

**How To Sell
300 Homes
A Year Without
Working Evenings &
Weekends**

By Rob Minton

***How You Can Build a Million Dollar
Real Estate Business Using
Proven Strategies!***

**By
Rob Minton**

Robert Minton is not a licensed attorney, or tax advisor. Anyone considering implementing these ideas and plans are advised to seek professional advice concerning legal and tax matters.

© 2017 Rob Minton / CSFLW LLC

Printed in The United States of America

Chapter Index

Introduction.....	5
1. How I Created a Real Estate Business Averaging 25 Home Sales Without My Day-to-Day Involvement.....	8
2. How to Create an \$80,000 a Year Passive Income Stream for Retirement.....	12
3. How to Recruit Agents And Train Them to Be Leaders.....	16
4. How to Double Your Sales and Triple Your Income in 24 Months.....	25
5. Why Specializing With Real Estate Investors Could Make You Wealthy.....	32
6. How to Get Your Prospects and Clients to Operate On Your Terms.....	36
7. The Single Most Important Tool You Should Use to Build Your Business.....	42
8. How to Make Even More Money from Your Newsletter.....	50
9. Can One Number Really Change Your Life?.....	58
10. How to Apply Your Base Earnings Target to Your Real Estate Business.....	66
11. Selected Time-Management Strategies.....	73
12. How to Turn Your Real Estate Business Into REAL Wealth.....	79

13. The Magic Formula for Doubling Your Home Sales.....	85
14. The 9 Steps To Double Your Home Sales Every Two Years.....	88
15. The <i>Done-For-You</i> Marketing Pipeline Program.....	90

Introduction

This book contains some eye opening ideas and strategies for real estate professionals. I would venture to guess this book could very well change your life. It focuses on BIG ideas and BIG concepts. My goal is to change the way you think about your business. If you change the way you think about your business, your business will change. When your business changes, your income changes. When your income changes, your life changes, too.

If you apply the lessons I will share with you in this book, you will create an extremely valuable real estate business, a business with real value.

I have personally gone through the transformational thinking I'm about to take you through in this book. With this change, *you'll learn how to double your home sales every two years. You'll never have to work evenings and weekends, unless you want to and you'll never have to prospect for sales ever again.*

I realize this may not sound possible, but it certainly is possible. I know, because I did exactly what I'm going to share with you.

My name is Rob Minton. I live in Northeast, Ohio. I'm 46 years old. I retired several years ago after selling my real estate sales business for seven figures. When I sold my real estate business, my average monthly commission income was \$115,000. My annual commission income was \$1,400,000. I was averaging 25 monthly home sales *without* working evenings and weekends.

The crazy part about what I'm about to share with you is how quickly you can transform your business.

In just 3 years...

- I went from selling two homes a month to selling 7 homes a month to selling 25 homes a month.
- I went from working 70 plus hours a week to working less than 20 hours a week.

- I went from making \$14,000 a month to making \$115,000 a month.
- I went from a business with ZERO value to a business worth SEVEN figures.

To understand what I did, let's start at the beginning.

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 played the same, "*You've got to list to last!*" game. I did open houses. I made thousands of prospecting calls. I went to networking meetings. I chased every possible sale. I worked very hard trying to get new clients.

When this didn't work, I went searching for a solution from the top sales trainers in the world including listening, studying and attending high priced seminars of Tom Hopkins, Brian Tracy, Craig Procter, Brian Buffini, Jay Abraham, Dan Kennedy, Tony Robbins and the late Jim Rohn.

Here are a few pictures from my journey:



With the legendary Dan Kennedy. Dan and I were partners in a business and I learned many business lessons from him.



With the legendary Jim Rohn and two of my agents. I have every book and audio CD Jim Rohn ever released.



With John Assaraf
from the movie
The Secret.



With Tony Robbins.
Tony is a life changer.

(I think it might have been a problem with the camera, but I appear to be the shortest one in each picture!)

Needless to say, I've been around the block when it comes to sales, marketing and business building.

This book will not...

Teach any secret telephone scripts.
Reveal any new fancy PowerPoint listing presentation.
Show you how to sign more buyers to buyer's contracts.

This book will...

Help you see your business as an entrepreneur.
Help you build a business that has real value.
Help you create a business that runs without your day-to-day involvement.

1

How I Created a Real Estate Business Averaging 25 Monthly Home Sales Without My Day-to-Day Involvement

When I started my real estate brokerage, I didn't have plans to build a mega business. My company was designed to assist with my own personal home sales.

In the year I sold my business, we sold 269 homes without taking one listing, without making one prospecting phone call and without working with a single regular homebuyer. We generated \$1.4 million dollars in revenue. I worked at my office about one day per week on average. I didn't work evenings. I didn't work weekends. When I did work for the business, I was usually working comfortably from my home office in jeans and a T-shirt.

Before I learned what I'm going to share with you in this book, I was working every evening and most weekends. I missed my wife's baby shower because I was showing a buyer homes. The buyer never ended up buying.

I was killing myself trying to be everything to everyone. I was trying to list homes, work with homebuyers and help investors. I was still an agent in the same small real estate brokerage.

Then it happened.

I read Robert Kiyosaki's book, "*The Cashflow Quadrant*." Kiyosaki included a little story in this book, which completely changed how I saw my business. I've shared the story below from memory, so it may be different than the actual story in the book:

A small village didn't have water so they hired two different villagers to bring clean water into the village.

The first villager purchased two large buckets and would hike back and forth from the lake to the village several times each with fresh water. This process repeated itself each and every day with the villager making numerous trips from the village to the lake and back again. Each time this villager brought water to the village, they were compensated for their service.

The second villager disappeared for many months and returned with a plan to build a pipeline from the lake to the village. This villager spent the next year building the pipeline and when it was completed, the village had water 24 hours a day, 7 days a week. This second villager worked for months to design and build this pipeline, but didn't earn any money for this work. However, when the pipeline was finished, it started pumping money to them on a daily basis without them hauling one bucket from the lake to the village.

As real estate professionals, we've been taught to haul buckets. We haven't been taught to build pipelines and this is why we struggle from month-to-month. This is why we have to work 70 plus hours a week. This is why we have roller coaster income. This is why we have to constantly chase prospects.

The only way we get paid is by hauling another bucket... selling another home.

If we stop hauling buckets (selling homes), we have no income.

When I read this, I was the only source of income for my family. My wife was a stay at home mother taking care of our daughter. I realized how risky this situation was for my family. If I got hurt and couldn't sell homes, our income would completely disappear.

I was hauling buckets. Hauling buckets is a very risky way to live. Hauling buckets is also not a lot of fun. To reiterate, we're hauling buckets when we use our time to get *one* client, or make *one* sale.

To completely transform your business, you MUST build pipelines. A pipeline is a system delivering client and after client into your real estate business.

Hauling Buckets → Working on One Sale
Pipeline → Working on Multiple Sales

Our pipelines won't be designed pump water into a village. They'll be designed to pump new clients into your business.

Another major challenge we face when we're hauling buckets is our income is limited by our own production. Our production is limited by time. We can only physically work a certain number of hours per week. Because our time is limited, our income will always be limited, too. This is a terrible limitation.

This means we have to think differently than how most agents think. We've got to build a real business, a business not requiring your personal sales.

You've got learn how to attract and convert more leads systematically. These leads will be handled by agents your hire and train. You build the pipeline and your agents haul buckets.

Your role is NOT to sell homes. Your role, should you choose to accept it, is to build a business.

If you're going to work, why not build a real business? Real businesses are significantly more profitable. Plus, you have the ability to sell the business. This means you get paid twice for your work.

- 1. Income from the business.**
- 2. Sale of the business.**

When you simply focus on selling homes yourself, you only get paid once from the commission you earned. You leave a great deal of money on the table.

Your goal is to completely remove yourself from sales. This process will happen over time. The crazy part is your business's sales will increase dramatically when you focus on building the business. Here are some actual numbers from my business after I applied what I'm going teach you in this book:

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>
Homes Sold	84	108	192	269
Sales Volume	\$10,117,800	\$12,473,757	\$23,556,561	\$33,962,057
Total Commissions	\$279,572	\$407,040	\$855,168	\$1,265,197
Other Income	0	\$506	\$25,400	\$139,369

Note: The sales double and income triple from Year 1 to Year 3.

Note: The second sales double and income triple from Year 2 to Year 4.

Once I finally removed myself from sales, my life got so much better. I could completely control my schedule. I didn't have to try and accommodate anyone's schedule. I could finally take a vacation without worrying about a sale. Nobody but my family had my cell phone number. I didn't have to compulsively check my voicemails, texts, or e-mails.

I used my time to build a marketing pipeline designed to attract and convert targeted prospects. I became a marketer and allowed my agents to be great salespeople.

This is an extremely important lesson, which requires a big shift in your perspective.

Stop hauling buckets and start building pipelines.

Stop selling and start marketing.

Build a real business with value.

2

How to Create an \$80,000 a Year Passive Income Stream for Retirement

When my oldest daughter was 5, she wanted to take karate lessons. I found a really good martial arts school for her. I would stay for all of her classes and learned a very important business-building lesson that I ended up coping for my real estate business.

After about six months, my daughter was asked to lead the class in certain activities. These were small roles, but they were extremely important for her. She was very nervous and needed help in her leadership role.

Of course, I was the proud father and was very impressed this school was teaching my daughter how to lead at such a young age. They put all of their students through various leadership drills. In some of the classes, my daughter was leading higher-ranking students. In addition to self-defense, she was learning self-confidence, respect, discipline and leadership all at the same time.

At first, I didn't realize the impact of what the school's instructors were doing. But then it finally hit me. As this school taught its students how to lead, the school was developing future class instructors. All the instructors at the school were students. This school continuously spawns leaders who can run the business for the owner. This is so extremely important; I'll share it again:

The business was designed to create leaders to run the business.

Most real estate agents build a business focused 100% on selling more homes, which is great. However, it's even better when you design your business to create new leaders as you increase your home sales.

When you allow your real estate agents to become leaders, your business becomes extremely valuable. Your leaders can solve problems while

you're busy doing other things.

Most real estate agents don't train anyone to lead their businesses. In fact, most real estate agents' businesses are completely dependent on their own efforts. This is risky for many reasons, as was highlighted in Chapter 1.

What value does your business have if it's completely dependent on you? Would you be able to sell your business? No.

You might be able to receive referral fees on clients given to other agents, but you wouldn't be able to sell your business for any real money. This simply means your real estate business is a job with ZERO equity. A job requiring you to work 24 hours a day, 7 days a week.

Wouldn't you end up with a lot more money if you built a business full of leaders while you were collecting commissions? Consider these two scenarios

Number One:

You're an agent who hustles. You sell a lot of homes, but you hate to delegate. You realize you can do everything better than anyone else and don't want to waste your time hiring and training others. You make a nice living but work your tail off. You also feel as though you couldn't hand off your clients to other agents because they would mess up and you would lose the clients.

You've got two options for retirement:

1. Don't retire. Continue selling homes forever.
2. Save a portion of each commission check in a retirement account. The problem is you're not saving any money for your retirement, because your income isn't stable. I know how this is the case, because this is exactly how I was operating, too.

Businesses Value: \$0

Retirement Income Potential: 25-percent referral fee on clients turned over to new agent. *(This income stream may last a year or so, tops).*

Scenario Number Two:

As you're growing your business, you're hiring and training agents to service your clients. You give your team the flexibility to make their own decisions and learn from their mistakes. You don't micro-manage. You understand your results may be lower because you're not doing the task, but you're training others to run *your* business. You understand this is the price you have to pay to have a business not requiring your day-to-day involvement. Your agents are all put into leadership positions on various projects. The sales in your business do not require your personal involvement. You promote one of your agents into the president's role and he or she now handles all of the day-to-day management functions. Your business is based upon systems handled and managed by others. Your retirement plan is the sale of your business.

Business Value: \$1,000,000

Retirement Income Potential: \$1,000,000 invested at 8 percent a year is \$80,000 annually for life.

The point of this little exercise is to have you think of your business from a prospective buyer's shoes. What would someone who was interested in your business want to buy? They want to buy a business with systematic monthly home sales staffed with leaders. The more your business operates as a system, the more valuable it is. The less your business is dependent on you, the more valuable it is. If you're your business's most valuable asset, the business's value is much lower *without* you.

Obviously, these scenarios are at far extremes, but the lesson is still the same. Another question I would pose is this: **Do you even have to sell your business if it operates like the one described in scenario two?**

Answer: NO.

You can keep your business and retire, travel, help charities, or whatever you want to do. By continuously building leaders in your business, you give yourself the opportunity to have unlimited choices down the road. You also create significant equity in your business.

Equity really is the name of the game. The problem is we don't even think about equity. Our focus is entirely on income. We're too busy hauling buckets to think about creating real value.

Income comes and goes; equity is sustainable. In the long run, what is more important, the commissions you generate this year, or value of your business?

I would trade income today for equity tomorrow.

