

Price: \$97

# The Make MORE Money Report



*Photo By Paul Sapiano*

**4 Ways Real Estate Agents  
(or Any Small Business Owner)  
Can Make More Money in a Flat  
Economy.**

By Rob Minton

There are only 4 ways to make more money in your business. Here they are:

1. Get more new customers
2. Sell more to current and past customers
3. Increase prices on existing products & services
4. Offer new products and services

You can obviously increase your net income by decreasing your expenses, but the focus of this report is on how to make more money.

**And you'll have to agree that these are the only 4 ways to make more money.**

In this powerful business building report, I'll show you exactly how to do this in your business. In fact, we'll discuss each of these 4 ways and provide you with a few ideas on how you might make more money.

Before we get started, it will be important for you to understand the philosophy behind each idea in this report, which is...

**To study other successful businesses OUTSIDE of your industry and apply what they're doing INSIDE your business.**

Please take a minute and read this sentence again – it's critically important.

This is easier said than done because we have a tendency to look inside our industry and copy what we see. You'll rarely find large breakthroughs inside your industry. This is because everyone is copying each other.

You've heard the old saying...

If you always do what you've always done, you'll always get what you always got.

Sadly, this is true!

## How to Get More NEW Customers

Most small businesses make a very costly mistake that costs them hundreds of thousands (if not millions) of dollars in lost revenue. This mistake occurs because nobody teaches us where the *real* money is in business.

When we start our business, we incorrectly believe the real money is in making a sale.

Sure, you make money when you make a sale, but this isn't where the real money is in your business. The real money is in building a large database of targeted prospects who might have a need or desire for your products or services today or at some point in the future.

As an example, let's say you own a garage-door repair business. You would want to build a database of people who own homes with garages in your area. Someone renting an apartment wouldn't be a targeted prospect. Nor would someone who owned a home that didn't have a garage.

To highlight where the *real* money is, consider this question:

**Would you rather have 10 new customers this month or add 1,000 new people to your database of prospective new customers?**

Which would be more valuable to your business over the long haul? The 10 new customers would be more valuable to your business today, but 1,000 new, targeted prospects added to your database would be significantly more valuable to you over time.

Think about it...

1. You would have the ability to get far more actual sales because 1,000 targeted prospects now know about your business.
2. You would have the ability to get more referrals because 1,000 targeted prospects now know about you compared to just 10.
3. You would have the opportunity to communicate with 1,000 targeted prospects going forward, providing you

larger opportunities to sell additional products and services down the road.

Hopefully, this is starting to sink in a little, because it's very important for your business. Most new small businesses fail because they don't understand what I've just shared with you.

So the big question now becomes "How do I build a large database of targeted prospects?"

Simply use the most powerful word in marketing, which is...

## **"FREE"**

You build a large database by offering something free that would be of interest and **considered valuable by your targeted prospects.**

Here are a few examples to help you see how this might work:

- A financial planner could offer a free report on how to protect one's retirement plan from the massive bond bubble, which may burst in the near future.
- A garage-door business could offer a free video on easy ways that homeowners can extend the lives of their garage-door openers.
- A roofing business could offer a free report on how homeowners can extend the life of a roof by 3 to 5 years in 4 easy steps.
- A doctor could offer a free report on how to prevent illness, cardiovascular disease and possibly extend life.
- A beauty saloon might offer a free \$20 coupon off of any service in the saloon or a coupon for a free haircut.
- An auto-repair shop might offer a coupon for a free oil change.
- A martial arts school might offer a coupon for a free class on how kids can stop being bullied at school.
- A real estate agent could offer a free report to investors on how to recover amounts lost during the recession and market crash.

For the targeted prospect to get the free item offered, they would have to contact your business and give you their contact information. Each person who responds to the free offer is now a new, targeted prospect added to the business's database.

Now I know what you might be thinking. This sounds great, but who is going to answer the phone, take the person's information down and mail the free item? "I don't have enough time in the day, now I'm supposed to add this to my 'To-Do' list?"

Nope.

Building your database of targeted prospects can be almost completely automated. You'll have to take some time to get things set up, but then new prospects will be added to your database automatically.

Below, you can see how this might work for the real estate agent. Understand the same thing would work for every other business, including yours.

