeowners needing to sell now are forced to sell their homes at the bottom of the market. This is a bad situation on many levels:

- The record number of foreclosures are holding prices down for all sellers
- There are a lot of homes listed for sale, which means you have a great deal of competition and it's virtually impossible to get your home to stand out
- Buyers looking to buy today are making low-ball offers because they control the market

If you are one of the lucky sellers who receive an offer on their home, you'll more than likely be forced to accept a lower price. This is because it's a buyers market and you'll have to accommodate them to get your home sold.

A better strategy would be to wait two or three years and sell your home when the market rebounds. Until now, this wasn't a valid option for many sellers who needed to sell now.

In my business, I've been testing a new approach to selling my clients homes and have been amazed at the results. This new approach allows my clients to offset their mortgage payment for two to three years and sell their homes when the market rebounds. It's very powerful because it puts you in control. You won't have to continue dropping your price, hoping for an offer. You won't have to be at the mercy of a buyer who low-balls you on

price.

I've detailed exactly how we were able to do this in a new VIDEO/REPORT which you can grab right now at [INSERT LINK TO VIDEO OR FREE REPORT SALES LETTER](#).

Unfortunately, this new approach to selling your home is very time intensive and I'm only able to work with a few new clients. If this new approach to selling your home is appealing to you, I suggest [WATCHING THIS VIDEO OR READING THIS NEW REPORT](#) immediately.

Did you see how I used content to persuade prospects to want more information? This is very, very powerful.

You can use this article in many different ways.

The first way would be on your blog, if you blog. You could turn this article into a blog post and send an email to your database about your new blog post.

Or you could simply turn the article into an email and email the entire article to your database. I'm not a big fan of this because you'll probably trigger many email spam filters and your email won't get through to as many prospects.

If you send a monthly newsletter to your database, you could use this article in your hardcopy newsletter.

You might try and have other professionals you work with send this article to their database of clients, too.

The basic strategy is to try and get as many people to read this article as possible. The more people who read your article, the more leads you'll generate.

NOTE: Depending on how you use this article, you may want to direct prospects to your opt-in website so you can capture their name and email address. For example, if you post this article on your blog, and a new prospect visits your blog, you'll want them to give you their name and email to get the free report or video. This way, you'll turn the article into a lead generation tool.

Here's another content article you can use to market your Rent to Own Listings strategy:

3 Reasons Why It's Hard to Sell a Home in This Market & What You Can Do About Them

By YOUR NAME

Today's homebuyer is a lot different than buyers from a few years ago. They are very nervous and are afraid to make any major decisions about their home purchase.

The first reason buyers are nervous about buying a home is because they realize their jobs are not as secure as they once thought. The unemployment rate remains at record levels, and many of the lost jobs will not be replaced. There is no job security right now, and this has made the majority of potential home buyers hold off on buying a home.

The second reason buyers are not buying is because they are afraid of losing money. Every time you turn around, there is a different news story telling a different story about our real estate market. One expert says we've hit the bottom while the next expert says we still have further to fall. Whom should we believe?

This is the problem, when homebuyers are afraid of losing money, they don't do anything. They stay put, and this makes it very difficult for the majority of home sellers to sell their homes.

The third and final reason buyers aren't buying homes is because they are having trouble qualifying for a loan. As you can imagine, it's a lot harder to get pre-approved with a reputable lender today than it was a few years ago.

We have been testing a new approach to selling homes with our clients and have had great results. Our new approach sidesteps these three challenges and helps sellers let the market rebound so they can sell at a higher sales price.

I've detailed our new approach to helping sellers sell their homes when buyers won't buy in a [NEW VIDEO/REPORT](#). You can see exactly what

we're doing and how you can overcome these challenges if you're thinking of selling your home this year at [INSERT LINK TO YOUR WEBSITE](#).

Marketing to Attract Sellers for Your Rent to Listings Program

The biggest part of lead generation is to understand that it's a numbers game. You must generate enough leads to meet your income goals.

When I worked exclusively with investors and was selling close to 300 homes a year, my monthly goal for lead-generation in my business was 400 leads. This led to 25 to 30 home sales a month.

On average, I had to spend about \$15 to buy one lead. Yes, I wrote \$15 to buy one lead. The good news is you can generate new leads today for only \$2.00 to \$3.00 each.