I would also trade income today for a business running without my day-to-day involvement tomorrow.

Would you?

This is really the choice I'm suggesting you make. I'm suggesting you take some of your commissions and pay someone to lead your business. I'm suggesting you buy management for your business.

This is exactly the process I used with my real estate business. I trained my agents to be leaders. I promoted my best agent to President of the company. He received a salary.

I traded a small portion of the business's income for his management. This investment bought a significant amount of time.

And oddly enough, was the last step in selling my business.

Hopefully, you're starting to see things differently.

Your job isn't to haul more buckets.

Your job is to build a business.

Your job is to train leaders.

Your job is to build pipelines.

3

How to Recruit Agents and Train Them to Be Leaders

Over the years, I've coached hundreds of real estate professionals. One of the biggest challenges they repeatedly have is recruiting good agents to join their team. This chapter will highlight the steps I took to build my team of leaders. One of the most important steps is to:

Always Be Recruiting

In the movie "Glengarry Glen Ross," Alex Baldwin plays a tough sales manager. He gives a fiery speech to a small real estate office. He teaches them the ABCs of real estate. Alex's ABCs were:

Always Be Closing

I absolutely love Alex's scene in this movie. The best line is "Coffee is for closers!" If you haven't seen it, look it up on YouTube! It's a classic movie for our industry.

The most important advice I can provide you is to ALWAYS be looking for great people to join your team. Over the years, my very best team members have been recruited because I was constantly looking for new agents. I have recruited past clients, title agents, martial arts instructors and salespeople from other industries.

To give you an idea of what I mean, I'll share a story with you. I was shopping for a new suit and by the time I was checking out, I had two suits, a new pair of shoes, two new ties and a very expensive wrinkle-free shirt.

The salesman at this store was simply fantastic. He up-sold me several times and I was blown away by his salesmanship. At the cash register, I immediately tried to recruit him for my team. He explained he had built up

a large clientele and would have to start over back at zero, if he changed careers from menswear to real estate.

I struck out trying to recruit him; however, I was paying attention. Another time I was having dinner with my family at a local restaurant. The waiter was fantastic. She brought toys to our table for my kids. I noticed other customers were specifically asking for her section. It was easy to see she made the most tips out of all of the waiters and waitresses. How do you think she would do in real estate?

Ninety nine percent of real estate agents wouldn't have seen these two opportunities, because they're thinking about hauling buckets. I'd rather find an incredible new agent to haul buckets for my business.

If an agent were to think about hiring another agent for their team, they would probably look to recruit an agent from another company. The problem is...most licensed agents aren't very good. Why recruit an average agent when you can find a superstar?

Another big mistake agents make is thinking they need more sales before they can recruit an agent to help them with their sales. I made this costly mistake myself. However, what I finally learned was to create opportunity around good people.

When you find someone good, create an opportunity for them. Don't wait until you have a good opportunity to find someone good.

Good people make things happen. It's not the other way around. Find the good person and then make the opportunity. Good people multiply your business.

Think about it...

Would the world-class salesman at the men's clothing store have figured out a way to sell homes in my business? Of course he would have.

Over the years, I tried many strategies for finding new salespeople to join my team.

Advertising:

There are two basic strategies for advertising to find agents for your team. The first is to run a targeted advertisement looking to hire licensed agents. The benefit of these prospective recruits is they're already licensed. Hiring a licensed agent may save you a great deal of time.

However, you'll never find a superstar salesperson from the "Help Wanted" advertisements. Why? Because a superstar real estate agent wouldn't be looking in the "Help Wanted" advertisements. They'll be too busy selling! An licensed agent responding to a "Help Wanted" advertisement is, more than likely, struggling making their own sales.

I learned this lesson the hard way by hiring licensed agents who responded to "Help Wanted" advertisements. They weren't very good and I ended up parting ways with each one.

The second way to advertise in the paper is to advertise in the general sales help wanted section of the paper. Your goal is to find a good salesperson who is unhappy in their current situation.

The challenge with this approach is you have to help the person get his or her real estate license. You also have to train them on all of the basics of real estate sales. However, one benefit is these experienced salespeople may not have the usual bad habits of established real estate agents.

Word of Mouth:

One of the best ways to identify good agents is to ask for referrals from professionals you work with on a daily basis. Ask home inspectors, title representatives, loan officers, mortgage brokers and other agents, too. These professionals get to see how agents perform. They know who is good and who isn't. They can save you a great deal of time with your recruiting efforts. Put the word out through your network and see what happens.

Your Sphere of Influence:

Grab your family's phone book. Look through everyone listed, and you might be surprised to find a few individuals who might make very good team members. You have to look in order to find.

Agents You Co-Broke With:

If you sell a home and co-broke with other agents, you should pay attention. If the agent is good, recruit him or her to your team. This is probably the best place to find good agents because you get to see them in action. You get to see how they handle their clients and negotiations, and you get to follow them through the entire sales process.

Your Newsletter/Database:

One of the easiest and best ways to attract new agents to your team is to advertise for them in your monthly newsletter. Every time I put a help wanted advertisement in our newsletter, we ended up hiring a new agent. The people who respond already know you. They already like and trust you. They understand how you operate, because they get to see it month in and month out.

Here is a sample advertisement for your newsletter:

HELP WANTED

I'm looking for a new sales agent for our team. We operate in a fast paced, energetic and fun environment. New team members must be hard working, honest and willing to learn. We will help the selected person obtain his or her real estate license. If you or someone you know would fit this description, please give me a call at 123-1234.

As you can see, I described our environment. I also described the type of person whom I'd like to recruit. I also asked for referrals, too.

You could include this advertisement in your newsletter, or you can turn it into an email and send it to your entire database:

Subject: Help Wanted!

Name,

I'm looking for a new sales agent for our team!

We operate in a fast paced, energetic and fun environment. New team members must be hard working, honest and willing to learn.

We will help the selected person obtain his or her real estate license. If you or someone you know would fit this description, please give me a call at 123-1234.

Your Name

You could obviously be even more descriptive than I have been in this sample advertisement. You could also indicate income potential, number of hours required and any skills you would like the ideal candidate to have.

By the way, if you were willing to accept part-time agents, I would strongly recommend you list this in your advertisement. Every single time I have advertised for a part-time position, we have been bombarded by calls.

When recruiting unlicensed people, be careful about offering free tuition for their real estate licensing. The first two times I offered free tuition, I got burned. I actually made the check out in the person's name for his first real estate licensing class. He was supposed to use the money I gave him to pay for his first class. Guess what happened? He disappeared. The next time, I got smart and paid the school directly. I paid for all of the classes

as the new recruit took them. Guess what happened this time? They couldn't pass the test. I lost even more money.

I finally learned to reimburse a new recruit for licensing classes in the new agent's first two sales. I reimbursed half of the total tuition with the first sale and the balance in their second sale. This strategy worked much better because they had to *earn* their reimbursement. They also had to actually get their license, join my team and sell two homes!

You have nothing to lose and everything to gain with this approach. Use it right now and start recruiting. The new person pays for themselves with their first two sales.

Once you're in recruiting mode all of the time, you should understand finding good agents is a numbers game. Over the years, I have found I typically had to hire five agents to find one good one. I had high expectations, and I wouldn't keep dead weight on my team. Most agents simply didn't make it on my team.

Don't put up with non-performance. Don't listen to excuses. Don't waste time with complainers. Focus your time and attention only on those who perform. Focus your time and attention only on those who want to learn. In order to speed up my recruiting process, I started recruiting five new agents at once. This way, I could accelerate the process for finding great salespeople.

Think about how much time is saved by recruiting multiple new agents at the same time:

1. You don't have to hire, train or fire sequentially.
2. You can train them together as a group, saving you hours of one-on-one time.
3. You get better performance because they are competing with each other.
4. When interviewing prospective new team members, you can hire the top five and not risk making the wrong choice. They will weed themselves out once they are on your team.

To be perfectly honest, I got this idea from watching The Apprentice. The contestants on the Apprentice weeded themselves out through their own actions, or lack of action. This is actually a very smart recruiting strategy.

Most businesses cannot afford to have an apprenticeship program like the one I'm suggestion. We can because our new agents are paid 100 percent commission. If they don't perform, it doesn't cost us a penny. The challenge is the time we invest to train them. However, if you are training in-group format, you significantly reduce the risk of wasting your time.

Once you recruit new agents for your team, follow these steps:

1. Constantly train team members.

One of the ways to leverage your time is to try to have one of your new agents with you every second you're working in your business with a client. It doesn't matter if you're meeting a new prospective client, or an already-signed client. **You can and should be training someone every single time you're selling.** This means you get two benefits from your efforts. First off, you're hopefully selling a home and earning a commission. Secondly, you're training someone at the same time. The best way to train a new agent is:

1. Explain what needs to be accomplished.
2. Have them shadow you while you are performing the task.
3. Role-play the task with them and give feedback.
4. Shadow them performing the task and give feedback.
5. Let them handle on their own and provide feedback after reviewing results.

You don't need any fancy formal training program. In my opinion, these are a waste of time. It is better to train them as you sell. They learn from you and model how you work.

As your team grows, have your existing agents train your new agents. This will give them an opportunity to learn leadership.

I used this approach with one of our new agents. He was a client and we hired him. When he got his license, one of my existing team members

trained him using the steps just outlined and in his first 9 months, he sold 41 homes! This new agent was averaging 5 sales a month in his first year.

Think about this for a second...

Assuming my business averaged \$2,000 net commission on each sale, this one new agent generated an extra \$82,000 in just nine months and I didn't even have to train him!

Is this starting to make more sense? I hope so!

2. Once you're new agents are trained in the basics and you know they'll be good, give them leadership opportunities.

What is leadership? I define leadership as "getting results through others." How do you teach people to get results through others? You train people to lead by giving them the opportunity to get results through others. The best way to accomplish this is to create projects for them to lead. The outcome of the project really does not matter. What matters is they lead. What matters is they learn to take responsibility, make decisions, handle failure and treat your business as if it were theirs.

The projects can be small at first and then grow into something larger down the road. You could have them set up a new referral program, or a special client appreciation event, or a special tour of homes event. Or have them start a new revenue stream for your business such as tenant placement services or property management. Try to make sure the project makes your business better in some way. Think big, and your business will grow big.

3. Let them make decisions.

Once a project gets turned over to them, they will more than likely begin asking you questions. Try your best not to directly answer their questions. Instead, respond by asking, "what do you think is best?" If you answer their questions, you're not allowing them the opportunity to lead. They must learn to make decisions on their own. When you answer their questions and give them the answers, you're still leading. Don't make this BIG mistake.

4. Give feedback after the project is complete

Take some time and meet with them to discuss the project. Ask how they felt the project went. What went well? What went wrong? What can we learn from the challenges? Give them feedback from your perspective. Give them positive recognition for trying. One of the hardest parts of training leaders is not freaking out when mistakes are made. Mistakes are to be expected. It is part of the process. This is how they learn to lead. This is how they learn to operate without your day-to-day input. Mistakes are normal. Don't scare them when they make a mistake. Scaring them will make them indecisive. This is to be avoided at all costs.

5. Repeat the process.

If you have multiple agents, you should be running multiple projects at the same time. I would also recommend you consider turning over your responsibilities in a slow methodical process. Make a list of all of the tasks or activities you handle on a routine basis. Start to look for tasks you can assign to your new leaders.

Some tasks you shouldn't delegate, such as signing checks. However, most responsibilities can be turned over to others. Understand these tasks will not be performed the same way you would perform them. It doesn't matter. What really matters is.... **you're not performing them.**

In this chapter, I have revealed the key to owning a business operating without your day-to-day involvement. I have also given you a high level overview of how to do it in your business. The only question remaining is:

Will you do it for your business?

You know deep down what I'm teaching you is 100% accurate.

Sadly, only 5 percent of those reading this book will actually follow this advice and build a business of leaders. Sadly, only 5 percent of those reading this book will build a business with real value.

Will you be in the 5 percent?

4

How to Double Your Sales and Triple Your Income in 24 Months

I am going to suggest an idea in this chapter designed to double or triple your real estate business in just 24 months. You might wonder how I could make such a bold statement. Well, I'll tell you how...

I, like most agents, started in the business copying what everyone else was doing. I began looking for any possible client or sale. If someone had a pulse and was interested in buying or selling real estate, I was their guy. What did I know? I was simply copying what I saw others do.

As a single agent, I was chasing all potential business, including:

1. First-time buyers for single-family homes
2. First-time buyers for condos
3. Trade-up buyers for single-family homes
4. Trade-up buyers for condos
5. Listings for single-family homes at any price range
6. Listings for condos at any price range
7. New construction listings from builders
8. Sales outside of my geographic area
9. Sales inside my geographic area
10. New construction buyers
11. Resale buyers
12. Investors buying distressed homes
13. Investors buying multi-family homes
14. Investors buying apartment buildings and commercial properties

I would also bet you've been down the same road with your business, too. There are many problems with this business plan we're taught to follow. The plan is destined for failure and this is why the majority of real estate agents struggle.

