

From: Rob Minton

Here's the information you requested...

How to Build a Marketing Pipeline Designed to Attract New Leads, Automatically Convert Prospects into Appointments, and Sell More Homes for Your Business Each and Every Month

You will never have to worry where your next sale is coming from
You will never have to worry about cutting your commissions again
Lock in a steady, predictable stream of commission checks
Stop open houses forever
Stop ALL prospecting forever
Stop wasting your time with shoppers pretending to be buyers
Have control over your clients, time and your life
Be the envy of every other Real estate professional in your area

Dear Real Estate Colleague,

In this report, I will show you exactly how you can have the same System that I have built - - - after investing hundreds of thousands of dollars with some of the best consultants in the world – installed and put to work for you, cloned for you, to dramatically change your income AND THE WAY YOU MAKE IT for the better.

My name is Rob Minton. I am a real estate professional on the East Side of Cleveland, Ohio. I have two beautiful daughters that I just love to spend time with. Using the ideas you'll find inside this report, I doubled my home sales annually for several years and sold my company for \$1,200,000. In fact, using what I share with you in this report, I averaged 23 monthly home sales and \$98,900 in monthly commissions.

When I first got into real estate, I lived off of a few sales from my friends and family. My broker gave me a few of his clients to work with to keep my head above water. I followed this approach for about two years and was getting pretty fed up with not having a consistent flow of sales. I hated having to start from scratch each month...*living commission check to commission check*...always worrying about where the next sale was going to come from.

I was determined to reinvent my business. I decided to stop copying other agents because I finally realized if I continued copying other agents, I would continue having the same results as other agents....a roller coaster income despite working 24 hours a day, 7 days a week.

In order to stop copying other agents, I actually had to stop being a “salesperson.” The honest *ugly* truth we all must come to term with is...*prospects don't*

value salespeople. Prospects do not want to be sold. In fact, they'll do everything they can to avoid you because they see you as a salesperson.

The real, stone-cold truth is...

You'll never have the business you desperately want if you continue to allow prospects to view you as a salesperson. You'll have to accept lower commission rates. You'll have to work evenings and weekends. And you'll struggle for sales each and every month as you continue chasing prospects.

All of this because you continue allowing prospects view you as a salesperson.

In order to transform your business, your income, and your life you have to have prospects view you as an expert. Experts command higher commissions. Experts can control their schedules and their time. Experts don't have to chase prospects. In fact, the exact opposite happens...prospects tend chase experts.

My transformation into an expert began with a monthly newsletter. My monthly newsletter changed my positioning from salesperson to expert so strongly that I averaged 23 monthly home sales and generated an average of \$98,900 in monthly commissions.

Before we go further, you should probably understand this isn't the typical newsletter. My monthly newsletter is typically 8 to 12-pages long. With each newsletter, I have four primary goals. These goals are:

1. **To position us as experts.** Expert positioning makes selling homes a great deal easier. It allows you to control your schedule having clients meet with you when you're available. Expert positioning also allows you to increase your commission rates. You'll no longer have to accept the commission rate someone else sets. Instead you'll be compensated based on the value you provide. And you won't have to chase prospects ever again!
2. **To generate new leads for our business.** Each and every monthly newsletter turns into a new lead generation marketing campaign as it is used as "lead magnet" and offered for free to attract targeted prospects. In other words, I create an entire marketing campaign around each 8-12 monthly newsletter including print advertisements, pay-per-click advertisements, joint venture marketing campaigns, and more.
3. **To sell homes by converting prospects into clients.** I wanted my newsletter to be a lead conversion tool so I wouldn't have to chase prospects. I absolutely hate dialing for dollars and specifically craft each newsletter as a sales letter so the reader wants to become one of my clients requesting an appointment with me.
4. **To lock clients to our businesses.** Every Tom, Dick, and Harry seems to have a real estate license and they're all desperate for home sales. They do just about anything, including cutting their commissions, just to get new clients. My newsletter is designed to

eliminate competition through the expert positioning. In addition, a great monthly newsletter will protect you from client loss if you have a team and one of your agents leaves. There is obviously a great deal of turnover in our industry and one of my goals is a way for you to keep the clients regardless of turnover on your team. A great monthly newsletter IS the tool you can use to lock clients to you.

