

**SPECIAL
REPORT**

MARKETING PIPELINE

**HOW TO SYSTEMATICALLY
ATTRACT & CONVERT PROSPECTS
INTO HOME SALES**

By Rob Minton

How to Build a Marketing Pipeline Designed to Attract New Leads, Automatically Convert Prospects into Clients, and Sell More Homes Each and Every Month!

You will never have to worry where your next sale is coming from.
You will never have to worry about cutting your commissions again.
Lock in a steady, predictable stream of commission checks.
Stop open houses forever.
Stop ALL prospecting forever.
Have control over your clients, your time and your life.

Dear Friend,

When I first got into real estate, I copied what I saw other real estate agents doing. I ran the same advertisements. 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.

The problem is... most of this stuff doesn’t actually work. Deep down you know this is true, or you wouldn’t be reading this right now. If this stuff actually worked, you would be happy with your business and wouldn’t be looking for ways to get new clients.

Here’s the truth...

When we do what everyone else does, we’ll get the results everyone else gets.

The only way to dramatically change your business is to do things differently. I know because I’ve been in your shoes.

I struggled trying to sell one home a month when I first got into real estate. Using what I’m going to share with you in this report, I built a very large real estate business selling an average of 25 homes a month with monthly commissions in excess of \$115,000. My annual commission income was over \$1,400,000, when I sold my business for seven figures.

Needless to say, what I’m going to share with you works. In fact, it will help you build the business of your dreams IF you implement what I share with you.

To start, let’s consider a story Robert Kiyosaki shared in his book, “*The Cashflow Quadrant.*” I’ve shared this story 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 day bringing water to a tank located in the village. This process repeated itself each and every day with the person 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 into their bank account without them hauling one bucket from the lake to the village.

When we do what other real estate agents do, we're hauling buckets like the first villager in the story. We're hauling buckets when we use our time to get *one* client, or make *one* sale.

To completely transform your businesses, 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.

Our pipelines will be marketing campaigns!

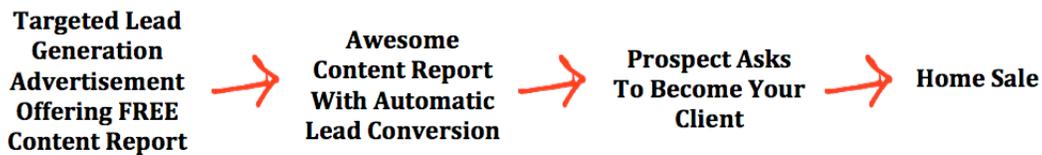
Marketing campaigns designed to attract and automatically convert "targeted" clients.

Now, for this pipeline to transform your business, it must operate without your day-to-day involvement. You setup the marketing campaign (pipeline) and it begins pumping new clients to you while we're busy doing other things.

Your marketing pipeline must be designed around these two very important goals:

1. Targeted Lead Generation
2. Automatic Lead Conversion

Here's how your marketing pipeline will look:



A very important part of your pipeline is the “*Content Report*” you’ll offer for free to targeted leads. This “Content Report” must position you as an expert. You cannot 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.

Now, let’s move on to another aspect of your pipeline design.... *the targeted prospect!*

When was the last time you studied your market? I mean really studied it.

I’m asking because I had a major breakthrough when I studied my market many years ago. I was struggling without many sales despite working 70-hour weeks. I was playing the listing game. I was trying to get as many listings as I possibly could just like everyone else.

The problem I faced was my listings weren’t selling. I worked my ass off and many of my listings expired unsold. It was extremely frustrating, because I did everything possible to get the home sold. It’s the worst feeling in the world when you do everything possible to help a client and end up walking away empty handed. (I’m sure you know what I’m talking about.)

I finally looked at the statistics in my market and realized only about 50% of the listings actually sold the first time they were listed. This meant I had to get 100 listings in order to sell 50 homes. **This also meant I would only get paid for half of my work.**

Your market may be different, but the statistics painted an ugly picture. I wasn’t getting paid for all of my work. And you’re probably not getting paid for all of your work, too. ☹️ It’s like getting a job and working for a month and only getting paid for two weeks. This is your reality, IF you continue hauling buckets.

As I was studying the statistics, I also noticed that I had much better success working with buyers. Once I had a buyer, I closed about 90% of the sales. So I started referring my listings to other agents and focused all of my time on buyers and you can guess what happened... my sales increased immediately and I started making more money.

This shift to buyers allowed me to be more effective with my time. I was no longer wasting half of my time chasing listings that wouldn't sell.

Then I had another BIG breakthrough...

I had a client who was an investor. This client ended up buying three properties within a short period of time and I realized the most valuable client we could have as real estate professionals is...

AN INVESTOR!

Investors buy more than one property. In fact, investors buy multiple properties. One of my investor clients actually bought 20 homes in one year.

One Client = 20 Home Sales!

Now, let's put all of this together so you can see how to completely change your business....

Build Marketing Campaigns to Attract Investors Who Buy Multiple Properties

*Why build a marketing campaign designed to attract a listing that may not sell?
Why build a marketing campaign designed to attract clients who buy just one home?*

Wouldn't it be better to build marketing campaigns designed to attract clients who buy multiple properties? This is how I completely transformed my business. This is how we'll transform your business.