The statistics on agent turnover indicate a very high turnover rate. 60 to 70% of new agents end up leaving the business within the first few years.

Think about it for a minute....

After getting their real estate license, the new agents immediately begin copying other agents in the industry. This means they automatically begin to copy the same flawed business plan, too. And guess what? They end up leaving the business.

Wouldn't it be better to do something different?

In fact, maybe doing the opposite of what everyone else does, might be a better business strategy.

Don't copy failure – copy success.

The main problem with trying to be everything to everyone is you gain zero competitive advantage. You're unable to set yourself apart from all the other agents. If you cannot truly set yourself apart from other agents, why should a buyer or seller hire you?

You can double or triple your business in 24 months simply by picking a segment of the market and specializing only in this particular segment.

Specialization gives you a massive competitive advantage. Consider the following:

Who makes more money in the medical field?

**General Practice Physician
(Colds, Flu, Physicals, Etc.)**

Or

Brain Surgeon

Who makes more money in the legal field?

**General Practice Attorney
(Wills, evictions, divorces, probate, etc.)**

Or

Copyright Infringement Attorney

The answer is obvious. *Those who specialize increase their income dramatically because they have less competition.* There are many more general physicians than there are brain surgeons, right? The basic laws of supply and demand come into play when you specialize. The less there is of something, the more in demand it becomes. The more there is of something, the less in demand it becomes.

The problem is we feel like we'll lose sales by specializing. *"If I walk away from listings, I'll lose a lot of money."* This is how I thought when I was thinking about specializing with one type of client.

The truth was I sucked at listings. I hated listing presentations. I hated listing over priced homes. I hated trying to get the seller to make their homes look more appealing. I hated it when the listing would expire. I hated working for free.

Yet, I was still worried about walking away from listings!

There are many benefits to specializing in one segment of the market. Here's a summary of some of the benefits you'll gain by specializing:

1. You save enormous amounts of time.
2. You have less pressure on your commission rates.
3. You can create special benefits just for your market segment.
4. Your response rates from targeted marketing improve dramatically.
5. Your sales conversion rates increase dramatically.
6. You become a true expert in your segment because of your focus.
7. Other agents won't be able to compete with you.

Here's a hypothetical example of how specializing will help you make more money....

Let's say you love to swim and have a pool at your home. When you sell a home with a pool, you're very persuasive because you have one and you live the lifestyle. You entertain by your pool. You watch movies outside with your friends and family while swimming. You have fun pool games to play. You can give real-life stories and you're very passionate about how much your family loves your pool.

Based on my suggestion in this chapter, you could decide to focus your entire business on the swimming pool market. You let all other home sale opportunities go by referring them to other agents. This means you no longer list any homes without swimming pools and you no longer work with any buyers that aren't interested in having a pool at their new home. Think about the amount of time you just saved by making this choice for your business.

This timesaving can now be invested into creating some really powerful benefits for your targeted clients. Here are a few ideas:

1. You could write a monthly column for your newspaper about homes with pools. You can give tips on how to sell or buy homes with pools.
2. You could write a monthly newsletter full of info on pools. You can include tips for saving money on maintenance.
3. You could create a swim club and go on swimming adventures.
4. You could create a pool party club, and each family could host a monthly pool party at their homes. You could invite your clients and prospects to these monthly pool parties.
5. You could feature families with pool pictures and fun stories in your newsletters. I can picture the kids in their new pool with big smiles right now. These pictures would be indirect testimonials, and they would be extremely powerful in your marketing.

How could you focus your marketing on this niche?

1. You could write targeted advertisements for the newspaper specifically designed to get sellers with pools to call you. See an example below.
2. You could write targeted advertisements for the newspaper specifically get buyers looking to own a home with a pool to call you.
3. You can start a blog detailing the pool lifestyle. You can add videos, articles, and special offers.
4. You could send postcards to families with children on swim teams or in swim lessons. These postcards could offer them a free list of beautiful homes with swimming pools. You could also say something like: "Imagine not having to drive your kids back and forth to the pool five days a week?"
5. When someone moves into his new home with a pool, you could host a pool party at his or her new home for all of his friends and family. Everyone will want a home with a pool after your party. This will lead to referrals and many future sales.

WARNING FOR POOL OWNERS

Do not list your home for sale before you read this new free report, which details the 8 costly mistakes Sellers make when selling homes with swimming pools. You can have this free report shipped to your door by calling 123-1234.
Broker.

Could you create other income opportunities from this niche? Of course you could. Stop and think about the other business opportunities you could create.

Could you refer homeowners to a great pool contractor for new pool installation and earn referral fees? Yes, you would disclose the fees!

How about selling pool-cleaning and maintenance supplies to your clients? What about starting a pool-cleaning service for your clients? Most homes with pools need fences, don't they? These businesses would all be back-end sales opportunities for you. I would venture to guess you could actually make more money from these opportunities than you would from the commission on the sales.

There are many other advantages, too.

From my understanding, most agents purposefully stay away from listings with pools because they believe they are harder to sell. These listings typically take longer to sell because the listing agent does not have a targeted list of buyers who want to own a home with a pool. However, you would have this list because you have been running targeted advertisements for buyers wanting homes with pools. You could easily market your pool listings to your targeted buyer list. This means your listings will sell faster and you could possibly have both sides of each and every sale. If your list of pool buyers was big enough, you could probably sell most homes before advertising them to the public.

Can you see how you have quickly set yourself apart from your competition? Can you also see how you have saved enormous amounts of time and created some great benefits for your clients? Your business will also be more valuable because of the your targeted mailing lists, increased commissions and new business opportunities?

You can actually make more money in less time by specializing.

We haven't mentioned referrals, but it's safe to say you would receive many more referrals as a pool specialist than a regular agent trying to be everything to everyone. Because you do so many special things for your clients as a specialist, they are going to be raving fans of yours.

Hopefully this chapter has opened up your thinking. Many agents incorrectly believe they'll lose sales by specializing. This is definitely not the case. I would suggest you study successful companies or businesses outside of real estate.

5

How Specializing With Real Estate Investors Will Make You Wealthy

Before I summarize my niche, let me share some thoughts with you about the real estate business in general. As mentioned earlier, 60 to 70 percent of the new real estate professionals quit the business within their first few years. This doesn't include the agents who maintain their licenses but don't sell any homes. Why do so many quit the business? They're tired, frustrated, burned-out and NOT MAKING ANY MONEY.

Many real estate professionals have to start from scratch each month ... living commission check to commission check ... always worrying about where the next sale is going to come from. You know the feeling. Hoping your actually listing sells or your buyer doesn't find a nice "*For sale by owner*" home and cut you out of the transaction. We all know it happens.

In my area, approximately 50 percent of the homes listed for sale don't sell the first time they are listed. You and I know the reason why – the listings are overpriced. If you play the listing game, you kill yourself to get the listing. You spend your time advertising and promoting the listing and in 50% of the listings, you won't actually get paid a dime. There were many times when I would list a seller's home and then spend my weekends showing my seller homes to move into, only to lose both sales because the seller's home never actually sold. Two potential sales became NO sales. This was pretty painful, as I lost a lot of time and money.

If you don't have a steady stream (pipeline) of sales coming to you, you do NOT have a business. You have a job with no guarantee of a paycheck – the worst kind of job! If you want to avoid, possibly even eliminate, the frustration and burnout sending 60 to 70 percent of agents out of the business and the remaining agents suffering in agony, there's a very simple requirement: You have to somehow find a way to steady the "income ship."

This means you must end roller-coaster income. You must end anxiety. Replace anxiety with certainty. And you must regain control of your time and your life.

Everyone talks about this, but most real estate professionals shrug it off as hopeless. A silly pipe dream. They resign themselves to long, long hours working seven days a week, fighting for every piece of business, putting a lot of time into a listing then losing the commission because the home doesn't sell.

In fact, many agents are literally living in fear – the fear of losing a client if they don't leap up and answer their cell phone anytime it rings, morning, noon or night, dinner time, wherever, whenever. If a buyer client wants to see homes on Saturday and it's your child's birthday party, you are fearful they'll find another agent if you say, "*Sorry, I don't show homes on the weekends.*" This, you believe, is simply how it has to be. It is just the way it's done. It's the nature of the business.

Many spend as much time apologizing to their spouse, son, daughter and friends for missing, or being late to ball games, school plays, birthday parties, even wedding anniversaries as they do selling homes! Every time they have to "take this call," they shake their head sadly and say "It's just the way my business works."

You see, the big mistake almost every real estate professional makes is trying to get a client who only produces one sale, two if lucky. What I mean is you're focused on getting a new buyer or seller client. Once you close the sale and receive your commission, you're back to square one. You've got to start over and find another new client.... another bucket to haul.

Wouldn't you agree it's best to try and get clients who represent multiple sales, not just one sale?

Let's face it, if you have to get a client, get one who puts multiple commission checks in your pocket, not just one measly check. What's the only type of client who will put multiple checks in your pocket?

Drum roll please...

Investors

A few additional considerations:

For many agents, their business is seasonal. In my market, most agents are very slow from Thanksgiving until about March. We have cold winters with snow, and sales are very, very slow. Do you think real estate investors care if it's winter? Do you think they care if it is too cold to move? Nope.

In fact, I taught my investor clients they should actually look for properties during the winter months, because they may be able to find better deals from motivated sellers. So while other agents weren't selling, we were very busy selling great investment properties to our clients.

Many of these sales were second, third or fourth sales to the same real estate investor.

Most real estate agents actually avoid investors, because they believe investors are a waste of time. The truth is there are two types of investors:

1. Those looking to buy renovate and resell for a fast profit.
2. Long-term buy and hold investors.

In my business, we focused on attracting long-term buy and hold investors. We didn't work with flippers. We didn't show 50 homes. We didn't write 15 low ball offers. We sold our clients nice single-family homes as long-term investments.

By specializing with investors, we were able to add incredible value other agents couldn't offer....

1. We started a membership for our investors. This membership included newsletters, special training classes, and monthly interviews (like today's podcasts). We actually charged clients in our membership \$29.95 a month to participate and this became a very profitable income stream for the business.

2. We started offering tenant placement services. If a client didn't want to deal with having to advertise, show, and lease their property, we would do this for them. We would obviously charge them a fee for this service.

3. We also ended up starting property management services. This service provided very attractive monthly management income and created additional profits from repairs and maintenance.

4. We could sell larger investment opportunities such as apartment buildings, mobile home parks, and commercial properties.

5. Because we specialized with investors and offered tenant placement and property management services, we could advertise nationally. My business was no longer dependent upon local clients. We had investors from California, Arizona, New York, and other states buy investment properties.

You may not want to work with investors and that's 100% okay. However, you **should think about who your most profitable client is. Once you have identified your most profitable client, you should build your entire business around adding more value in order to eliminate all competition.**

Plus, you setup several opportunities for new income streams for your business.

6

How to Get Your Prospects and Clients to Operate On Your Terms

One of the biggest challenges real estate agents face is controlling their time. We work days, evenings and weekends. We work 70 plus hours a week. I remember having to show homes to a first time buyer during my wife's baby shower. She really wanted me to be at the shower with her. Unfortunately, I couldn't say no to the client. I *needed* the commission. I spent the entire afternoon showing them homes. Guess what? They never bought a home with me. Many years later, I'm still irritated I allowed this to happen.

First let's take a few minutes and really analyze why we cannot control our clients and therefore our schedules:

1. Our clients can easily replace us. We know there are many other agents competing for our client's business. These agents would gladly cater to our client's schedules. They'll work evenings and weekends. If we don't say "YES" every single time a client asks for something, we feel like we'll lose them. These feelings are real and justified. We do lose clients all of the time.
2. We need the commission. Every sale and every commission is important to us. Most agents don't have the luxury of letting a sale slip through their fingers. We have bills to pay and we need the money. Because we need the money, we'll do whatever we have to do to keep our clients happy.
3. We have trouble saying "NO!" Most agents work extremely hard to get a new client. Because we work so hard to get the client, we don't want to do anything to make the client unhappy. In order to keep the "hard to get" client happy, we say "Yes, I will show you homes on Friday night from 6 to 9pm."

The good news is there's a strategy you can use to help completely control your schedule, which will give you the ability to say, "No!"

The strategy is to become irreplaceable to your clients. If you were irreplaceable, your client would happily work on your terms. If you were irreplaceable, you would feel comfortable saying, "No!" You would happily say, "I'm unavailable on Friday night. Let's make it 3 pm on Monday." Yes, the client may have to leave work a little early to meet with you.

How do you become irreplaceable?

The prospect has to see you as an expert. If you achieve expert positioning, you instantly become irreplaceable. Think about this scenario...

You slip on some ice and fall. During the fall you break your right arm in multiple places. You go to the hospital and they say your arm requires a surgery with pins, plates and other scary stuff. The emergency room offers you a choice. You can choose to go into surgery right now with the emergency room doctor, or you can wait one day and have your arm operated on the orthopedic specialist. Which would you choose?