The problem with the typical monthly newsletter used by most agents is it doesn't provide any leverage. The main goal of the typical newsletter is to keep your name in front of the prospect. Unfortunately, we don't get paid for keeping our names in front of prospects.

We only get paid when we attract and convert prospects into sales. If your monthly newsletter doesn't do this for you, you're wasting your time and your money.

Okay, it's time to get into the nuts and bolts of how you can do this in your business. The first step is to shift your thinking of how you see a monthly newsletter. From this point forward I want you to see your monthly newsletter as "special report."

Each monthly "special report" will be jam packed with content highlighting a specific strategy for the reader to use when buying, selling, or investing. The strategy detailed in the report will be designed around an opportunity in your local marketplace setting up one, or more, sales for your business.

Your "special report" will be delivered to your database through email just like a monthly newsletter. Since your monthly "special report" is jam packed with content, you'll have more engagement from your database and will be able to extract additional home sales.

In addition, your monthly "special report" will then be used as a new lead generation and conversion tool going forward for your business. This is accomplished by creating new lead generation advertisements offering this new "special report" for free to targeted prospects. You can offer your report for free via articles in your newspaper, Facebook, Google Adwords, or any other media.

Each month, your "special report" can be designed to focus on different prospects and different opportunities. Here are a few quick examples:

- First time buyers
- Investor looking for multi-family properties & apartment buildings
- Investor looking to buy single-family rentals for income
- Sellers who can't sell their homes
- Luxury home buyers

In addition, the prior months "special report(s)" can be used to setup an amazing automatic follow-up campaign to these new leads. Someone requesting this month's report will also receive the prior month's reports over time as the follow-up campaign is

delivered to them via email automatically. Since these “special reports” are jam packed with great content, the emails will be opened and read instead of instantly deleted.

The best part is this entire process compounds over time. With each passing month, you’ll be attracting and converting more leads, as well as, pulling more sales from your database. To help you see how this works, I’ve included one of my monthly “special reports” in the pages that follow. As you read through this “special report” study these marketing ideas:

1. **Expert positioning** – A prospect reading this report will have a different perception of you, as you won’t be seen as a sales person. You’ll be seen more as an expert and this will allow you to control your time and your commission rate.
2. **Template to sell a specific home** - Note how the actual report can be a template to sell a specific property. This property can be one of your listings, or any listing on the MLS.
3. **Automatic lead conversion** – At the end of the report, the reader is invited to setup an appointment with you. This appointment is the lead conversion tool you’ll use to convert prospects into clients without having to chase anyone!
4. **Prospect screening** – Pay attention to how the report is used to screen unqualified prospects. Our time is extremely valuable and the report is designed to protect us from wasting time with someone who won’t be a great client.

There are a few other hidden marketing strategies within this “special report.” Hopefully, you’ll “see” these and will understand the power they’ll have in your business.

Please don’t make the mistake of thinking...*“this won’t work in my marketplace.”* The main idea of this sample “special report” is to use positive cashflow from one rental property as an investment fund for retirement. Home prices and rents in your area will more than likely be different than my marketplace. It doesn’t matter because you’ll simply customize this report based on your market using your prices, your rents, and your cashflow amounts as the monthly investment fund.



\$29.95

Turn ONE Home



Into Millions

A Simple Plan
for Financial Freedom



The Lazy Man's Way to Save for Retirement!

A New Special Wealth Building Report

How You Can Turn ONE Home Into a Million Dollar Retirement Fund for Your Family!