Advertisement:

**FREE Report for Investors details...**

**How You Can Recover Wealth Lost in the  
Recession & Real Estate Market Crash**

*In this new report, you'll learn...*

- To Sell Underwater Properties Using Massive Buyer Incentives
- To Use "Secret" Bonds to Recover Amounts Lost During the Crash & Protect ALL Future Investments from Loss
- To Get tenants to pay higher rents, sign longer-term leases, and pay each month before the rent is due.
- How to turn EVERY tenant into \$25,000 of future wealth

**To download this FREE report right now, visit...**

**[WealthRecoveryReport.com](http://WealthRecoveryReport.com)**

*This report is courtesy of Paramount Wealth Group*

The real estate agent in this example could set up this advertisement to run automatically each week in the local newspaper or homebuyer magazine, and new, targeted prospects would be attracted to his or her business.

A few things to notice about this advertisement:

1. It will only be of interest to real estate investors (the targeted prospect). A first-time homebuyer wouldn't respond to this advertisement because they don't care about recovering lost real estate wealth.
2. No phone number was offered in the advertisement. To get this free report, the targeted prospect must order it online by visiting the website.

Okay, here's the website the targeted prospect visits to order their free Wealth Recovery Report...

## FREE Report for Real Estate Investors: "The Wealth Recovery Report"

It's time to take action and recover amounts lost from the recession and real estate market crash. In this new "Wealth Recovery Report", you'll learn how to...

- Sell "Underwater" Properties with Massive Buyer Incentives
- Use secret bonds to recover amounts lost during the market crash AND guarantee all future investments!
- Get your tenants to pay higher rents, sign longer lease agreements and pay before the rent is due.
- Turn every tenant into \$25,000 in long-term savings bonds



The "Wealth Recovery Report" is offered courtesy of the Paramount Wealth Group and is only available for FREE for a limited time.

[LEARN MORE](#)

To download the "Wealth Recovery Report" for FREE, add your first name and email address below and click the "Download Now" button!

Your First Name Here

Your Primary Email Here

[Download Now!](#)

To get this free report, they'll have to type in their name and email address and click the "Download Now!" button. When they do, they

can download the report automatically. Here's what the download page looks like:



They can click on the link and download the free report immediately.

You can do the same thing for your business. You don't have to offer a free report, as was the case in this example. You could offer a free coupon, and the targeted prospect could download your coupon automatically online. Or if you offered a free video, you could upload your video into YouTube and the person would be taken to your YouTube video instantly after giving you their contact information.

**This means you can build your database of targeted prospects 24/7 without one employee, without taking one phone call and without mailing one piece of snail mail.**

The general rule of thumb for businesses is that it's more expensive to attract new customers than it is to increase sales to existing ones;

however, automating the system for attracting new customers *significantly* decreases the cost of acquiring these new customers.

The beauty salon owner could run an advertisement offering a free \$20 coupon off of any service in the salon. To get the coupon, the targeted prospect would go to the beauty salon owner's website and submit their name and contact information. They could then immediately download the coupon.

All of which happened *without* the beauty salon owner's involvement.

To summarize, you can build a large database of targeted prospects automatically by offering something of value for FREE! The free item offered should be something that can be delivered online immediately. This would include free reports, audio recordings, videos and coupons.

As you think about various free items you might offer for your business, **try and focus on free items that will pull the targeted prospect into your business.** A coupon works very well for many businesses because the targeted prospect would have to come to your business and buy something to get the free item. This gives you the opportunity to build a relationship with them and possibly sell other products or services at the same time.

Remember, the foundation of this report is based upon studying ideas outside of your industry and applying them inside your business. I'll bet you've been on the targeted-prospect side of this strategy dozens of times. In fact, you're reading this Free Report right now, which should show you that this strategy definitely works because you're now a targeted prospect in my database.

The question you need to ask yourself is how you can use this to your advantage.

Note: A friend of mine owns a beauty salon and brought in 87 new customers in one month simply by mailing a coupon to new homeowners, offering a free haircut. The “Free” offer is very powerful and should be used for your business.

Imagine what might happen if he were to offer a free haircut in newspapers surrounding his business and delivered the coupon online automatically? Do you think he might build a large database of targeted prospects pretty quickly?