You would probably choose to wait for the orthopedic specialist, right? You wouldn't be very excited about any doctor performing your complicated surgery.

Your prospects need to see you in this same way.

Clients must be willing to wait for you because of your experience and the value you bring to their transaction. They must feel like they would be at a disadvantage if they don't have your help.

The easiest way to achieve expert positioning is to write a book.

Yes, a book.

Before you freak out about having to write a book, I will give you a few ideas on how you can make this idea a lot easier. For now, just think about the how a book will help change your positioning.

Think about how your prospects would view you if you were a recognized author? Do you think you might become irreplaceable? Do you think they might be more willing to wait until Monday for their appointment to see homes? They most certainly would.

Obviously, you have to write a book about real estate. You can't write a children's book and get the same positioning. The book should also be focused on the niche you've selected for your business. Once you finish your book, you can self publish it. I've written several self-published books. Amazon makes it pretty easy. You can also get a real printed book using Amazon's services, too.

Your purpose for writing this book is *not* to be a best seller. In fact, you shouldn't care too much if your book doesn't sell a single copy!

Your sole purpose is to obtain expert positioning.

You cannot continue to allow prospects to see you as a salesperson.

**Prospects run FROM salespeople because they don't want to be sold.
Prospects run TO experts because they want help.**

The reality is you'll never have the business you desperately want if you continue to allow prospects to see you as a salesperson. Salespeople have to accept lower commission rates. Salespeople have to work evenings and weekends. Salespeople have to constantly chase prospects trying to make another sale.

Once prospects see you as an expert, your business will completely transform. You'll be able to command higher commission rates. You'll be able to control your schedule without having to work evenings and weekends. The best part of expert positioning is you'll never have to chase a prospect again.

As soon as your book is finished, you'll use your book strategically to get expert positioning. You'll run advertisements offering your book for free. You'll draft press releases and have your local newspapers write stories about you and your new book.

And guess what will happen?

Prospects will start to see you differently and this is because other agents haven't written a book.

When I self-published my first book, I was the only agent in my marketplace who had written a book about real estate investing.

Here are some secrets about how to use your book strategically:

1. Prospects must know about your book before you meet with them. This means you should have your book sent to them prior to your first meeting. This would be before your listing appointment or your first buyer meeting. You should also focus your advertisements around the fact that you're an author. **You have to become like Donald Trump and shamelessly promote your book, not your real estate services.** Books don't promote themselves. Don't make the mistake of writing a book and then keeping it a secret. Your book will not be profitable in and of itself. However, it will allow you to control your schedule. It will help you increase your commission rates. It will also help you attract and convert targeted leads for your business.
2. Your book should really be a sales letter for your real estate business. You should study other authors who promote their businesses in their own books. Author Michael Gerber wrote a fantastic book titled "The E Myth." Michael owns a consulting business, which helps small business owners run their businesses based upon systems. It is a great book and I highly recommend it. As you read the book, pay attention to how he writes about one of his consulting clients. He is indirectly letting you, the reader, know how he can help you

with your small business. I guarantee his book has delivered thousands of consulting clients into his business.

3. Your book must look and feel like a book. It can't be perceived as a long report or pamphlet. Pamphlets and reports do not give you expert positioning. Anyone can write a report. This means your book has to be thick. You can change the font and page layout in order to give you extra pages. Don't get cheap and try to save printing costs by eliminating pages. Your goal is to add pages. Your goal is to have a *book*.
4. Your book does not have to be perfect. Most people waste so much time trying to make their book perfect. I remember interviewing a person for an administrative job on my team. During the interview, he told me he was writing a book. He went on to describe his book. I learned he had been working on his one book for two years. Your book can and should be written in a very short period of time. Remember, you're not going for a best seller. You're going for a book. An average book is better than no book. I will even go one step further and say a bad book is better than no book. My first book had many errors. The draft was printed instead of the final version. It still helped transform my business. *By the way, I didn't hire the guy who took two years to write his book...*

There are a few different ways you can have your own book.

The first way is to do it the old fashioned way. The old fashioned way is to sit down and write. You need to block time in your calendar and just get it done. When I wrote my first book, I would take my laptop to a local coffee shop for two hours every other day until it was finished. I was finished in 4 weeks. You can have a graphic artist design your cover. If you have a print company, see if they have a graphic designer. You'll also be able to find many different graphic designers online. Check out upwork.com

The second way for you to have your own book is to hire someone to write your book for you. You should be able to find writers online. You would probably have to pay somewhere around \$3,000 to \$15,000

depending on the writer you hire. Many of the books by top business people were actually written by ghostwriters. They simply pay to have a book written for them. This is a very smart use of their time.

The third way is to buy the rights to someone else's content and turn this content into your own book. The idea is to purchase "Private Label Rights" to content. You can then change and modify the content and use it to create your own book.

The third way to get your own book is to license content from another writer and turn this content into your own book. I'll dig more into the best way to use this approach in the next chapter.

The most important idea I'm hoping you take is how powerful a book can be for your business. It will help you obtain expert positioning. It will help you control your schedule. It will help you set your own commission rates. And it will help you attract targeted clients.

All of this because, you'll be marketing your book instead of your real estate services!

7

The Single Most Important Tool You Should Use to Build Your Business

When I first got into real estate, I had no idea what the 80/20 principal was. I also had no clue what the most important 20% activities were. If you're not aware of the 80/20 rule, it's actually called Pareto's Principal and basically states the following:

20% of your activities will provide 80% of your sales

This principal requires you to know what your most important 20% activities are and it also suggests you should focus more time on these critical activities.

I definitely didn't use this principal to my advantage for the first few years of building my business. I also made some incorrect judgments about what was important.

In fact, when I started I didn't understand the importance of keeping all of clients and leads in a database management system. Horrifying, I know!

I finally got a database system and started using it to track all of my leads and contacts. The next big mistake I made was not sending a newsletter.

I know... a newsletter. They're a pain in the neck. However, **if used properly, they can become very profitable for your business.** If I can shift your perspective on the value of a newsletter, I think you'll be more excited about sending one each month.

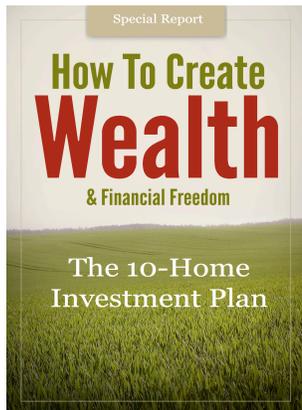
Your newsletter, as you will soon see, should not to be taken lightly. In fact, your newsletter can become the most important tool you have to grow your business. The reason your newsletters are an important tool for you is because...

Your Newsletter Is A Sales Letter

Sales letters are little sales robots that work for you while you're doing other things. **The more sales robots you have working for you, the more homes you will ultimately sell.** The problem is most agents view a monthly newsletter as an expensive hassle. The reason they view the newsletter as an expensive hassle is because their newsletters are not sales letters. A true sales letter will provide you with a return on your investment. This simply means you should *profit* from your monthly newsletter. If you're not profiting from your newsletter, you're not sending the "right" newsletter.

Now that you're starting to see the monthly newsletter as a sales letter, I'm going to suggest a format for you to consider. Consider each monthly newsletter a "Free Report." This free report is 8 to 12 pages in length and it includes great content designed to convert the reader into a client.

Here's an example of how this might look:



The title of the newsletter (free report) would be "How You Can Create Wealth with this 10-Home Investment Plan."

The newsletter/free report would have a cool cover. The content of the newsletter/free report would be a specific plan an investor could use to build wealth with 10 homes.

At the end of the report, you would offer your services in a cool way without being pushy.

This wouldn't look like the typical newsletter you see agents using in their businesses. This is very strategic and will bring \$\$\$ in the door. There are several powerful reasons why I'm suggesting this approach for your monthly newsletter.

1. Your newsletter can be sent to your entire database. Someone in your database can read your newsletter and if they like the plan outlined, they'll reach out to you and you can sell them one, or more,

investment properties.

This means you'll extract additional sales from your database each month. Remember, your newsletter is a sales letter and should lead to additional home sales each month.

2. You can also turn this newsletter/free report into a NEW marketing campaign for your business. Simply run advertisements like this...

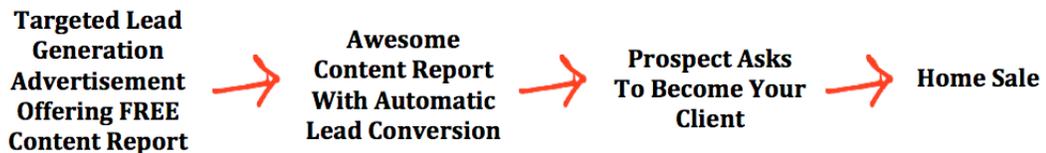
"New free report details a simple 10 home investment plan you can use to build wealth and achieve financial freedom."

Any prospect requesting this free report is now a targeted lead in your database. The actual report is also an automatic lead conversion tool designed to help convert the prospect into a client.

Did you notice the investment plan in the newsletter/free report highlights buying 10 homes?

Um... this means someone who likes this plan may lead to 10 future sales for you.

Here's how this looks on a high- level:



This is really a picture of a pipeline. When running, it will pump new sales into your business. Once the pipeline is setup, you're job is to simply run lead generation advertisements and clients will begin to flow into your business.

3. Since the monthly newsletter/free report is packed with great content, it will improve your position with your database and all the leads generated from the marketing campaign.

This will help you control your schedule and charge higher commission rates!

4. You can turn your monthly newsletters into a BOOK.

Think about it... after 6 months, you'll have 80 to 100 pages of content from your monthly newsletters/reports. Each monthly report can be used as a separate chapter in your book. This means you'll have enough content each year for two different books.

I hope you see how powerful this idea can be for your business. This strategy is far better than what I used when building my business. I wrote a 12-page newsletter each month, which helped us sell more homes. However, the way my original newsletter was structured, I couldn't turn it into a new marketing campaign. I also couldn't turn the content into a book.

Instead, I ended up having to write my book and create marketing campaigns from scratch without any leverage from my newsletter. It was a lot of extra work.

This strategy allows you to actually get paid for creating your book. You'll get paid through the commissions you generate from the newsletter sent to your database and from the new clients you'll attract from the marketing campaign.

More importantly, this strategy compounds with each passing month. With each passing month, you'll be attracting and converting more leads, as well as, pulling more sales from your database.

Here's what I mean...

In month one, you'll send your 1st "Content Report" to your database allowing you to start extracting additional sales from your database. Next, you'll start marketing your "Content Report" for free as a lead generation tool. You'll start generating new leads, which will be automatically converted through the free report.

In month two, you'll send the 2nd "Content Report" to your database and to the new leads generated during the 1st month. You'll also turn your 2nd "Content Report" into a new marketing campaign by offering it for free.

In month three, you'll send the 3rd "Content Report" to your database and to the new leads generated during the 1st and 2nd months.

Each month you'll be delivering more and more value. Each month you'll be enhancing your expert positioning further with each "Content Report." And more importantly each newsletter is a sales letter, which means you'll be converting more prospects into sales WITHOUT...

- Being a pushy salesperson.
- Having to prospect.
- Having to sit at open houses.
- Going to networking meetings.
- Asking every Tom, Dick, and Harry for a referral.

This is the real secret to how to eliminate the roller coaster income we all struggle with in real estate.

There are a few considerations for putting this to work in your business:

1. Use a set template for your monthly newsletter/report. This template will help save you a great deal of time and it will allow you to create sales letter after sales letter.

2. The most important goal for your monthly newsletter IS that people must want to read it. If you notice in the example I provided, the idea written about in the newsletter is appealing. Who wouldn't want to achieve financial freedom with just 10 rental properties?

This means you have to have a marketing hook for every newsletter. This hook should make the reader want to actually read it. If you send a boring newsletter like most agents, nobody will read it and it will be a waste of time!

Consider studying other successful newsletters and monthly publications for ideas on how to get your newsletter read. Go check out all the magazines at your bookstore. Note the marketing copy on the covers. See the content and the format. Use what you learn to your advantage by using them in your template.

Newsletters are very powerful; especially if you use the strategy I've shared with you, because you'll be able to leverage your content to generate new leads and to help obtain expert positioning.

If you think this strategy will help you sell more homes but don't want to write your own monthly newsletters and marketing campaigns, you might be interested in my Done-For-You Marketing Pipeline Reports.