A few years ago, Richard Russell of the Down Theory Letters wrote an incredibly powerful article titled, "Rich Man, Poor Man." In the article, he shared how important it is for the average investor (you and me) to have a financial plan utilizing the power of compounding. I'll share a simple financial plan with you in this article. Before I do, I want to quote a portion from Rich Man, Poor Man:

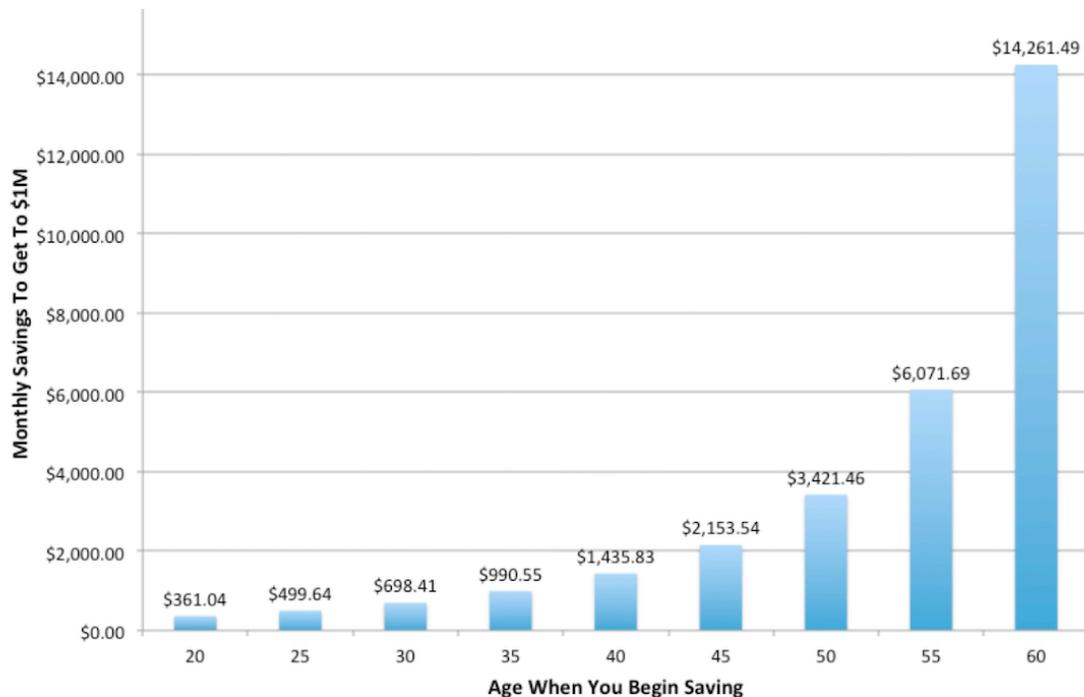
"Compounding is the royal road to riches. Compounding is the safe road, the sure road, and fortunately, anybody can do it. To compound successfully you need the following: perseverance in order to keep you firmly on the savings path. You need intelligence in order to understand what you are doing and why. And you need knowledge of the mathematics tables in order to comprehend the amazing rewards that will come to you if you faithfully follow the compound road. And, of course, you need time, time to allow the power of compounding to work for you. Remember, *compounding only works through time.*"



Compounding is not about getting rich quickly. It's about creating a compounding financial plan and sticking with this plan for years. This isn't as easy as it sounds because we tend to get easily distracted. Richard Russell wrote:

"There are two catches in the compounding process. The first is obvious – compounding may involve sacrifice (you can't spend it and still save it). Second, compounding is boring – b-o-r-i-n-g. Or I should say it's boring until (after seven or eight years) the money starts to pour in. Then, believe me, compounding becomes very interesting. In fact, it becomes downright fascinating!"