The trick is to not think of this as an expense. Instead, think of this as an investment into your business that will bring back more income and opportunity. I have actually found that **buying leads for my businesses is the absolute best investment available**. The returns far exceed any other investment opportunity.

As an example, consider these rough numbers from my business...

Generate 400 leads a month for an entire year, paying \$15 for each lead. This would amount to \$72,000 throughout the course of the year to generate these 4,800 leads.

The same year, I sold 269 homes and generated over \$1.4 million in gross commission income. Divide the gross commission income of \$1,400,000 by 4,800 leads and you'll quickly see that I averaged \$291 of income per lead. (\$1,400,000 divided by 4,800)

Would you invest \$15 to get back \$291? I certainly hope so! The real question is how many times a day do you want to make this investment. The reason why generating leads is a predictable investment with a fixed return is because of the two automatic lead conversion systems included with this program. These two sales letters will automatically turn new leads into Rent to Own Listing appointments.

If you don't have automatic lead conversion systems in your business, your marketing is simply an expense with no predictable return on investment.

It is extremely helpful to look at lead generation from this perspective because it will help you see the marketing as a very profitable investment opportunity. I also suggest that you study other top real estate agents. I'll bet that you'll find that they generate a lot of leads each and every month. Real estate is a numbers game. To win, you have to generate a large volume of leads and use automatic lead conversion tools.

In the lead-conversion system outlined in this program, you can make some conservative estimates regarding the numbers. For example, your opt-in, or "squeeze" web pages should convert about 30 percent of the visitors into leads who will request your free report or video sales letter.

Of these, somewhere between 5 percent and 15 percent will apply to become your client.

Knowing these figures will help you determine how many leads you will need to generate to accomplish your goals.

For example, let's say you're ambitious and would like to start out by doing five Rent to Own Listing deals per month right out of the gate **(At a \$3,000 fee per home, by the way, that's an extra \$15,000 per month of extra income – not counting what you'd earn by providing property management, too).**

If your client application rate is 5 percent, it takes 100 leads to convert five Rent to Own Sellers. So you test and track to see how many ads you have to run, and where you have to run them, in order to generate 100 leads.

This should show you how important it is to test and track your lead-generation advertisements. Track all your data:

1. Which ad ran
2. Where it ran (Newspaper, Internet classified)
3. What days it ran
4. How many people opted-in for your report/video?
5. How many applications were received?

Don't give up if the first ad you run doesn't produce the response you want. Simply test a different ad. Just make sure that when you are testing and tracking, you change only one variable at a time.

For instance, don't change the ad and place you published it at the same time. Change the ad, but leave the publication and the days it runs the same. Then compare results and adjust accordingly.

Big Mistakes

One of the mistakes real estate agents make in regard to lead-generation is giving up. The first ad they run pulls only 10 leads. None of those turns in an application. So they decide, "This doesn't work," and they give up.

I am going to tell you straight up – **you can't make any conclusions from 10 leads**. You need a bigger sampling size. You need 100 leads.

The other mistake I see agents make is stopping their lead-generation even when it is working! They get a bunch of new clients and new contacts in their database, then they spend all their time working with the new clients and working the new prospects.

This is not good business. You have to consistently generate NEW leads even when you're busy! Leads are the lifeblood of your business, you must keep them flowing or else, well, you die.

Understanding the Process

The lead generation advertisements included below will drive leads to two websites, which are simply opt-in pages for your free report or your free video sales letter. You should drive prospects to these websites in your lead generation advertisements.

These websites and how they operate are explained in the "How to Automatically Convert Sellers into Rent to Own Listings" manual included with this program. Just so to give you an idea of one of these sites here, a sample is below:

FREE SPECIAL REPORT: "How to Sell Your Home in 14 Days for \$20,000 More Money!"

A new report has just been released which will show home sellers a unique way to sell their homes in just 14 days for \$20,000 more money.

- The 3 Reasons buyers aren't buying and what you can do to make your home sell quickly!
- Why the "old" school way of selling a home doesn't work in this tough market!
- How to completely eliminate price reductions and long market times!
- And a lot more!