Now let’s move on to the next way you can make more money for your small business...

### **How to Sell More of Your Product or Service, Increase Your Prices & Get More Referrals**

In the first part of this report, we covered where the real money was in business and how you can build your database of targeted prospective customers. Now, we’re going to roll our sleeves up and dig into selling more of your product or service to your past customers, current customers and to your new database of targeted customers.

This part of making more money is actually pretty simple; however, the majority of small businesses don’t do on a consistent basis what I’m about to share with you.

The secret to selling more products and services is...

### **To build a fence around your database by staying in touch with them on a consistent basis.**

Consider this story about two farmers...

*Two guys decide to start their own farms. The first guy runs out and buys a bunch of cows for his farm because he believes that he can turn the cows into profit. The second guy wants to buy cows, too, but he realizes that he doesn’t have the proper setup to handle the cows. Instead of racing out to buy cows, he calls a fence company and has a massive fence built around his pasture. Once the fence is installed, he orders cows for his new farm. The first farmer’s cows arrive and slowly but surely wander away because he didn’t do anything at all to keep the cows in his pasture. The second farmer’s cows, nicely fenced-in, stay on his farm and produce income for many years to come.*



Most small businesses are just like the first farmer in this story. They spend a ton of money advertising to attract new customers; however, they don't take the time to build a fence. Their customers simply wander off and escape to other businesses.

Stop and think about it for a minute.

When was the last time your past customers heard from you? Was it within the last week? How about the last month? OK, have they heard from you in the last year?

Do you think they may be wandering off to other businesses? This is how the big chain businesses dominate. They spend more money getting new customers. Once they have these customers, they stay in touch with them on a consistent basis.

A great example of this is in the book industry. Sadly, the small bookstores are all but gone. Their death started when Amazon.com launched several years ago. Amazon.com spends a great deal to get you to buy from their website. Once you do, **they stay in contact with you weekly.**

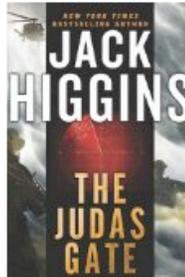
I like to read legal thrillers and mysteries and have bought several through Amazon.com. Here's an email I received from Amazon.com just this week:

Dear [Amazon.com](#) Customer,

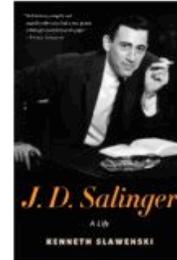
Customers who purchased mysteries from [Amazon.com](#) may enjoy these new releases in hardcover and paperback, including "The Judas Gate" by Jack Higgins.

Browse our featured top 10 titles this week in Mystery & Thrillers.

[Read more](#)

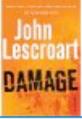
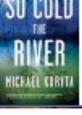


### The Best Books of the Month

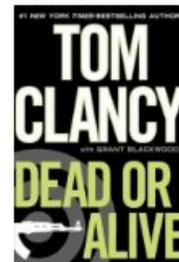


Discover our editors' picks for January--available at 40% off all month long.

### More in Mystery & Thrillers

1		<b>Damage by John Lescroart</b> > <a href="#">Read more</a>
2		<b>The Attenbury Emeralds: The New Lord Peter Wimsey/Harriet Vane Mystery by Jill Paton Walsh</b> > <a href="#">Read more</a>
3		<b>A Lonely Death (An Inspector Ian Rutledge Mystery) by Charles Todd</b> > <a href="#">Read more</a>
4		<b>Home for a Spell (A Bewitching Mystery) by Madelyn Alt</b> > <a href="#">Read more</a>
5		<b>So Cold the River by Michael Koryta</b> > <a href="#">Read more</a>

### The New York Times (R) Bestsellers



Find this week's hardcover and paperback bestsellers.

Their emails always get my attention because I like to read. I'm curious about what books are at the top of the list.

Over the last few years, I've also purchased books from smaller bookstores including Borders. Guess what?

I haven't heard from them.

They have no fence and have let me wander off to Amazon.com. Believe it or not, I actually favor the small guy because I'm a small guy myself, and I would prefer to shop with them. However, Amazon.com stays in touch more and has built a fence around me.