To see how fascinating compounding can be over time, check out this chart from BusinessInsider.com:



Business Insider/Andy Kiersz

This chart shows how much a person would have to save at various ages in order to accumulate \$1,000,000 by the age of 60. The two factors determining how much you'll have to save each month are:

1. Length of time
2. Average investment return

In the chart above, the monthly savings amount was calculated assuming you would earn 6% compounded over time. The earlier you start saving, the more you'll accumulate by the age of 60. Someone who is 30 years old can have a million dollars at age 60 by saving \$698.41 per month.

Things get interesting when you realize you don't have to be the one saving the \$698.41 per month. Things get even more interesting when we find an investment providing higher annual returns than 6%.

Let's say you can acquire an asset that would pay you \$698.41 each month. You can simply use this monthly income as your savings vehicle. Instead of spending this income each month, you simply reinvest it each month and allow compounding to work its magic.

Where could you find an asset that would pay you \$698.41 each month? How about this one:



Residential	MLS: 3656298	Status: Active	List Price: \$49,900
327 E 285th St, Willowick, OH 44095-5029			Sold Price:
Area: 1103		Twp:	List Date: 09/25/14
Subtype: Single Family		Subdiv:	List Date Rec: 09/26/14
Parcel ID #: 28-A-042-B-00-014-0		County: Lake	Pending Date:
Open House:			Off Mkt Date:
			Closing Date:
			Contingent Dt:
Directions: worden to forest			Exp. Date:
			DOM/CDOM: 34/34
			\$/SqFt: \$40.24

This is a 4 bedroom, 2-bath home in Willowick listed for sale for \$49,900. This home is a foreclosure and is available below value. What if you were to purchase this home for \$40,000 and invest an additional \$10,000 to fix up the home?

You could offer this home for rent at \$1,095 per month. The monthly property taxes and insurance for this home are around \$300. We'll also save \$100 per month out of the rent for repairs and maintenance. After saving for these three expenses each month, you would have \$695 left over. This \$695 could be invested each month creating a magical compounding machine.

Before we move on to see how this \$695 can compound going forward, lets analyze how we did with this 4 bedroom home.

Our return on investment from this home would be approximately 16.7% annually. This was determined by multiplying the monthly net income of \$695 by 12 to calculate the annual net income of \$8,340. Next we'll divide this annual net income of \$8,340 by the amount we invested into the home of \$50,000. The actual return on investment may be different depending on actual repair and maintenance expenses.

So we didn't do too badly with our purchase of this asset. We locked in an investment providing 16.7% annually. More importantly, we'll now have \$695 each month coming in that we can reinvest going forward. **For this investment, we are going to use a low-fee Vanguard Small Cap Stock Mutual Fund:**



The reason why we're going to use this as our compounding machine is because Vanguard fees are extremely low and because Small Cap Stock funds have outperformed most other stocks over time.

The actual fund we'll use in this example is the "Vanguard Small-Cap Index Fund Investor Shares." When signing up for this new Vanguard account, you would simply check the box "reinvest dividends" and all dividends earned in the fund would simply automatically reinvest the dividends into additional shares compounding your returns further.

This fund has an average annual return of 10.89% since it's inception. This means our \$695 monthly investment has the opportunity to compound at 10.89% annually over long periods of time. Obviously, this return isn't guaranteed and your actual return may be better, or worse, in the years to come.

Now the magic happens! Our \$695 monthly investment into this Vanguard Small Cap Fund may compound into:

\$558,764 in 20 years
\$1,002,427 in 25 years
\$1,716,200 in 30 years
\$2,931,120 in 35 years
\$4,967,290 in 40 years
\$8,379,848 in 45 years
\$14,099,191 in 50 years

Plus, you would still have the 4-bedroom home paying you \$695 per month, too. Who knows what this home would be worth down the road? But to be honest, it really doesn't matter. What matters is the compounding of \$695 monthly income generated from the home.

Compounding is pretty boring in the beginning. However, once you get to the 20-year mark, notice how the amount grows every 5 years. Could you imagine adding over \$500,000 to your net worth every 5 years? Simply amazing.