Here's how this works

Each month, I'll send you ONE new complete marketing campaign. Each monthly *done-for-you* marketing campaign will include:

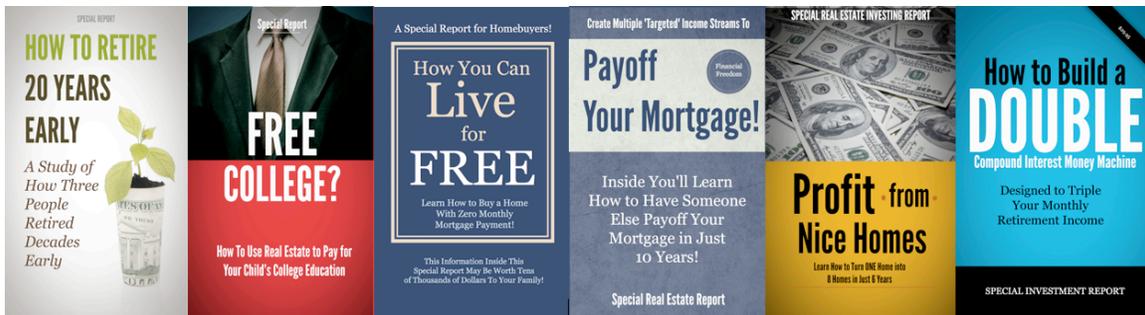
1. An 8 to 11-page "Content Report" designed to position you as an expert. More importantly, the content report will also automatically convert prospects into clients.
2. Dozens of lead generation advertisements you can use to attract new qualified prospects systematically.
3. Follow-up marketing campaigns designed to convert additional home sales!

After six months, you'll have enough content to create your own book. Simply use one content report as a separate chapter in your book. Now, you'll be able to promote your book and this will solidify your expert positioning.

Guess what? You'll have enough content for your second book in just six more months! Imagine how powerful it would be to have multiple books!

Plus, you can actually use these "Content Reports" with your existing database. I'll give you emails you can use to send each "Content Report" to your database. This means you'll be able to extract new commissions out of your existing database. You have several home sales sitting in your database and these reports will unlock them for you.

Here's a snapshot of a few of the "Content Reports" you'll be receiving:



Plus, the 20 home investment plan report featured above!

After extracting additional sales from your database, you'll be able to turn each "Content Report" into a new lead generation machine for your business. I'll give you advertorials, articles, blog posts, emails, and pay-per-click advertisements you can use to automatically generate new leads for your business by offering each report for free.

You'll receive everything in Microsoft Word format and will have rights to use each report as your own. Customize each report as you wish including homes listed for sale from your market and you're name as the author!

You'll also be able to simply copy and paste my *done-for-you* emails, articles and pay-per-click advertisements. You can have your entire marketing campaign up and running in just hours.

To learn more about this Done-For-You Marketing program visit:

<http://www.pipelineofclients.com>

8

How to Make Even More Money from Your Newsletter

Agents who truly understand the importance of a newsletter for their business, will have unlimited ways to generate extra income. In fact, a newsletter can become a real money machine.

Let's cover a few ideas you can use to make even more money from your monthly newsletter:

Newsletter Profit Strategy #1: Converting prospects into clients

We've obviously already covered this idea; however, there are a few things you can do to convert more prospects into clients. I learned how to improve my lead conversion by studying other newsletters.

I subscribed to and read over 15 different newsletters on a monthly basis. I study these newsletters to see how they sell to their subscribers. You should study these sales strategies, too. I learned a lot from studying Dan Kennedy's newsletters.

I learn from his newsletters on two levels. I learn the ideas and strategies he plainly teaches. I also learn from how he writes, what he writes and how things are positioned in his newsletters. Each newsletter he writes is a well-crafted sales letter. You should subscribe to his newsletters and study them accordingly. Visit www.FreeGiftFrom.com/robminton for a free three-month trial subscription to Dan Kennedy's monthly newsletter.

One way you can increase your lead conversion is to include testimonials from your past clients. You could create a one-page insert profiling a new client each month and share their story. This profile is indirectly selling you and the services you provide. It is providing social proof and letting your prospects see other clients have chosen to use you for their real estate needs.

Make a list of your top 5 clients. Call them and ask them if you could write about them in your next newsletter. Setup a phone appointment to interview them and prepare a list of questions that will help you write your story. You can ask them questions like:

1. What were some of your concerns before moving? How did we help address these concerns for you?
2. Why did you decide to use the services of a real estate professional?
3. How did you initially hear about me?
4. Why did you select me as your real estate professional?
5. What was the biggest benefit from our service?
6. What were some of the other benefits you received?
7. How did we do with your negotiations?
8. What advice would you give others thinking of buying or selling a home?
9. If you had to move again, what would you do differently?

Their answers to your questions will help you create their story for your newsletter. Their story is a sales tool for your services. You might be surprised, but you will actually learn a great deal about your business from these interviews. You will learn how your best clients found you. This information should be extremely valuable for you. You could then focus on attracting similar clients. I would also recommend getting a picture or video with the clients you profile. Pictures and video are obviously extremely effective marketing tools.

If you have decided to niche in a specific area as recommended in this book, try to focus your interview and pictures around your niche. An agent specializing in homes with pools would want a picture of the family around their new pool!

Newsletter Profit Strategy #2: Getting referrals

We love referrals from our past clients because the referrals tend to be great clients. They see us as experts and this helps make things a lot better. You can and should use your newsletter to stimulate more referrals for your business.

One way is to get more referrals is to give recognition to clients who refer to you in your newsletter. You could thank them for the referral and ask them to call your office for a special thank you gift.

Another big idea is to promote a client appreciation event in your monthly newsletter. You could ask your clients to bring their friends or extended family members. This event would give you the opportunity to meet and form relationships with their friends. When I was building my business, I would hold large client appreciation events each year.

One year, we would reserve a large pavilion at a local park and rented bouncy houses for the kids. We had clowns making balloon animals. We had face painters and the kids loved it. We had an ice cream truck at the party the entire time. Guests could just walk up to the truck and get whatever ice cream they wanted. We grilled hot dogs and hamburgers. We even had a hot dog eating contest. We raffled off some nice prizes and it was a great success. We deepened our relationship with our clients and stimulated many referrals.

We had other businesses sponsor our event including home inspectors, lenders, and title companies. There was no out of pocket cost for us! As sponsors they were able to attend and network with all of our clients.

You would obviously write about your client appreciation event in future newsletters. I included a few of the pictures from one of our events below. I also used these pictures and more in our monthly newsletter, too. If anyone refers new clients to you at the event, you could include a special thank you page in your newsletter and list each referral separately. By giving them special recognition, you will set yourself up to receive additional referrals from other clients, too.

On the next page, I've included a few pictures from this client appreciation event.



This is our client winning the hotdog eating contest. I have a handful of cash for him!



This a picture of one of my agents with his clients.



Here's a picture of balloon art from the event!



This is a picture of me with some of our best clients.

Newsletter Profit Strategy #3: Sell other products or services

You could promote other products or services in your monthly newsletter. Over the years, I have promoted several different services in my monthly newsletters with amazing success.

The most profitable service I offered in our newsletter was a new property management service. We promoted his new service in one of our newsletters and ended up getting 26 new properties under management. We charged \$100 a month for management so this campaign generated an extra \$2,600 a month of income.

Imagine how things would be if you could launch a new business and market it through your newsletter for free?

Another strategy I used was to advertise a vacation home rental we owned. We had purchased an ocean front condo for family vacations. We decided to rent this property out as a weekly rental property and I advertised this vacation rental in my newsletter.

Remember the swimming pool niche I mentioned earlier? What services or products could you promote in your newsletter, if you targeted this niche? I would think you could promote the following:

1. Swimming lessons
2. Swimming pool installation
3. Weekly cleaning and maintenance
4. Swimming pool supplies and cleaners
5. Swimming pool accessories
6. Decorative fences to surround the beautiful pool
7. New pool design and installation.

<p>Make sure you don't violate any RESPA laws with this strategy. Be sure to properly disclose any compensation you receive from promoting products and services! Discuss these ideas with a good RESPA attorney.</p>

You could also setup a joint venture programs with these companies and earn compensation for your marketing efforts. Or you could own these companies outright and build multiple businesses around your real estate sales business. A pool supply and accessory business probably would be easy to start. I would image you could simply become a distributor for the various products without having to setup a store.

The real value in selling additional products and services in your newsletter is you virtually eliminate your marketing costs because your services are promoted through your newsletter. Remember, these services are targeted to your clients. The newsletter can become a very profitable money machine.

I realize you may not want to specialize in homes with swimming pools. You also may not want to work with investors. You should still think about how to use this idea for your clients.

What are some other products or services you could market in your newsletter? Stop and think about the products and services your prospects and clients need. My guess is most homeowners need the following services:

1. House painting
2. Home decorating
3. Carpet cleaning
4. Carpet installation
5. Landscaping and lawn services
6. Home repairs
7. Home staging
8. Home cleaning
9. Organization and de-clutter services

In my marketplace, there is an agent who specializes in selling country type homes. These homes are typically situated on larger lots. Because the lots are larger, it is cheaper to have asphalt driveways. Her husband owns an asphalt company. I would imagine she markets her husband's services to her database. Asphalt driveways need to be re-surfaced every few years. They have built in future income generated through her real estate business. Super smart.

NEWSLETTER PROFIT STRATEGY NUMBER #4: Seminars

Before I sold my business, I ended up starting a seminar business. We began marketing our first ever wealth-building seminar in our newsletter. The price to attend the seminar was \$999. We had 60 people sign up for this seminar. The seminar itself generated over \$60,000 in registration fees.

The speakers for this seminar were professionals I trusted and used myself. We had a CPA teach tax reduction strategies. We had an estate attorney teach our clients how to minimize their estate taxes. We had an asset protection attorney teach our clients how to protect their assets. We

had a self directed IRA expert show our clients how to invest their IRA accounts into real estate. We had a 1031 exchange expert teach our clients how to defer capital gains taxes when they sell their investment properties.

We had assembled such a great roster of speakers designed to provide great value to our clients. All of these professionals charge very high hourly rates. My clients would've had to invest thousands of dollars to meet with these professionals individually. They also would have had to setup and travel to 15 different appointments. The speakers answered questions and gave their professional advice. We brought all of the professionals into one room, which saved them a great deal of time and money. It was a win/win all the way around.

Guess what? **We recorded the entire event. This event can now be turned into a new product to sell.** You can leverage everything you do!

NEWSLETTER PROFIT STRATEGY NUMBER 5: Sell Specific Properties!

You could sell properties in your newsletter. In my monthly marketing pipeline reports, I'll often write about a specific strategy. I'll use a specific property listed for sale in the example. The report/newsletter becomes an indirect sales letter for the property profiled.

Or you could have a section on the best value of the month. This could be a home priced below market and would attract the investors in your database. You could also present the best cashflow property on the market. Or you could highlight and present a multi-family, or apartment investment opportunity.

You should select a property appealing to a large percentage of your readers. This is why specializing in investors is so profitable. An investor is always interested in good investment opportunities. **Even if you don't work specifically with investors, consider adding an investor's corner to your newsletter. Don't worry about promoting your own listings. Promote listings that you can actually sell.** If it happens to be your listing, super. If not, who cares. Sell the home and earn the commission. Profit from your newsletter.

Well, there you have it, five different ideas you can use to make more money from your newsletter. I've used each of these ideas successfully!

Please don't take these strategies for granted. They can and will have a major impact on your business.

TURN YOUR NEWSLETTER INTO A MONEY MACHINE!

9

Can One Number Really Change Your Life?

*(Excerpted with Permission from
No B.S. Time Management for Entrepreneurs)*

By Dan S. Kennedy
www.DanKennedy.com

From Rob: *I have selected this chapter from Dan's book because it had a profound impact on my life. I extracted an extremely valuable lesson from Dan's "Base Earnings Target" explained in this chapter. I applied this number to my real estate business, which you will see in the next chapter.*

In time management books and in time management seminars, authors and speakers love to show off charts and graphs depicting the dollar value of each workday hour, depending on your income or the income you want to achieve. Maybe you've sat through one of these little graph-and-pointer sessions before. You know, Mr. Lecture up there, laptop computer wired into the overhead projector, lights dimmed, even a laser beam pointer in hand, so he can show off his beautiful five-color bar graph. If you use his numbers, for example, based on eight-hour workdays, presuming 220 workdays, earning \$200,000 a year requires that each hour be worth \$113.64.

And that looks great on the chart. And everybody in the room busily calculates what their hours have to be worth. Somebody who wants to make \$100,000 a year figures \$56 an hour – hey, I can do that. Plumbers, dentists, accountants, salespeople, most business people say: cakewalk.

Unfortunately, it's all a pile of seminar room B.S.

Here's why: it's all based on eight-hour workdays. Eight hours a day. But there's not a soul on the planet who gets in eight productive hours a day. Not even close. You see, the workday hour is one thing, the productive

hour – or what I call the billable hour – is another. Now, if you happen to be an attorney, none of this matters. It seems lawyers bill out hours whether productive or not. Rodney King, famous for getting beat up by the Los Angeles police, had attorneys who billed for such things as escorting King to his birthday party and even thinking about the case while commuting. Here's a joke: 35-year-old lawyer in perfect health suddenly drops dead. He gets to Saint Peter at The Gate and argues: "You guys screwed up. You pulled me up here early." Saint Peter checks his clipboard and says, "No sir. Judging by your total billable hours, you're 113 years old and we're late." Lawyers.