*Who do you think is going to sell me more books?*

You can't control the economy, the unemployment rate, interest rates or your competitors. But you *can* control what you do for and with your database. The economy could be in shambles, like it is, and your business could still be jamming simply because you stay in touch with your database on a consistent basis.

All you have to do is keep your database engaged, educated and entertained. The easiest way to do this is through a consistent newsletter.

**The better your newsletter, the more sales you'll ultimately make in your business.**

Compare these three small business owners and see which one you think will make more money over the next 5 years:

1. The small business owner rarely communicates with his or her database.
2. The small business owner communicates regularly with their database through one or more newsletters. The newsletter is jam-packed with great articles, interesting recommendations and a few things to make the person laugh. The marketer does make sales pitches occasionally within the newsletter itself, or through specific emails and sales letters.
3. The small business owner communicates with their database on a consistent basis, but every communication is some sort of sales pitch.

It's kind of like the race between the hare and the tortoise, isn't it? In the beginning, small business owner No. 3 will make the most, because they are making more offers. However, over time, small business owner No. 3 will notice their sales and income evaporating, unless they are constantly advertising to attract new customers.

In the short term, this will increase revenue. But the people in their database will soon stop reading their communications because they're tired of being "sold" all of the time.

Small business owner No. 1, who *actually represents the average small business owner*, will struggle over time because their customers will wander off to other businesses.

Small business owner No. 2 will ultimately make more money simply because they invested time and effort to maintain a relationship with their database – *they built a fence around their customers so they wouldn't wander off.*

Plain and simple, delivering a great newsletter to your database makes everything in your business better.

1. You'll have happier customers
2. You'll get more referrals
3. You'll ultimately sell more of your product and/or services
- 4. You'll be able to lock prospects, clients and customers to your business.**
5. You'll set up the opportunity to market new products and services in the future.
6. Over time, you'll be able to reduce your advertising costs because you won't need to advertise as much to generate the same level of sales.
7. You'll dominate your competition because they won't be delivering a great newsletter on a consistent basis. They won't cultivate the relationships that you do.

### **How to Sell More Products & Services and Raise Your Prices**

Many small business owners don't think it's possible to increase their prices in a flat economy. This is not true, and I'll highlight two ways you can do this in your business.

You can easily sell more of your products or services simply by offering an attractive incentive with a deadline to your customers. Consider the following example of using an incentive to increase sales:

# Free Apple iPad

Yes we said Free Apple iPad!

TESTERS WANTED  
FREE Apple iPad



CLICK HERE

Participation required. See site.  
Must complete 13 offers.  
BigBrandPromotions.com

APPLE IPAD BLOG IPAD 3G IPAD ACCESSORIES IPAD APPS IPAD REVIEWS IPAD VIDEO

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## Hyundai and Mercedes-Benz use iPad to Help Car Sales

June 15, 2010 by [Free iPad](#) · [Leave a Comment](#)

Luxury car buyers now have another reason to buy a new car. They will be getting an Apple iPad as their car's electronic manual. Hyundai has announced that their new top of the line 2011 Hyundai Equus be packaged with an Apple iPad accessory. The new product feature will host an iPad application is called by Hyundai the Equus Multimedia Tablet. Hyundai hopes that new Equus owners will use the automatic dealership contact features to increase customers services and automobile maintenance.

48

tweets

retweet

The most expensive car in the Hyundai fleet and designed to compete with other high-end cars such as the Lexus LS and Mercedes Benz, the Hyundai Equus will be offer to global customers in two styles the standard version, which is currently being sold in South Korea. The longer wheelbase version of the Hyundai Equus is designed for the North American market, which demands a larger passenger area and more legroom. Both styles, however, are equipped with an iPad manual.

RECENT POSTS

[Draft App by Launch on the iPad](#)

Above you'll see a snapshot from a website detailing how Hyundai and Mercedes-Benz offered a free iPad to stimulate car sales. Depending on the average price of your product or service, you might be able to do something similar.