One single-family home purchased below value this year can turn into \$1,000,000 in 25 years and \$14,099,191 in 50 years by reinvesting the monthly income and allowing compounding to work it's magic over time. Remember, your initial investment was \$50,000 to buy this one home below value. This one investment grew to a seven-figure portfolio over time.

This one home has a million dollars hidden inside. The reason nobody sees this million dollars is because it is locked away for 25 years.

This isn't about getting rich quickly.

This is about setting up a conservative investment plan and following it for years. All you have to do is keep your one home rented continuously and the million dollars hidden inside will slowly flow into your life as you reinvest the monthly net income into this small cap mutual fund. Think about the impact this could have on your life...

1. You could make numerous financial mistakes throughout your life. You could lose your job every few years and still be a millionaire. You could even run up a large credit card balances, which is a big no-no, and you'd still be a millionaire.

2. You wouldn't have to work 60-hour workweeks climbing the "corporate ladder" and you wouldn't have to worry too much about finding the highest paying job. This is because the income from your job won't have any bearing on your financial future. You could even look for a lower paying job you absolutely love and you'll still be a millionaire.

2. Depending on your age and financial goals, you may not have to save any additional money for your retirement. This means you'll have more money in every paycheck. You can spend every penny of every paycheck and you'd still be a millionaire.

3. When you decide to retire, you can start living off the dividends and rental income leaving the \$1,000,000+ Vanguard Small Cap Fund and the single-family home to your children and grandchildren setting them up financially for life. If they continue investing the income from the home into the same mutual fund allowing the compounding to continue, they're sure to have \$10,000,000 in their lifetimes.

Crazy, isn't it?

The average person doesn't "see" this and they do not understand the true magic of compounding. Sadly, we're led to believe we have to be the ones saving the \$695 each month out of our paychecks. So we head off to work five or six days a week hoping to save enough to be able to afford to retire in our 60s.

On Tim McAleenan website theconservativeinvestor.com he wrote:

To truly change your life, you need an asset that throws off regular, monthly cash. That might mean something like a real estate property paid off in cash. If you are renting out a \$225,000 property that you own in cash, you could very reasonably have \$1,400 coming in per month that you get to use to make stock market investments. Do this for a couple decades, and you are going to benefit from rising rent checks that give you even more money to invest, and then the investments

from years gone by start to throw off meaningful income all of their own, allowing you to spend your life constantly taking incoming cash and making fresh investments.

At that point, investing is an art form. It's a lifestyle. You're not playing the lame game of trying to beat the S&P 500 by a point here or a point there each year, but instead, you are laying the bricks of a financial fortress each month as you create a perpetual income machine that lets you build a collection of assets that keep on generating cash.

This can all happen with *one* rental home paid for in cash and you can do all of this inside your retirement account.

To build a retirement fund of \$1,000,000 in the same Vanguard Small Cap Mutual Fund *without* the one rental home, you would have to save \$695 a month out of your pocket for 25 years. This means you would have to save \$8,340 a year for a total of \$208,500 in 25 years – all out of your paychecks. This is money you won't be able to use for your living expenses during the next 25 years.

By shifting your plan and buying one rental home reinvesting the monthly income instead, you'll accomplish the same end result for an initial investment of \$50,000. This means you can reduce the amount you'll need to save for retirement by \$158,500. (\$208,500 - \$50,000) Who wouldn't want an extra \$158,500 in their pockets over the next 25 years? You could use this extra money to pay for your children's college education. Or you could use this money to pay off your mortgage earlier. Or you could take an amazing summer vacation to Maui with your family each year.

Yes, you'll have to manage the single-family home going forward. This may not sound very exciting until you realize the tenants living in your home are going to work each week to send you a check for \$1,095 each month. You'll be happy to continue managing this one rental property knowing your tenants are saving over \$1,000,000 for your family's future.

The investor who truly understands compound interest will focus on saving enough to buy the single-family home and will simply reinvest the monthly income allowing it to compound for decades.