But the rest of us can only collect on genuinely productive hours.

Can One "Number" Change Your Life?

So let's go back to the math game and assume that \$200,000 is your base earnings target. (We'll talk more about what that term means later.) How many of your hours will be genuinely productive, directly generating revenue? How many will be otherwise consumed: commuting, filling out government paperwork, dealing with vendors, emptying the trash cans, whatever? Let's say it's one-third productive, two-thirds other. That's pretty generous, by the way. One study of Fortune 500 CEOs locked in at an average of 28 productive minutes a day. Lee Iacocca once told me he figured top CEOs might average 45 productive minutes per day – the rest of the day fighting off time-wasting B.S. like a frantic fellow futilely waving his arms at a swarm of angry bees on attack. But we'll say: one-third. Roughly, only one of three hours counts as "billable" or income generating. So you've got to multiply the \$113.64 times three, to get \$340.92. This becomes your governing number for \$200,000 a year.

My personal number is a bit higher, but if the \$340.92 were MY governing number, as it was a couple of years ago, here's how I would have to use it.

First, it'd be on my mind constantly. Is what I'm doing worth \$340.92 an hour to do it?

Second, it puts a meter on others' consumption of your time – that unnecessary 12-minute phone conversation just cost \$68.18. This

exercise is extremely beneficial. This forces you to think in terms of “investment” and “expense.” It helps you quantify what is going on in your life.

Third, for me, it sets the base cost for hours given to a speaking engagement, consulting assignment, copywriting assignment, and other things I do that are directly billable. And if you do anything but earn a fixed salary, you have to weigh this base cost against every activity, to set your fee or to decide whether or not to bother.

A few years ago, I was charging about \$3,500 to write an advertisement or sales letter for a client. Today, it starts at \$15,000 to \$21,000, and runs as high as twice that, plus royalties. But let's say I still charged a client \$3,500 to write an advertisement. The naïve would say that I just made \$3,500. After all, I didn't have any “hard” cost; I just sat in a room and thought, then just sat at a computer and wrote. But if you think that way, you'll never make big money. If it took me six hours to write that ad, there WAS a “hard” cost of \$340.92 times 6, which equals \$2,045.52. If it took me twice that long, I lost money.

From Rob: Before I learned this concept about time, I didn't realize that I was actually losing money working with some clients. I bet you've had clients where you invested 60 plus hours helping them find their new home. If your hourly rate is \$200 and your commission was less than \$12,000, you lost money taking this client. Some clients are better for your competitors. There is an opportunity cost to working with time consuming clients.

If you travel in your business, you've really got to watch this. As I write this, I live in a couple of different places. If I'm in Phoenix, a business meeting in Los Angeles will take, at most, two days: one half day to travel, a day for the meeting, one half day back. Maybe even less. But if I'm in Cleveland, a meeting in Los Angeles will take three full days. One full day more. Using the \$340.92 hour number, it costs \$2,727.36 MORE to go to the meeting.

I've learned to think about this a lot. For example, as of this writing, my one-day, basic consulting fee is \$8,300 (plus expenses) if I travel to the client but only \$7,800 if the client comes to me. Why? Because it's worth

money to me to stay home! I'm buying time. I've maintained this sort of fee differential for years, but beginning in 2002, I started simply refusing to go to clients and only offering available dates in cities where I live.

From Rob: You can use this idea in your business. If a client wants your personalized service they pay a higher fee. Otherwise, they can work with one of your team members at a lower commission. If you have expert positioning as suggested in this book, you may be able to dramatically increase your commissions using differential pricing in your business.

Many years ago, when I was in the field, selling, I quickly figured out that you could fit in two, three, four, or five appointments per day, depending on how you routed yourself. A salesman half as good at selling as a competitor but twice as good at efficiently routing himself and clustering prospects makes the same amount of money. Today, when I get on an airplane, I have "clustered" as much productive activity as possible into that one trip.

By working at home, as a writer, consultant, and tele-coach, as opposed to going to an office, I make a lot of money each day just by not commuting. I have conditioned myself to go directly from bed to shower to work in 15 minutes. If I were leaving the house to go to the office, I'd have those 15 minutes plus another half hour maybe an hour commute, than another 15 minutes getting settled in at the office. Not to mention the commute at the end of the day.

From Rob: I worked almost exclusively from my home office. I was a lot more productive because I didn't have any interruptions. I would group all appointments on one day and spend that one day working in the office. This allowed me to eliminate at least an hour a day of unproductive time by not going to the office. Throughout the course of a year, this probably saved me over 1,200 hours.

In whatever ways you can, in your business, you need to seek leverage. In terms of work productivity, leverage is, in essence, the difference between the base cost of your hour and the amount of money you get for it or from it. One good way to evaluate your personal effectiveness is measuring and monitoring this differential, hour by hour, for a week.

Now, let's go back to the term: base earning target. Since you are your own boss, you write your own paycheck, and you decide how much that paycheck is going to be. For most entrepreneurs, that number is-whatever's left! This is a huge mistake, for two reasons: it indicates zero planning, and it means you pay yourself last, the number one reason entrepreneurs wind up broke. So let's reverse all that, and start with the planning. You've got to decide how much money you're going to take out of your business or businesses this year, in salary, perks, contributions to your retirement plans, and so on. What is that number?

<u>Calculating Your Base Earnings Target</u>	
Base Earnings Target	\$ _____
Divided by 1,760 (220 days X 8 Hours)	_____
=Base Hourly Number	\$ _____
Times productivity vs. Non-productivity multiple X	_____
= What your time must Be worth per hour:	\$ _____

I'll tell you this: eight out of ten entrepreneurs I ask cannot come up with this number.

Anyway, if you do not have a base income target, then you cannot calculate what your time must be worth, which means you cannot make good decisions about the investment of your time, which means you are not exercising any real control over your business or life at all. You are a wandering generality. Is that what you want to do – just wander around and settle for whatever you get?

Now, you may not have a situation that lends itself to clear-cut billable hours as I do, so how can this strategy work for you? It has to. It's even more important to you than to me. Let's say you own six stores. Each store has a manager. Hey, this is complicated. Well, you'll have to decide how much of the business' bottom line profit goal will be provided by the managers whether you sleep or work and how much is still inextricably linked to you. If you want

<p>Entrepreneurs should think about the purpose of business. A lot of business owners lose sight of that altogether. The purpose of business is to make the owner rich. The first responsibility of the owner is to extract money from the business, not leave it locked up in it or, worse, put money into it.</p>

\$500,000 at the bottom line, and you figure half is dependent on you, you've got a \$250,000 target.

For me, it's reasonably precise. For you, it may not be such an exact science. But that's OK. I promise you that coming up with a number, even if it is arrived at through some pretty questionable calculations, is still a whole lot better than not having a number at all. Having a number is going to make such a dramatic change in so many of the decisions you make, habits you cultivate, and people you associate with, that the benefits will be so extraordinary, it won't matter if the original method of getting the number had a technical flaw or two buried in it. At least for the sake of our conversation, in this book, get a number. YOUR base earnings target for the next full calendar year. Divide it by the number of workday hours. Multiply it to allow for unproductive vs. productive hours. If you haven't a better estimate of that, use the three times multiple I've used here. Now you have what your time is supposed to be worth per hour. Divide by 60, per minute.

That little number may just change your life.

It's sort of like a heart attack – or, in my own case, a diabetes diagnosis – being required to really get somebody to change their eating and exercise habits.

A lot of your decision-making gets easy with this number staring you in the face. It's hard to con yourself with this number staring you in the face. In fact, I suggest having it stare you in the face a lot until you internalize it. Write your number "\$ _____ Per Hour" on a bunch of colorful 4 X 6-inch cards, in bold black letters, and stick those cards up in places where you work and will see them often.

Generally speaking, two business life changes probably come to mind immediately, with this number staring you in the face:

First you realize that you've got to surround yourself with people who understand and respect the value of your time and behave accordingly. This is not easy. And they will forget, over time. Familiarity breeds contempt. Periodically, you will have to re-orient them. You also must get people who do not respect the value of your time out of your business life.

If you let people who do not understand and respect the value of your time hang around, you won't even have a fighting chance.

Second, you have to eliminate the need for doing or delegate those tasks and activities that just cannot and do not match up with the mandated value of your time.

If you don't know what your time is worth, you can't expect the world to know it either.
--

How Low Can You Go In Valuing Your Time?

I grew up in Ohio, where people spend their weekends shoveling snow in the winter, cutting grass in the spring and summer, and raking leaves in the fall. Used to make me crazy to drive around and see somebody in my sales organization out shoveling, mowing, or raking. I'd say: if your time isn't worth more than the \$8 an hour you could give some neighborhood kid to do this, you should be shot. Plus, you're robbing some kid out of the money. When I moved to Arizona, I envisioned sand, rocks, and cactus; nothing to shovel or mow. Guess what? A bunch of folks bring grass with'em and stick it everywhere, then alternate between watering it and mowing it. Others, with "desert land litter boxes! What conclusion did I draw from all that? Most people will find ways to avoid constructive productivity and will waste their time, even if they have to work at it!

Well, my "philosophy of time valuing" can be boiled down to this: every one of my working hours has to be worth a certain amount of money; I do everything I can to create and protect that value; and anybody screwing that up had better watch out.

From Rob: Do you know your clients value? Each one of your clients is worth different amounts of money to you. I purposefully built my business around investors because they were worth a great deal more money than regular buyers and sellers

Another, related issue is "project valuing" or "opportunity valuing" or "account valuing" for salespeople. In short, a "thing" has to be worth X-dollars, whatever you decide X must be, for you to even touch it, think about it, or be involved with it. Many of my best clients have adopted this idea and now have their own litmus test, helpful in quickly and decisively saying yea or nay to whatever comes along.

Many sales professionals hang onto clients and accounts that consume far, far more time than they can ever be worth. Better to send them to a competitor. Most entrepreneurs perpetuate projects that consume far, far more time –theirs or employees’ than they’re worth. I’ve done it more times than I care to confess. But I’m getting much better at NOT doing it with each passing year.

10

How to Apply Your Base Earnings Target to Your Real Estate Business

When I first wrote this chapter, I was sitting in a hospital waiting room. My mother was having minor eye surgery. I took my laptop with me so I could get in a few hours of writing.

The TVs in the waiting room were glued to news coverage detailing another horrible mass shooting. To be productive, I chose to find a quiet place without any distractions or interruptions. I purposefully blocked out this horrifying event. This was a conscious choice. Managing your time for productivity is also a conscious choice.

Some may argue I'm uncaring, or messed up in some way for purposefully blocking this event. Other than using the tragedy to sense extreme gratefulness, I cannot see any other reason for spending hours watching the details unfold.

- I cannot help law enforcement with their work in any way.
- I do not know any of the families involved.
- I have no connection to the area where the shooting occurred.
- I cannot remove any of their grief.
- I cannot change any of the outcomes whatsoever.

I can choose to use my time productively and focus on what I can change. I would bet that on this particular day, many real estate agents are watching the news for instant updates on this sad event. This, I believe, was a mistake. In the previous chapter, Dan Kennedy detailed how to calculate your base earnings target. Let's now apply the number you calculated for yourself to your real estate business.

Time management is basically a choice. The better choices you make with your time, the more income you'll generate. I chose to write and be productive with my time, while others chose to watch the news.

Because of my choice, my future income will be higher than others who made a different choice.

Time Management is Linked to Integrity

If you have integrity, you take your every commitment seriously. Most people do not take their commitments seriously. This tells you what to expect from them.

Dan Kennedy

The real trick is living based upon *your* hourly value. Making choices based upon *your* hourly value. Choosing not to spend your time on tasks with lower hourly values. Most real estate agents spend more time on lower-dollar activities and less time on higher-dollar activities. This is why most agents don't make any real money in the business. They make big out of little.

Shannon Tanner, a fantastic performer at Shelter Cove in Hilton Head, South Carolina, said his grandparents had a happy 50-year plus marriage. When asked how they did it, his grandfather responded: “**Don't make big out of little.**”

The relationship advice from Shannon Tanner's grandfather is very valuable time management advice, too.

Here are 10 of the little things agents consciously spend their time on that should be delegated to others:

1. Installing signs and lockboxes
2. Delivering keys
3. Bookkeeping and tax return preparation
4. Feature Sheets for property listings
5. Attending closings
6. Working with unqualified or uncommitted clients
7. Attending weekly referral networking meetings
8. Cutting their grass or shoveling their snow
9. Cleaning their homes or offices
10. Answering the phones and taking all incoming calls

When I say consciously, I mean agents realize these are lower dollar activities, but continue doing them each and every week. I have asked agents why they spend time on these lower-dollar activities. Do you know how they respond? They typically respond with ...

I can't afford to hire someone to
handle these activities for me!

Here is the real truth: **You will never be able to afford to hire an assistant if you keep spending time on little activities. The only way you can afford someone is to focus on high-dollar activities.** There is a closed loop in action here. You cannot get to the other side of the loop unless you delegate. Once you start doing the higher-dollar activities, more money comes in, which allows you to pay someone for the lower-dollar activities.