Let's assume you own a roofing company and want to stimulate sales and raise your prices, you could include a special offer in one of your client newsletters detailing a promotion like this:

### **Buy a Home by DATE & Receive Free iPad – Special Limited Time Offer!**

If you've been thinking about buying a home, now might just be the time! When you buy a home with my team by DATE, you'll receive a free iPad valued at \$499. My accountant thinks I'm crazy to make such a bold offer, but I don't care. In addition, we'll make sure you get a free one year home warranty valued at \$\_\_\_\_\_, too!

Call ENTER NUMBER now to schedule time to tour homes that meet your home buying wish list!

This might sound like a scary offer because you don't want to shell out \$499 to buy the iPad. However, you would simply buy the iPad for the buyer after the sale was closed and you've received your commission. This means you don't have to go negative in cash flow.

You could also use the Free iPad offer to stimulate referrals. Here are two different ways you might use this for your business:

Refer One New Client Who Buys or Sells a Home By DATE and You'll receive a new \$499 iPad as a special Thank You Gift!

*(You would obviously have to disclose this referral gift in the purchase agreement as required by real estate licensing law.)*

Or you create a contest in which someone might win an iPad simply by referring a new client to your business. Here's how this might look:

Want to Win a FREE iPad? Simply enter our Free iPad Referral Contest. Refer just one new client to us by DATE and we'll enter your name into our drawing to win a Free \$499 iPad!

Any one of these offers would work very well in your newsletter! Are you starting to see how profitable a consistent newsletter can be for your business?

Here's an email I received after giving this tip out to a small business owner:

*"Hey Rob, Great tip you gave a few weeks back. I thought you might like this.*

*I used your tip about getting in on the iPad mania at a restaurant that I am part owner of. People go crazy over that stupid thing. We've never seen so much excitement. The drawing is not for a couple more weeks, but we already in the last 2 weeks have added about 200 new names to our database and after our commercial hits cable TV I think we will have 1,000 to 1,500 additional people sign up. For 1,000 names and 1 iPad given away at \$629, that's less than \$1 a name....excellent! We created that address specifically to track which source the traffic comes from.*

*Thanks again, Nick Kringas"*

Pretty powerful, don't you think?

In addition to offering an attractive incentive, you can also bundle smaller bonuses together to increase sales and price points.

A best-selling author recently used this strategy to stimulate hard-back book sales of a new book he was releasing. The book's title was "*The Four-Hour Body*," and the author is Tim Ferriss. In order to increase the sales of his new book, he made a very compelling offer.

Here it is, from his website:

If you want to buy 3 copies, you can get \$260 of bonuses for less than \$45 of books:

- 1 bottle of Super Cissus RX (\$45), one of my staple supplements.
- 3-month Daily Burn Pro membership (\$30)
- 1-year of 'Performance Menu Journal' Magazine (\$30)
- 3 months Evernote Premium (first 500 only!) (\$15)
- **"Find Your First Profitable Idea"** with Ramit Sethi (\$100 for full course)
- Digital copy of **"The 4-Hour Workweek"** (\$20)
- The Slow-Carb Cookbook (\$20)

Simply buy 3 copies of his new book and you'll get \$260 worth of bonuses. It's a no-brainer and designed to get you to take the offer.

Couldn't you do something similar for your products and services? I'll bet you have many items you can add as bonuses to stimulate sales and increase sales prices. Bundling free bonuses dramatically increases the perceived value of what your customer receives giving you the opportunity to increase your prices.

By the way, Tim's little strategy worked. His new book is ranked No. 1 on Amazon.com as I write this report. Awesome!

## **Sell NEW Products or Services at Higher Profit Margins**

Ever hear of a back-end business? A back-end business is a business marketed to the customers of the primary business. Back-end businesses tend to be extremely profitable because they get new customers for free through the primary business.

A great example of a back-end business would be the local car dealership in your area. The primary business is car sales at the dealership. You'll see big, expensive advertisements on TV and in the paper marketing new and used cars for sale. These advertisements drive new customers into the dealership, and the business hopefully profits on every car sold.

However, car sales typically aren't the most profitable part of the business because of the advertising costs incurred to get traffic into

the dealership. TV commercials and full-page, color advertisements are very expensive.

### The most profitable part of the dealership is the service garage.

The service garage is a back-end business and is very profitable because it has zero advertising expense. It's simply offered to each person who buys a car from the dealership. In fact, many dealerships now offer free oil changes and car washes simply to get you to bring your car back to the dealership for service.