[LEARN MORE](#)



To receive the special report titled "How to Sell Your Home in 14 Days & For \$20,000 More Money", add your first name & email address below and click the "Send My Report" button

Your First Name Here

Your Primary Email Here

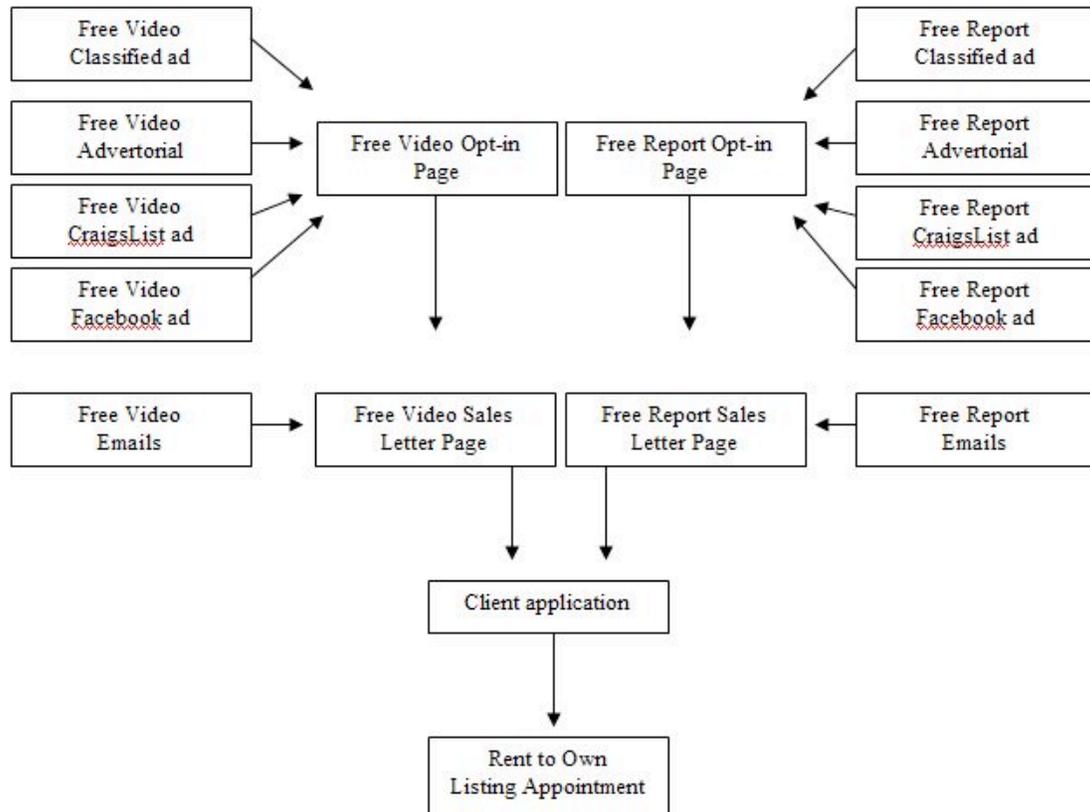
[Send My Report!](#)

This FREE Report is courtesy of Paramount Wealth Group.

We respect your privacy and we will not sell or distribute your e-mail address

This screen shot is of the free report lead generation website. Anytime I run an advertisement offering a free report on how to sell your home in two weeks for \$20,000 more money, I'll direct prospects to this website. They'll have to type in their name and email address to get access to the report. This website should convert at over 30% for you meaning that 30 or more people will give you their name and email out of every 100 that visit your site.

On the following page is an overview of the entire marketing process, which is explained in detail in the lead-conversion manual. I've included it here for you so you can "see" how this marketing and lead conversion process should work in your business. Everything in this overview has been provided for you in this program.



This lead conversion process is explained fully in the lead-conversion guide, and it is less complex than it might look here! The basic idea is to use the advertisements included to drive prospects to a simple one, page website. They give you their name and email address and are then given the free report or the free video. The free report and the free video are sales letters designed to get them to “apply” for your Rent to Own Listings program. This will happen automatically if you setup things properly in the beginning.

Once you have a system for converting leads such as the one above, it is like a funnel – you just keep dumping leads into it. Once the system is automatically converting prospects into income, your job is simply to generate enough leads to keep pouring them into the funnel.

Let’s get started on some of the lead generation advertisements!