Every single real estate agent who has a successful thriving team or business has been in your situation. The successful agents realize this “not enough money” to afford an assistant is a temporary situation. They realize if they can figure out a way to pay for an assistant during this temporary situation, they'll increase their income quickly allowing them to easily afford the new assistant.

Another way to think about this would be to consider it as an investor evaluates an investment property. Smart investors don't focus on temporary negative cash flows. They focus on their overall long-term return on investment. The decision to hire someone is similar to investing.

Here is an example:

Let's say you find a really nice investment property. You want to buy the property, but don't want to deal with a negative cashflow until you have it rented. You finally realize this negative cashflow is temporary and will be eliminated, as soon as you have rental income flowing in on the property.

This same thinking applies to hiring a part-time, or full-time assistant. Your cashflow on this investment is only negative for a short period of time and this is because you'll now have more time to invest into higher dollar activities.

Growing your business and managing your time productively requires you to evaluate decisions from an investor's perspective. You must make decisions based upon overall return on investment, not temporary cash flows. Real estate investors borrow money to buy properties. They leverage other people's money to build their own wealth. You must leverage other people's time to build your business.

Once real estate agents see their time from an investor's perspective, they begin to ask themselves the following question:

How can I cover the cost of an assistant for three months?

A good assistant might cost \$7,000 to \$8,000 for three months. Could you borrow \$7,000 to \$8,000 to cover your assistant's salary for three months and focus intensely on more productive activities? During the three months, you would setup marketing pipelines and start sending a newsletter (sales letter) to your database. These high value activities will increase your sales providing you with a long-term return on your investment because you will keep your assistant and continue building pipelines for your business.

These little shifts in perspective can have a major impact on your business. You've got to see things differently than other agents.

Since we're shifting your perspective, let's dig a little deeper with five activities you should completely eliminate from your calendar. These activities don't even need to be delegated to your assistant!

They need to be completely replaced with more productive activities. I guarantee if you replace the following activities with more productive activities, your income will increase significantly. This increase in income may completely cover the cost of your assistant.

1. Participating in your local real estate associations.

Every time I tell agents not to get involved in their associations, I catch hell! Time invested in associations is almost always a “bad” investment with little return.

Take a look at the agents who participate heavily in your local association and try to guess the level of sales and income. I’ll bet you a dollar they don’t sell very many homes! I’d also be willing to bet they’re not in the top 25 percent of sales in your area.

Now study the top agents in your area. Are they leading committees in your association? The answer is no – they’re too busy growing their business. The only reason to spend time at these events is if you’re actually trying to sell to agents. Title agents and lenders should spend time at these events, but not real estate agents who value their time.

2. Broker opens and tours.

Unless you have a client who is interested in the specific home held open for a tour or a broker’s open, you’re wasting your valuable time. How can seeing a home for which you have no client be productive? It would be more productive for you to preview homes meeting your prospective client’s wish list on your own. Wouldn’t it be nice to call a client each week after your own preview time to say, “*Guess what, I found your dream home today!*” If you’ve attended these events, figure out how much actual money you’ve made. Is this a good investment of your time? Are you getting paid your base hourly rate? No, you’re not.

3. Networking, talking or having lunch with low-producing agents.

You’re the product of your environment. Everyone around you influences you, whether you realize it or not. It’s deadly for your business to spend time with agents who are not making any real money. You must search, hunt and even pay to be around agents who are more successful than you are. They will influence your thinking, which will ultimately influence your actions. I participate in several mastermind groups. Members of these groups are action-oriented empire builders. They influence my business choices and my overall income and wealth. My mastermind group elevates me to a higher level of thinking. They also inspire me to do more.

Unproductive people have the reverse impact on your business. They drain your thinking and sabotage your efforts for improvement. Has one of these under performing agents ever told you, “*Oh, that won’t work?*”

4. Prospecting for new clients.

Clients do not want to be chased. They do not want to be sold. Prospecting will make you poor. Prospecting is time-consuming and not very productive. Cold-call agents have to make 100 calls to get one appointment. Focus on attraction instead. Build marketing pipelines designed to attract and automatically convert prospects into clients. Make prospects chase you!

5. Attending buyer client’s home inspections

My team does not attend our clients’ home inspections. I realize this might freak you out a little bit. But if you really think about it, it’s extremely unproductive time. You have already sold the home, right? How can you increase your income at the home inspection? You can’t.

I know you might think you can keep the sale together if a problem arises. Guess what, you can keep the sale together after the home inspection with sound negotiating regardless if you attend the inspection, or not. You don’t need to be at the inspection. Use this time to write a new marketing campaign to attract more clients. You can double or triple your income with a new marketing campaign, but you can’t attending a home inspection.

You might enjoy one or more of these activities. It doesn’t matter; you should still eliminate them from your schedule. They’re not productive and you’re losing money each and every time you engage in one of them. I’m serious. Cut these activities out. Don’t listen to what anyone else says. This is your business, not theirs. This is your money, not theirs.

This chapter obviously wouldn’t be complete without listing productive activities. Here are a few BIG activities that you should spend most of your time on:

1. Selecting your niche and writing targeted lead generation advertisements. Study direct response marketing, and use these principles in your advertisements.

2. Learn to write sales copy for the prospects contacting you from your lead generation advertisements. Your sales copy should compel them to want to do business with you.
3. Writing and developing your monthly newsletter. Remember, these newsletters are mini sales letters.
4. Hiring and attracting good assistants and agents to help you sell homes in less time.
5. Writing your book designed to lock in expert positioning.
6. Creating *new* income streams through your newsletter.
7. Building marketing pipelines.

I typically break tasks between two categories. The two categories are:

SALES and SERVICE

I try my very best to delegate ALL service-related tasks. I only allow myself to work on sales related tasks. **If the task involves an already-signed client, it should be delegated. You should not personally handle client service. Your role is getting more clients for you business. Your team's role is servicing the clients you pump into the business.**

Well, believe it or not, I actually finished this chapter while at the hospital. My laptop battery died minutes after I finished! Almost everyone else is glued to the TV and I have another chapter finished!

To summarize, get an assistant even if you can't afford one. The money will come. If you don't have an assistant, you are one. Second, consider completely eliminating old unproductive activities. Third, delegate all client *service* duties.

11

Selected Time-Management Strategies

In this short chapter, I'll share three of the best time-management strategies I used to build my business. These strategies, if implemented, will dramatically improve your productivity.

1. Proper Planning:

The one question I was constantly asked while building my business was, "How do you get so much done?" Easy – no sleep. Just kidding.

The real answer is in how I planned each week. Notice I wrote "week" not "day." Most people plan their days. Others plan by weeks, months and years.

Every Sunday morning, I'd sit down with a hot cup of coffee. I list all the things I wanted to get accomplished during the upcoming week. This list included everything, not just business or investing projects. This could be anything I wanted to train my agents to creating a new marketing campaign. In most weeks, this list had 10 to 12 *major* items.

Once I am finished with the list, I go through it to see what can be delegated. If so, I blockd time in my schedule during the week to delegate these items. Some items could be delegated with a quick phone call, while others require a meeting. I also determined if I *really* should pursue each idea. With each passing week, opportunities changed. Opportunities can change from good to bad within a short period of time. This means some of the projects got crossed off entirely. If I thought of a new opportunity during the week, I'll note it immediately for the upcoming Sunday review. This way, I wouldn't lose good ideas. They're captured and reviewed in my next weekly planning session.

Someone once said, "*Good ideas are like slippery fish.*" This is very true. You need a system for capturing good ideas. I always carry a paper notebook to jot down ideas and thoughts. I can easily flip back from week

to week and review ideas and projects within seconds.

The next step in planning my week is where all of the money is made.

Once I finished listing my ideas or projects for the week, I scheduled them into my calendar. I literally blocked time to work on the idea. On the surface, this might not seem like a big deal, but it helped me transform my business.

I blocked time to write a book. I blocked time to write a marketing campaign. I blocked time to write a newsletter. If I didn't block this time, I wouldn't have made the progress I made.

When you don't prioritize the important things in your life, you don't do them. Little things creep up each day and somehow become false priorities. Have you ever spent a day "putting out fires?"

When you block time to work on your priorities, you have less time to put out fires. This means your time doesn't mysteriously disappear. Your time is controlled and, more importantly, focused on your priorities. This is the same for our family vacations. They're always prescheduled and blocked way in advance. In most cases, a year, or more, in advance.

The last part of this process is having the discipline to follow through on your pre-blocked appointments. Something invariably pops up from day to day, and you are forced to decide: "Should I put out the fire, or work on my idea as I planned?" The right answer is work on implementing your idea. It does take a certain amount of discipline to follow through with your plan. Here it is in a nutshell:

1. Have a weekly planning session to focus on most important opportunities.
2. Block time throughout the week to work on your opportunities.
3. Have the discipline to follow through!

If you implement the three steps above, your productivity will explode. I promise. If you don't believe me, implement this idea right now and try it for the next four weeks. You'll accomplish more in the next four weeks than you have in the previous six months.

2. The Principal of the Slight Edge:

The slight edge challenges us to do just a little more than others. Here is the principle in a nutshell:

**If you consistently do a little more than others,
you will consistently have a lot more than others.**

If you do a little more each and every day for several years, amazing things will happen. Using this principle and the strategies I've outlined in this book, I took a business with zero value to over seven figures in just four years.

The little extra you do every day compounds.

To show you what I mean, let's pretend you were a competitor of mine back when I was building my business. To be very blunt and honest, my goal was to dominate you. My strategy was to work harder than you every single day. These little daily differences compounded and before you realized what was happening, I'd have my own book. Next, I start producing great monthly newsletter. Then I'd start a paid membership for our clients with amazing benefits. I'd use the income from this membership to advertise more. Slowly but surely, I'd end up controlling the market for my niche - investors.

I wanted it so you (or anyone else) couldn't compete with me. If someone were thinking about investing, they'd be one of our clients.

Get up earlier than your competitors. Do what your competitors aren't willing to do. Write a book. Create a money machine newsletter. Build marketing pipelines. Hire agents and turn them into leaders. Build a real business.

Understand applying the principle in your life is *not* easy. It takes guts, courage and an incredibly strong worth ethic. But I can promise you if you do what I've suggested, you will grow your wealth by leaps and bounds.

The crazy part is since I sold my real estate business, I don't need to work as hard as I did@ Truth be told, this plan is designed to make your life a lot easier in the future whether you sell your business or not.

To get to this point, you've got to pay the price now to have the future rewards. I'd rather work really hard for three or four years than work kind of hard for 40 years.

3. Massive Action

Have you heard the term "massive action?" You must apply massive action to your business to achieve something remarkable. Let's first define massive action. According to several dictionaries, the words massive and action are defined as:

Massive: A monumental scale; large in comparison to the usual amount

Action: The state of doing; organized activity

These two definitions could be combined as "**doing on a monumental scale.**" When I first heard the term, I thought I understood what massive action meant. I was wrong. I had no idea. I thought I was taking massive action. I wasn't. To be perfectly honest, most people don't take massive action. They use limited action and incorrectly believe they're taking massive action.

What does massive action look like?

What does massive action feel like?

I will try and share what massive action really is with an example. In fact, we'll use what might be your biggest challenge... lead generation.

By the way, always take massive action on your biggest challenge! That's a little secret!

What 20 things can you do to this week to increase the number of leads generate?

1. Write and test 10 new advertisements for your targeted clients.
2. Test these advertisements in new advertising media (Twitter, Facebook, YouTube, Your Local Free Newspaper, etc.)
3. Joint venture marketing campaigns with other professionals. Have your attorney promote your free report/book.
4. Obtain free publicity
5. Write a new marketing campaign promoting a specific investing strategy.
6. Write & submit articles on the real estate market to your local newspaper
7. Buy online traffic for your Web site
8. Send lead conversion reports to your database.
9. Test a banner advertisement on your local newspaper Web site, directing traffic to your Web site.
10. Have a client appreciation event or party
11. Offer free classes in the newspaper
12. Speak at your local chamber of commerce or rotary club
13. Create a lead conversion webinar or video.
14. Test a radio commercial
15. Test a TV commercial
16. Host your own radio show
17. Test direct mail. Mail lead generation postcards to targeted prospects.
18. Read and study books on direct response marketing
19. Study other companies' lead generation and test similar strategies in your business.
20. License content for your own book and offer your book for free.

I could literally go on and on with ideas. I'm sure you could, too. ***Massive action is implementing all of the ideas at the same time.*** Notice I wrote at the same time!

I know what you're thinking – are you crazy? How am I supposed to implement 20 new lead generation ideas at the same time? The answer is – you work your ass off.

This is massive action.

This is how you build a million-dollar company in just a few years. Massive action feels insane. It is extremely stressful. It creates chaos. It frustrates your employees and agents. It's also required for accelerated success.