The mark-up on repairs and parts in the service garage is very high and very profitable for the business. I'd venture to bet that a lot more dealerships would have gone bust in the last few years if they didn't have a profitable service garage to drive cash flow.

The question you might ask yourself is "What back-end business can I market to my database of prospects?" Once you start to think about back-end businesses, you'll probably realize there are unlimited possibilities.

- Our roofing business owner could start a roof cleaning, power washing and gutter clean-out service. This service would be offered to their entire database of targeted customers.
- A real estate agent could offer property management services or a home cleaning service to his or her database.
- A beauty salon might offer teeth-whitening services to its customers. Who wouldn't want to have their teeth whitened while they were getting their hair colored, cut and styled?

Believe it or not, there's another tremendous back-end business opportunity that many small businesses don't even consider. This opportunity is also probably the easiest one to take advantage of because you can generate income simply by sending a client newsletter.

This back-end business opportunity is marketing affiliate products and services to your database. An affiliate program is defined as follows:

***A partnership program that allows you to market products and services of other businesses and receive a commission for each person referred or each sale generated.***

It's almost like going into partnership with other businesses without having to invest a penny or do a lot of work. You can sign up to be an affiliate for products and services you think your database of targeted prospects might be interested in buying.

Once signed up, you'll get a special affiliate link that you can use when promoting the product or service. Every time someone clicks on your affiliate link, they'll be tracked to you and if they ultimately buy, you'll earn a commission on the sale.

As an example, our salon owner might find a beauty product company that pays other businesses to drive traffic to its site. A gym owner might be able to become an affiliate of a supplement company, marketing their products to his database, or maybe a financial planning business could offer banking or other finance-related products to its database.

Where do you find products or services to market? There are plenty of sources.

Below is a screenshot of an online central database of a large number of affiliate programs. Once you sign up for an account, you'll be able to pick and choose which affiliate program to market. After signing up for your "Publisher" account for free, you can view and study the 3-Month and 7-Day Earnings Per Click statistics for various affiliate products. These statistics tell you what products and services are actually selling. Here's how this actually looks on the site:

**Note these two earnings columns**

	Advertiser	3 Month EPC (USD)	7 Day EPC (USD)	Network Earnings
<input type="checkbox"/>	JAXX Partner Programme » View Links	\$1,175.18	\$593.56	
<input type="checkbox"/>	America Direct » View Links	\$710.53	N/A	
<input type="checkbox"/>	Paddy Power » View Links	\$626.70	\$0.00	
<input type="checkbox"/>	debt Busters » View Links	\$606.45	\$169.58	
<input type="checkbox"/>	 Capital One Credit Cards » View Links	\$460.57	N/A	
<input type="checkbox"/>	Credit Solutions » View Links	\$280.68	\$351.11	
<input type="checkbox"/>	Yahoo Search Marketing UK » View Links	\$278.46	\$42.84	
<input type="checkbox"/>	<b>JOIN NOW</b> GoToMeeting / GoToWebinar » View Links	\$242.54	\$244.25	
<input type="checkbox"/>	 LendingTree » View Links	\$238.70	\$212.52	
<input type="checkbox"/>	Extrabet.com » View Links	\$236.11	\$450.75	
<input type="checkbox"/>	U-Printing Affiliate Program » View Links	\$231.51	\$677.09	
<input type="checkbox"/>	Merrill Lynch » View Links	\$231.49	\$54.20	
<input type="checkbox"/>	 Discover Card » View Links	\$230.45	\$157.36	
<input type="checkbox"/>	 totesport » View Links	\$213.44	\$150.13	
<input type="checkbox"/>	 CitiFinancial » View Links	\$211.18	\$229.02	

Look specifically at Capital One. Do you see the earnings totals in the three-month and seven-day columns? Remember, these earnings are average earnings for every 100 prospects referred to their website. Affiliates marketing this credit card have earned \$460.57 on average for every 100 customers referred. This is \$4.60 per person!

Let's think back to our financial-planning business. Do you think a financial planner could get 100 people from her database to visit their website? Probably! Couldn't she easily promote this credit card via email?