Classified Advertisements You Can Test to Attract Sellers

**Sell Your Home for
\$20,000 More**

New FREE Report Details How
You Can Sell Your Home in 14
Days for \$20,000 More. Broker
www.FreeReportWebsite.com

Sell Your Home in Just 14 Days

New FREE Report Details How
You Can Sell Your Home in 14
Days for \$20,000 More. Broker
www.FreeReportWebsite.com

**Sell Your Home for
\$20,000 More**

New FREE Online Video Details
How You Can Sell Your Home in
14 Days for \$20,000 More.
Broker
www.FreeVideoWebsite.com

Sell Your Home in Just 14 Days

New FREE Online Video Details
How You Can Sell Your Home in
14 Days for \$20,000 More.
Broker
www.FreeReportWebsite.com

**ATTENTION
HOME SELLERS**

Say NO to Price Reductions!
New FREE Report Details How
You Can Sell Your Home in 14
Days for \$20,000 More. Broker
www.FreeReportWebsite.com

Notice I have not included a phone number in these advertisements. The reason is because I'm trying to help you automate your lead conversion. If you give a phone number and prospects leave a message to request your free report, you'll have to manually enter the prospect into your database and mail them your free report. This works, but it isn't automatic. You would obviously use your free report website in your advertisements.

Online Classified Advertisements (Craigslist, etc.) You Can Test to Attract Sellers

Actually, you probably already have your Craigslist ads created. If one of the classified ads above works in your newspaper, your Craigslist ad is already done.

Let's take a look at turning a classified ad into a Craigslist ad.

**Sell Your Home for
\$20,000 More**

New FREE Report Details How
You Can Sell Your Home in 14
Days for \$20,000 More. Broker
www.FreeReportWebsite.com

You simply type the headline of the classified ad into the posting title, then the body of the classified ad (along with the website address and any disclosures you're required to include) into the posting description.

Rent: \$ Posting Title: Specific Location:

Reply to: show hide anonymize (will show as: hous-xxxxxxxx@craigslist.org)

Posting Description:
New Free report details how you can sell your home in 14 days for \$20,000 more.
www.FreeReportWebsite.com
Broker

You would repeat this with the other classified advertisements included above. You should try and run multiple advertisements in Craigslist at the same time and repost as often as necessary. These will be free leads and you'll pay for them with your time. Remember, you need a large number of leads to meet your income goals, so don't blow this off if you advertise on Craigslist.

Advertorial Advertisements

My favorite type of advertisement is the "Advertorial." I have found that these advertisements generate high quality leads because you can include more copy in the advertisement. I've also have found that one well placed advertorial can generate hundreds of leads.

The trick is to try and make your advertisement look as if it were an actual article. Remember above I mentioned that content marketing was very powerful. Well, an advertorial looks like a content article and should be read by more prospective sellers.

Try to copy the publication's font, column size and headline style when submitting an advertorial advertisement. The goal is to make the reader of the publication think this is an article, not an advertisement. You can run advertorial advertisements in local magazines, newspapers, home buyer magazines, other professionals' newsletters or anywhere else people may go for information. Here's the first advertorial advertisement I've prepared for you:

New report details how to sell your home in just 14 days for \$17,495 more

By Your Name, Broker

It's very challenging to sell your home in today's market. There are a lot of homes on the market and it's harder and harder to get your home to stand out.

Even worse, you have to compete with all of the foreclosures, which are driving home prices even lower.

Sadly, if you're actually able to sell your home, you'll more than likely lose a lot of money. This is because buyers are now low-balling their offers and many sellers are forced to accept these low priced offers.

A new report has just been released which will show home sellers how to sell their homes in weeks and for \$20,000 to \$30,000 more in price.

Thomasine Barner had her home for sale for over 100 days without any offers. Two weeks after using this new approach, her home sold for \$17,495 more than her list price.

To download this new report immediately and learn how to sell your home quickly in a down market, go to **INSERT YOUR WEBSITE.**

Do you think this headline would capture the attention of someone thinking about selling their home? Or how about someone who has their home listed without any activity?

It's pretty powerful.

This is why advertorials can be very effective in generation high quality leads for your business. Also note that I've only included your free report website in the last paragraph. This is to help you automate your lead conversion. The prospect will go to your site, type in their name and email and the report will be delivered to them automatically.