Massive action rigs the game in your favor. Some of the ideas listed above will work. Some won't. When you implement all of the ideas, you are guaranteed success because you built failure into your plan. If you were to only try one or two ideas, like every other agent, you probably won't have a great deal of success. If your first try doesn't work, you might be frustrated and give up on other ideas. You must throw many balls in the air, knowing ahead of time most of them will tumble to the ground. The problem is you don't know which balls are going to fall when you start and that's why you've got to take massive action.

I highly recommend you make your weekly massive action list on Sundays during your planning session. The ideas and activities you identify for your massive action plan should then be scheduled into your calendar. Each and every day, you should practice the slight edge and implement additional ideas.

12

How to Turn Your Real Estate Business Into REAL WEALTH

When we think about building wealth, we typically think of these traditional investment approaches...

1. Investing in the stock market
2. Investing in mutual funds
3. Investing in real estate
4. Investing in your education
5. Investing in your IRA or a 401k plan

These wealth-building strategies are engineered for the average person and sadly they require decades of your life.

The good news is... you're NOT average.

How do I know this?

Because you're still reading this book! If you were average, you wouldn't actually be reading these words right now.

Okay, this wealth building approach can actually be found in the wealthiest people throughout history. In fact, Andrew Carnegie, John D. Rockefeller, Warren Buffet, and Bill Gates all used this strategy to build their wealth.

Here is how they did it:

**Their wealth came from the value of their
businesses, not from their income.**

Who is the wealthiest person in the world right now? Bill Gates.

Is he wealthy because of his salary? No.

He is wealthy because he owns a significant portion of a very valuable business, Microsoft. As the value of Microsoft increases, so does his wealth.

Warren Buffett's salary is only \$100,000 a year and yet he is still one of the wealthiest people in the world. How?

He has become wealthy from the value of his business – Berkshire Hathaway. **This is a major lesson for us as real estate agents because we hardly ever focus on the value of our businesses. Instead, we focus on selling more homes – income!**

You can have a nice income selling real estate. You can get wealthy building a valuable business. The next logical question you should be asking is:

How Do I Increase the Value of My Business?

Most businesses are valued based upon a multiple of their net income. The multiple you would use to value your business depends on many factors. The most important of which, is your relationship with your customers. If you have a strong relationship with clients and they buy repeatedly from you, your multiple will be higher. If you don't have this same relationship, your multiple will be lower.

In most cases, the multiple you use to determine your business's value ranges from 2 to 6. In some cases, it may actually be even higher than 6. To give you an idea of how this works, let's say your business has an annual net income of \$100,000 after expenses. This would mean your business is valued somewhere between \$200,000 (multiplier of 2) and \$600,000 (multiplier of 6).

If you increase the business's net income to \$200,000 annually and you improve your relationship with your clients, you could double or triple your wealth.

\$200,000 of income times a higher multiple of say 4 brings the value of

your business to \$800,000.

This means you're getting paid twice for this increase in net income. **You get the increase in income + the increase in the value of your business.**

I just mentioned Andrew Carnegie. Carnegie sold his steel manufacturing businesses for \$400 million in the 1800s. This would be \$120 billion today. He was not wealthy from his salary. He was wealthy from the equity in his business. *(He also designed his business to operate without his day-to-day involvement! This is where I learned how to do it!)*

You might be thinking, I'm just an agent and I don't own the company. It doesn't matter. As an agent, you own your own business. Your business is separate from the brokerage. Your business should be valuable to other real estate agents. Your business may also be valuable to other entrepreneurs who would like access to your clients and customers, too.

Don't make the mistake of thinking this lesson isn't applicable to you. It certainly is applicable to you and if you ignore what I'm sharing with you, you're walking away from hundreds of thousands of dollars.

Let's be crystal clear:

All real estate agents own their own businesses.

This means you have the opportunity to increase the value of your business. You can increase the value of your business by increasing the net income of the business.

How about a real life example from my real estate business?

Throughout the course of a year, I implemented the following strategies to increase the business's income:

Wealth Accelerator 1: We started a monthly membership for our clients. We charged members \$29.95 a month and this increased the business's *monthly* income by \$5,354. This monthly increase amounted to \$64,248 annually.

Wealth Accelerator #2: We started selling larger apartment buildings to our clients. This dramatically increased our commission income. The nice part about this change is it can be repeated over and over again because we have a database of investors! All we have to do is find attractive apartment investment opportunities. This strategy increased our annual commissions by \$70,000 annually.

Wealth Accelerator #3: We held a seminar (discussed in a previous chapter) for our clients. The fee to attend this seminar was \$999 per person. This seminar generated \$58,286 of extra income. We can repeat this seminar each year with different speakers.

Wealth Accelerator #4: We started offering property management services to our clients. This fourth income stream generated an additional \$3,594 of monthly income. This amounts to \$43,128 annually. Better yet, this income stream should continue to grow each and every year as we add more homes into management.

Individually, these four income streams aren't life changing. Yes, they are nice to have, but the real value of these new income streams is the increase in the value of my business:

	<u>Annual Income Increase</u>
Idea Number One	\$64,248
Idea Number Two	\$70,000
Idea Number Three	\$58,286
Idea Number Four	<u>\$43,128</u>
Total Increase in Income	\$428,196
Increase in Business Value (Multiple of 2):	\$856,392
Increase in Business Value (Multiple of 4):	\$1,712,784
Increase in Business Value (Multiple of 6):	\$2,569,176

Can you now see the impact of this wealth-building lesson?

Hopefully you can see this increase in income and value came from selling different products and services to the same clients.

Once you have a database of targeted clients (investors), you don't have to sell more homes to make more money. You can add new products and services and significantly increase the value of your business and your wealth.

The trick is seeing your business differently. You're not a real estate agent. You're a business builder.

Three of these income streams are not dependent upon real estate sales. This means the business is less dependent on commission income, which means the business is more diversified.

It's dangerous to be dependent on one income stream. This lesson was delivered in a big way in the 2007/2008 real estate crash. The business could easily lose a few income streams and still be very profitable.

One last final thought before I close out this chapter. For you to capture the value of your business, you must have someone interested in buying it!

Who would want to buy your business? Have you ever thought about it? You should. In fact, you should think about it constantly. I was thinking about selling my business a long time before I sold it. I actually built the business to sell.

Let's take a moment and cover who might be interested in buying your business:

1. Team member: One of your team members might want to buy your business. They understand how your business works and they know how profitable it is. If you take the time to build leaders for your business as I have suggested, you also may be building the ultimate buyer for your business.
2. An outside agent: A hungry aggressive agent might want to simply buy your business and save themselves the time and effort of building their own business. They can step into a great business within a few months instead of spending two or three years creating their own. By the way, if an agent ever thinks about selling his or her business, they usually only think of selling it to other agents. Out of all of the possible buyers, an

existing agent is probably the worst buyer because they won't see and understand the real value you've created. They think like real estate agents not business builders. ☹️

3. A competitor: Another real estate company or large team may want to purchase your business to eliminate their competition. This happens every day in the business world. You've probably heard the saying, "*If you can't beat them why not join them.*" This is actually a very smart strategy. In fact, your business would probably sell at a higher price if sold to a major competitor than to an outside agent. Your business will be more valuable to a large competitor.

4. An entrepreneur: **Your business may also be valuable to other entrepreneurs who would like access to your clients and database.** Do you think your business might be valuable to a mortgage broker? The year I sold my business, we were on track to sell over 300 homes. Wouldn't this business be very valuable to a mortgage broker? If a mortgage broker made \$3,000 per loan, the business would instantly generate an additional \$900,000 of income IN ADDITION to the real estate sales commissions.

Hopefully, you're starting to see how valuable your business can become.

Do you think an insurance agent might be interested in your business if you had 400 clients and a database of 5,000 real estate investors? How many insurance policies with residual value could an insurance agent sell to your clients and your database? Your business will be worth more to other entrepreneurs who can profit from access to your customers.

There are buyers for your business all over the place. You just have to *see* them. Your business is valuable. Valuable to some - *extremely* valuable to others. Stop looking at your business from a real estate agents perspective. Start seeing your business as a wealth-building machine, because this is really what it is.

13

The Magic Formula for Doubling Your Home Sales

In this chapter, we're going to put all of the pieces together. We're going to walk through how to double your home sales and build a business with real value.

To start, we've got to shift how we think about our businesses. We **MUST** think like entrepreneurs, not as real estate professionals. Your mission as an entrepreneur is to build a business, not sell homes.

Your business must be built with pipelines, not buckets. This means you must be always building pipelines. You cannot allow yourself to haul buckets.

Every pipeline you setup for your business will be designed to add value **AND** sell – both at the same time.

In earlier chapters of this book, we detailed how to use newsletters/free reports and a book to transform your business. These marketing tools are pipelines. These pipelines provide value to the reader and they're also selling the reader.

We structure our pipelines this way because this is the most effective way to get more clients and sell more homes. Here's the magic formula:

ADD VALUE + SELL = SALES DOUBLE

Most real estate agents only focus on one part of this formula – **SELL**. All they ever really do is sell, sell, sell.... and this is why prospects run from them. This is why they struggle from month-to-month. This why they're broke and will always be broke.

We add value by teaching. We teach through our free reports, newsletters and our books. We also add value by adding products and services our target clients really want and need.

Please note the order of the formula.

We ADD VALUE FIRST and then we SELL. We never sell before adding value.

This magic formula *only* works when we do BOTH → adding value and selling at the same time.

There are some agents who add tons of value, but don't sell. They give, give, give... but never ask for the sale. They feel like they'll get the sale if they just keep giving. Unfortunately, this is not how things work.

You've got to sell. You've got to ask for the sale.

The cool part is your content reports, newsletter, and book will all be designed with this magic formula. They'll teach and then they'll sell.

I'm actually using this formula with you right now. Throughout this book, I've worked hard to teach you what I did to build and sell my business. While I'm teaching you, I'm also selling my Marketing Pipeline program, too. This program is designed to add significant value to your business.

If I removed the teaching and simply tried to sell the Marketing Pipeline program, would I have success? No. You'd think I'm a scammer, because I would simply be trying to sell-sell-sell without adding any value.

On the flipside, if all I did was teach without any selling, would I be successful? No. We can't make \$1.00 without selling.

Here's the truth...

The more you teach AND sell, the more money you'll make.

Think about what I've shared with you throughout this book. Everything I've shared has been designed to allow you to teach and sell MORE. In

fact, you'll be teaching and selling ALL OF THE TIME.

Each month, you'll be sending a new content report to your database. This content report will teach AND sell. If someone in your database reads one of your reports and doesn't become a client, you'll give them another content report next month. This content report will continue teaching and selling.

Sooner or later, you'll get them as a client. And the cool part is they won't see you as a pushy salesperson and this is because you taught every time you sold.

Each month, you'll also be offering your new content report for free as a lead generation tool. You'll be teaching and selling each and every new lead you generate. Plus, each lead will now start receiving your monthly content reports and will... sooner or later become a client.

If we dig down into the nuts and bolts of how I doubled my sales every two years and ended up selling my business for seven figures, it's because I employed this magic formula.

I added more value *and* sold more than any other agent in my marketplace.

13

The 9 Steps to Double Your Home Sales Every Two Years

1. Be an entrepreneur and go to work to build a real business.
2. Figure out your hourly base earnings target and only allow yourself to participate in higher dollar activities. Delegate all lower dollar activities to a personal assistant or to agents you hire to help with your sales.
3. Maximize the investment of your time into the highest income opportunities. Stop wasting your time going to broker's opens, home inspections, closings, and association meetings.
4. Hire superstar salespeople and train them to be leaders. This will allow you to remove yourself from the day-to-day activities of your business.
5. Specialize with your most profitable client. Build your business around adding tons of value for your most profitable clients.
6. When you work, build pipelines. Pipelines are new agents who sell homes for you. Pipelines are new marketing campaigns designed to attract and convert prospects into clients. Pipelines are activities where you get paid multiple times for your work.
7. Create your own book. This book will position you as an expert allowing you to control your schedule and increase your commission rates. It will also employ the magic formula of teaching and selling.

8. Send your database a monthly newsletter. This newsletter should teach and sell at the same time. This newsletter should also be very profitable for your business.
9. Increase the value of your business by increasing your income by adding new products and services.

The *Done-For-You* Marketing Pipeline Programs

If you would like to learn more about my Marketing Pipeline Program, which will provide you with...

1. An 8 to 11-page "Content Report" designed to position you as an expert. More importantly, the content report will also automatically convert prospects into clients.
2. Dozens of lead generation advertisements you attract new qualified prospects systematically.
3. Follow-up marketing campaigns designed to convert additional home sales!

Visit: <http://www.pipelineofclients.com>

Or if you just want to stay in touch and see what I'm up to, visit my blog at: <http://www.Cashflownaire.com>

Rob Minton
CSHFLW, LLC.
PO BOX 806
Willoughby, Ohio 44096
Phone: 440 721 7541
Fax: 440 299 6211

<http://www.Cashflownaire.com>