You can do the same thing with other products and services, too. In fact there are a wide range of products and services you can find online – from software to cable TV specials to car insurance.

Here are the benefits of becoming an affiliate for other products or services:

1. Access to thousands of items to sell.
2. You don't have to create a product yourself.
3. You don't have to fulfill the product yourself.
4. You don't have to provide the service.
5. "Done for You" marketing campaigns may be available for you.
6. Provide email content for your daily emails.
7. Can create very lucrative passive income streams

It doesn't take any special skills to be an affiliate. It requires a little marketing to your list – usually a few emails or so – but is otherwise a passive income endeavor for you. Another major benefit is that takes little or no experience to market affiliate programs.

The bottom line is that with affiliate programs, you can leverage your database of *targeted* leads into passive income.

### **Free Business Building Strategy Session**

If you liked this report and found it helpful, I'd like to offer you a FREE Business Building Strategy session, which you can register for at: <http://www.AgentStrategySession.com>. I realize things are very challenging for agents operating in today's real estate market and I've been working on a new approach to selling homes.

This new approach simplifies the marketing and lead conversion process dramatically by driving the absolute best prospects to you. You'll have the ability to cherry-pick who you want to work with and will be able to control your time because you'll have immediate expert positioning.

As you may or may not know, I built my real estate company up from scratch and sold it for 7-figures. I was selling an average of 28 homes a month and generating well over \$1,400,000 in annual commissions. My company was awarded the Fast Tract 50 Award for being the 4<sup>th</sup> fastest growing business in Northeastern, Ohio. I've been featured in Realtor Magazine, Broker Agent News, Renegade Millionaire Magazine and have written several books.

I'd like to help you have the same success in your business and am willing to share what I'm doing right now in our Free Strategy Session.

The only requirement for this Free Strategy Session is that you're serious about making a massive transformation in your business.

Who the Strategy Session is for:

- Agents who **are comfortable working with real estate investors**
- Agents who *value helping others and contributing to your marketplace* just as much (or more) than you value making money.
- Agents who know their businesses can grow right now and are willing to **work** to make that happen.
- Agents who are willing to try and test new marketing and lead conversion strategies in their businesses.
- Agents who realize there is more opportunity in the real estate market today than ever before.

Who the Strategy Session is NOT for:

- Agents who don't enjoy working with real estate investors
- Agents who don't believe its possible to increase their sales in our current real estate market.
- Agents who are "old school" and uncomfortable doing things differently than other agents.
- Agents who don't implement quickly and are slow to get things accomplished.

After I share what I'm working on and suggest ways you can apply it in your business, I might offer you the opportunity for some advanced training. And if you decided to move forward with the advanced training, it will be expensive.

Finding out about it is free – but if you want advanced training, it's costly.

## **Here's How It Works**

Like I said, it's free to learn about what I'm up to and how it can be applied to your business.

If you think it's a fit after you learn about it, I'll invite you to make my advanced training – or you're free to do everything on your own and

never take my training. *Either way is fine with me.* So if you're curious and meet the requirements listed above, here's what do to:

Go to <http://www.AgentStrategySession.com>

You'll see an application where I ask you about your business. The reason why I've included these questions is because I want to make sure I can help you before we schedule the session. If I can't help you, I don't want to take up your time explaining everything.

Once you complete the application and submit it, one of two things will happen:

**Possibility number one:** I'll decide what I'm doing is NOT a good match for you and I'll let you know politely.

**Possibility number two:** I'll decide we MIGHT be a good match and someone from my office will schedule a call to see if we really are.

If you are selected for a Free Strategy Session, **you'll get a VERY valuable overview and Strategy Session where you can see exactly how my new approach works. Plus, you'll get some suggestions on how you can apply it immediately in your business.**

**That's all free.**

If you like what you hear, you'll be invited to take some advanced training. Nobody will pressure you or hassle you. You'll simply get a polite invitation. If you want to join the training, great! If not, no problem. *We good either way.* Register for your Free Strategy Session at: <http://www.AgentStrategySession.com>

To Reinventing Your Business,

Rob Minton

**P.S I'm only looking for around 15 people for my next training and my subscriber list is well over 70,000. I'll be reviewing Strategy Session applications on a first come, first served basis.**