Some may feel this is a "risky" investment plan because they'll have to manage a rental property. Others may see how this as a "conservative" investment plan because they understand this plan actually reduces risk. This plan reduces risk because...

1. The rental home is purchased below value. Homes similar to the example in this report are listed for sale between \$80,000 and \$100,000.

2. The rental home is purchased for cash without any mortgage.
3. The actual market value of the home has no bearing on your financial future. The market value of the rental home could be the exact same 25 years from now and you would still be a millionaire.
4. You'll have homeowners insurance on the rental home to protect you from losing all of your money if your home burns down or is destroyed by a storm.
5. You're not trying to pick individual stocks and are instead reinvesting the income from the home into an index fund filled with hundreds of stocks. If several of the stocks in the index fund tank, it won't impact your future outcome.
6. We are investing for the long-term and stock market crashes will allow us to buy more index fund shares at lower price points.

If after reading this report, you think this long-term financial plan makes sense, I may be able to help you acquire your one rental home. I'm a licensed real estate professional and I specialize in helping investors acquire attractive income properties.

If you're curious and would like to learn more, we can set up a short phone call. I can answer your questions and highlight a few great investment properties for you. If you think we're a good fit during the call, we can set up a time to tour a few possible homes together. If you decide we're not a good fit, or the approach isn't for you, no problem. We're good either way.

To schedule a short phone call, send me an email at: YOUR EMAIL ADDRESS. Please put "Schedule Phone Call" in the subject line. Also, if possible, include some information about yourself and your investing goals. When I receive your email, I'll reply and set up a convenient time to talk.

Best,

YOUR NAME
YOUR COMPANY
YOUR PHONE

P.S. What would happen if you were to buy *two* homes like the one in this report and reinvest the rental income as outlined? Where would you be in 20 years?

P.P.S. The best part is you can actually set this entire plan up inside a special IRA account using your existing retirement savings to buy the rental home for cash. The monthly rental income will actually go directly into your special IRA providing the funds for your monthly index fund investment.

P.P.P.S. Investing is not risk-free. You can lose money depending on your skills as an investor. Your risk of loss is reduced dramatically because you'll be buying your one home below value. In addition, you'll be reducing your risk further by eliminating the mortgage. Please discuss this strategy with your professional advisors, including your attorney and your Certified Public Accountant to make sure it is appropriate for you.

Hopefully, you noticed one important opportunity in this “special report.” You can be very strategic about the property you profile in your version of this report and can use it as a template to actually sell the home profiled. You could use one of your listings in the report, or you can use other homes listed for sale in your market place. Once the property sells, you would simply replace it with a new listing, or another MLS home and continue using the report. If used properly, this “special report” can lead to multiple home sales bringing multiple commission checks into your bank account.

One of the biggest challenges we have in real estate sales is once you help someone buy, or sell a home, you typically have to continue following up with them for 5 to 7 years in order to be able to help them with their next move. This particular “special report” was designed to help you *extract additional sales from the existing clients in your database now* without having to drip market on them for years to come.

If you spent 30-minutes customizing this “special report” for your marketplace and using your contact information as the author, do you think you would sell more homes? Yes and this is because this special report is really a sales letter. *It is designed to sell.*

After sending this report to your database, you could setup a few lead generation advertisements offering this report for free. In order to get your free special report, the prospect would obviously have to opt-in giving your their name and email address. Here are a few headline ideas you could use in your marketing...

This Foreclosed Home Has \$1,716,200 Hidden Inside! Can you find it?

Free Report Shows How You Can Turn One Single-family Home into a \$1,716,200 Retirement Portfolio.

New Free Report Details How You Can Triple Your Retirement Income in Just 10 Years with \$50,000.