Here's the advertorial for the free video:

ATTENTION SELLERS: New online class details how you can sell your home in just 14 days for \$17,495 more

By Your Name, Broker

It's very challenging to sell your home in today's market. There are a lot of homes on the market and it's harder and harder to get your home to stand out.

Even worse, you have to compete with all of the foreclosures, which are driving home prices even lower.

Sadly, if you're actually able to sell your home, you'll more than likely lose a lot of money. This is because buyers are now low-balling their offers and many sellers are forced to accept these low priced offers.

A new online class has just been released which will show home sellers how to sell their homes in two weeks and for \$20,000 to \$30,000 more in price.

Thomasine Barner had her home for sale for over 100 days without any offers. Two weeks after using this new approach, her home sold for \$17,495 more than her list price. The same might be happen for you!

You can watch this new online class right now from home and learn how to sell your home quickly in a down market, by visiting **INSERT YOUR FREE VIDEO OPT-IN WEBSITE.**

Facebook Advertisements

Some real estate agents are having a great deal of success generating high-quality leads through Facebook. Below, I've included a few sample Facebook advertisements you can test in your area.

The best way to set up Facebook advertisements is to target geographically. Simply select the cities in your area where you would like to have your advertisement displayed. Facebook will only show your advertisements to people in these areas. This way, every lead generated in Facebook will be in your target area.

I would also suggest starting your bid at half the price suggested by Facebook. Test this for a few days and see how many people click on your advertisement. You can always increase your bid price and pay more if things go well.

When someone clicks on one of your Facebook advertisements, you should have them taken to your free report or free video opt-in website, where you can capture their name and email address. This way, you can continue to market to them via email. As an example, if they opt-in for your free report, you can send them a few emails marketing your report and then you can send them a few emails marketing your video sales letter using the emails included above.

You'll see below that you can advertise the free report sales letter or the free video sales letter. You may have to test both to see which one generates more leads. Pay attention to your numbers so you'll know what works best going forward.

This your For Sale sign?



Tired of reducing your asking price? Watch this free video and learn how to sell your home in just 14 day for \$20,000 more. Click here!

Can't Sell Your Home?



Stop trying to sell your home the "old" school way. New approach will help you sell your home in 14 days for \$20,000 more money.

Each Facebook advertisement was designed so you could send prospects to either sales letter. If you're video sales letter is converting better, than you would simply send them to your free video opt in website. Or if your free report sales letter is best, send them to your free report opt in website.

Always track your conversions so you can maximize all of your advertisements.

Did the Market Win?



Funny "For Sale" sign highlights challenges in selling your home. Click here to sell your home in 14 days for \$20,000 more.

Give up yet?



Funny "For Sale" sign highlights challenges in selling your home. Click here to sell your home in 14 days for \$20,000 more.

Well you now have several lead generation advertisements you can use to generate seller leads for your Rent to Own Listings Program. Please understand that these advertisements are simply a base for your business.

You can use anyone of these advertisements in other formats. As an example, you could turn the advertorial advertisement into a post card and mail it to specific sub-divisions or target areas.

You can turn any of the classified advertisements into a Google pay-per-click advertisement, a Yahoo pay-per-click advertisement, a Bing pay-per-click advertisement.

My suggestion is to start testing with classified and craigslist advertisements. See which one pulls the best and simply run this advertisement more. Run the same advertisement every day, instead of just on the weekends. Or run the same advertisement in multiple newspapers at the same time.

If you need more leads, test the same advertisement as a Facebook or pay-per-click advertisement. You don't need 100 different advertisements. You need one or two and you simply run them more in different publications and in different media.

Conclusion

Congratulations!

You're now ready to apply everything you've discovered in this manual to start generating Rent to Own leads for your business (Actually, you will be once you have your online free report and video sales letter sites up – don't drag your feet on this!).

The advertisements and strategies detailed in this manual could be worth a fortune to you. However, in order to capture this fortune...

You must take action.

If you close this manual right now and forget about everything you learned, these pages will be worthless. But if you take action – if you put aside a couple hours a week to lead-generate, you'll soon see your business transform.

Go ahead and get started now... because every moment you're not taking action is like leaving a stack of money on your table!