Download This Simple Retirement Plan and See How to Leave \$14,099,191 to Your Family

The Lazy Man’s Way to Save Shows You How to Get Someone Else to Contribute \$695 a Month Into Your Retirement Fund

I’ve actually written several lead generation advertisements around these headlines for you. You’ll be able to use these advertisements in your marketplace to offer each monthly special report as a lead generation tool. These lead generation advertisements are designed *cast a wide net for your lead generation.*

Who wouldn’t want the results offered in these headlines? Each advertisement directs the prospect to your website in order to request the free report. To get the report,

the prospect will have to give you their contact information and bingo – new lead for your business!

More importantly, a percentage of the prospects reading your “special report” will reach out to you requesting an appointment with you. During the phone appointment, you can qualify the prospect further, explain how you work including your fee (*commission*), and setup a time to see one or more homes.

Throughout this entire process, did you have to make one prospecting phone call? No. Will you be able to setup the phone appointment and showing appointment when it is convenient for you? Yes. Will you be able to control your schedule? Yes. Will you have expert positioning? Yes. Will you be able to dictate your commission rate? Yes.

Now imagine how your business would transform if you had a similar new “special report” each month? Would you generate more leads? Would you convert more prospects into appointments? Would you sell more homes? Would you become an expert in your prospects eyes? YES, YES, YES, AND YES.

Another problem this approach to marketing solves is you’ll have a new marketing campaign every month. This is significantly different than how most agents operate. Most agents continue to run the same advertisements month-after-month for years. In fact, there are some agents in my marketplace that have continued to use “Free Home Evaluation” offer as their main marketing advertisement for the last 15 years.

Sadly, the same advertisement becomes less effective over time as prospects become immune to the offer. If you run the same advertisement every single month, you’ll generate fewer and fewer calls every single month. This means you’ve got to rotate marketing campaigns consistently throughout the year in order to have a continuous flow of new leads and clients.

Now I know what you’re thinking. This is a great idea, but I don’t have extra 60 to 80 hours each month to write 8 to 12 page special reports and new lead generation marketing campaigns. Well, you don’t have to because you can use my “special reports” in your business!

How You Can Use My Monthly “Special Reports” and Lead Generation Campaigns to Build a New Marketing Pipeline For Your Business

Each month, I’ll send you a new special report in Word format. You’ll be able to customize this report for your marketplace and you’ll have “private label rights” to use each report as the author. Think of this as if you hired me as your own Marketing Department for your business. Each month, your New Marketing Department creates a new “special report” and lead generation marketing campaign for you.

You'll be able to use these reports and marketing campaigns to continually attract and convert leads into a home sales finally ending the roller coaster income we've all struggled with in this business. In addition to the actual "special report", you'll also receive the following:

- Template email-opt in pages you can use for your lead generation campaign. You'll simply copy my opt-in page and use it in your marketing campaign. This will save you a ton of time and will help you generate more leads.
- A 3-step email follow-up campaign to all new leads designed to convert them into appointments. Simply copy and paste these emails into your email program.
- A detailed list of marketing headlines and ideas you can use in your marketing. You'll be able to turn each headline into a new marketing campaign to attract targeted leads.
- Several done-for-you lead generation advertisements. You can use each advertisement as a new marketing campaign for your business. Each advertisement will drive prospects to your website.
- Several pay-per-click lead generation advertisements you can use for Facebook, Google Adwords, etc.
- Joint venture marketing tools you can use to generate free leads.
- A digital photo you can use for the cover for your report. You'll be able to use this photo in your marketing campaigns to increase response rates.

Now you're probably wondering what all of this will cost and this is where you'll be pleasantly surprised. You can have this done-for-you monthly special report and the new marketing campaign for just \$48.95 per month.

To hire someone with the skill set to prepare similar marketing tools for your business, you would probably have to invest \$75 an hour for their time. The workload to prepare all of the content for the report and the marketing campaign requires a minimum of 60 to 80 hours. To outsource this work to another marketer, you'd have to invest between \$4,500 to \$6,000 each and every month. Or you could use my New Marketing Department and have everything done-for-you each month for less than the cost of a dinner at Outback Steakhouse.

What would one additional home sale mean for your business? Well, these marketing tools are designed to bring multiple sales to your business and \$48.95 per month is a small investment to make to generate additional sales.

Please understand that this membership is only available for 100 real estate professionals to protect the done-for-you content. Depending on when you're reading this, there may not be any membership openings available.

To find out visit if an opening is available, visit:

<http://www.renegademillionaireblog.com/marketingdept>

If we have an opening available, you'll be able to sign up and download your first "special report" and all of the related lead generation marketing tools. Once you've secured one of the 100 memberships, you're locked in and will be able to keep your spot going forward unless you decide to cancel, which you can do anytime without hassle.

However, if all of the 100 membership openings are filled when you go to join, you'll be able to sign up to be on the notification list for the next membership opening. As membership openings become available, we'll notify you on a first come, first served basis.

Sincerely,

Rob Minton

P.S. Once you have this marketing pipeline working in your business, please treat all incoming appointment requests you receive as if they're from high quality clients. Consider this email I received after one prospect opted in for one of my "special reports"...

★ RE: Your Dividend Real Estate Report!

Dennis [dopat1: [REDACTED]]

Sent: 9/9/14 8:45 am

To: Rob

Rob, I read your report I am interested in your concept and I would like to talk with you further. My cell number is 2 [REDACTED]

> Date: Mon, 8 Sep 2014 18:13:56 -0400

> From: rob@dividendrealestate.com

> To: Dopat [REDACTED]

> Subject: Your Dividend Real Estate Report!

>

> Thanks for requesting our new report!

>

> You're all set and can download your report now on our site here:

>

> <http://dividendrealestate.com/reportdownload>

>

> If you have any problems with the download, hit reply and we'll help

> you out.

>

> Best

>

> - Rob Minton

He requested one of my “special reports” and replied to the auto-responder email asking me to call him on his cell phone. This person was extremely qualified and is actually in the process of purchasing 10 single-family homes for cash.

Here’s another email response I received from a different prospect who was in my database. I sent one of the reports out as a PDF newsletter...

Kres [REDACTED]
Sent: 10/23/14 5:12 am
To: Rob Minton

Thanks for the info. I would like to arrange a time to sit and talk with you more about this is possible.

On Oct 23, 2014 6:38 AM, <rob@dividendrealestate.com> wrote:

See the attached PDF I put together for you this morning.

If you have any questions, let me know.

Rob

This is another prospect who requested one of my “special reports” and emailed me to setup an appointment after reading it. He purchased his first home for cash in February and just recently wrote a cash offer on his second property. This one incoming email will lead to over \$10,000 in commissions.

I’m sharing this with you because I’m hoping you don’t make the mistake of judging these incoming emails. In both of these examples, the person replied to the auto responder email sent to them with the report they requested. Their responses didn’t seem like they were coming from qualified buyers; however, they were both extremely qualified.

Treat EVERY email you receive from prospects requesting a phone call, or meeting, with you as if they are extremely qualified, because they ARE extremely qualified and will be very easy sales for you.

P.P.S. Although these marketing tools are only \$48.95 per month, please don’t miss the real value in what you’ll be receiving. You’ll be able to radically transform your business based upon expert positioning provided through each monthly “special report.” You’ll be getting the end product of many years of marketing experience for a tiny fraction of what it would cost for you to create on your own. You can simply use my work as your own and save a significant amount of time and money.

You'll be able to build a marketing pipeline designed to bring a constant flow of new leads into your business. Your monthly "special reports" will sift and sort these leads on your behalf so that the most qualified contact you for an appointment.

You'll never have to chase leads again

You'll never have to worry about where your next sale is coming from

You'll lock in a steady stream of commission checks

You'll have control over your clients, your time, and your life

Lock in your membership now if an opening is available here:

<http://www.renegademillionaireblog.com/marketingdept>