When I put all of these pieces together, my home sales began doubling each year. Yes, my home sales doubled annually.

**50 home sales turned into 100 home sales
100 home sales turned into 200 home sales
200 home sales turned into
7 FIGURES when I sold my business**

This entire process starts with a marketing campaign designed to attract and convert prospects into home sales. A pipeline that will work for you 24 hours a day, 7 days a week.

You can build your own marketing campaign following the ideas I've already outlined for you, or if you want to accelerate the process, you might install my *done-for-you* marketing campaigns.

Here's how this works

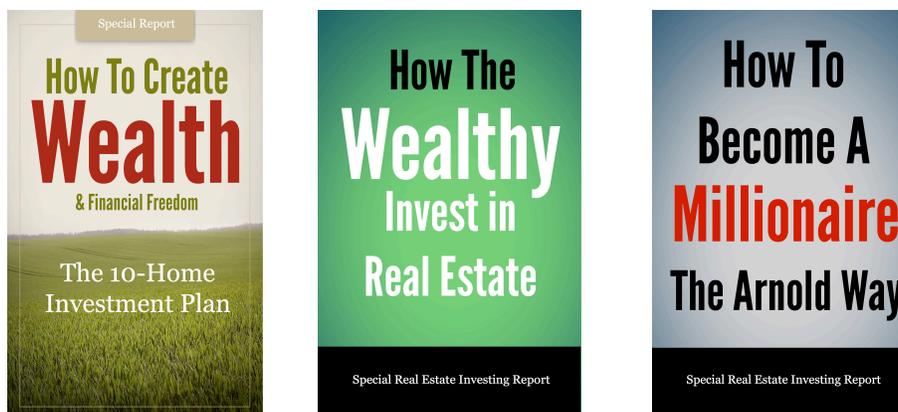
Each month I'll send you ONE new complete marketing campaign. Each monthly *done-for-you* marketing campaign will include:

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 attract new qualified prospects systematically.
3. Follow-up marketing campaigns designed to convert additional home sales!

You'll be able to use each marketing campaign to attract and convert new clients for your business. Plus, you can actually use these "Content Reports" with your existing database as a monthly content newsletter. Just use the included copy and paste emails and you'll send great content to your database each month!

This means you'll be able to extract more money 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:



Each of these reports is designed to attract investors interested in buying multiple properties. This means you'll be building a pipeline of clients interested in buying multiple properties bringing multiple commission checks.

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 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.

The best part is these marketing campaigns compound over time.

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 run the lead generation advertisements I provide for you to offer this report for free. 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.

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, 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.

BIG Warning... once you have this marketing pipeline working in your business, please treat every call and email you receive as if they're coming from high quality clients.

Consider this email I received after one prospect opted in for one of my "Content Reports":

★ RE: Your Dividend Real Estate Report!

Dennis [REDACTED]
Sent: [REDACTED]
To: Rob

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

> Date: Mon [REDACTED] 0400
> From: [REDACTED] m
> To: Dennis [REDACTED]
> Subject: Your Dividend Real Estate Report!
>
> Thanks for requesting our new report!
>
> You're all set and can download your report now on our
> site here:



ply and we'll help

> - Rob Minton

Dennis responded to a lead generation advertisement offering one of the “Content Reports” I’ll give to you. He opted-in for the free report and the report was automatically sent to him via email. A few days later, he replied to the email asking me to call him. He went on to buy several homes for cash.

Stop and think about this for a minute...

Once this pipeline is setup, all you have to do is run the lead generation advertisements and new clients will show up.

I had no idea Dennis requested this particular report. It all happened while I was hanging out with my family: I didn’t make one phone call. I didn’t ask for one referral. I didn’t sit at an open house.

All I did was run an advertisement and the marketing campaign delivered the new client.

This is a PIPELINE.

You’ll never have to haul buckets again.

Below you’ll find another email I received from a different prospect that responded to a different free report advertisement that I’ll be sending to you:

Kres

Sent

To: Rob Minton

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

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

If you have any questions, let me know.

Rob

As you can see, this prospect replied to an email sent to him. The email had a PDF of a new “Content Report.” This particular investor went on to buy two homes for cash.

I’m sharing this with you for two reasons:

1. These automated marketing campaigns are extremely powerful. Both prospects requested the reports online. The reports were delivered automatically. A few days later they emailed me asking for an appointment.
2. Please don’t make the costly mistake of judging incoming emails from prospects in your marketing pipeline! In both of these examples, the prospect replied to emails they received. Their responses didn’t seem like they were coming from qualified buyers; however, they were both extremely qualified. Many agents may blow off these incoming emails. This would be a costly mistake.

One more question for you to consider:

Do you think I have expert positioning with these prospects? Am I pursuing them or are they pursuing me?

You want to reverse the sales process and have prospects pursuing you. This is how the “Content Reports” are designed and once you set this up in your business, the same will happen for you!

In addition to the actual *done-for-you* “Content Report”, you’ll also receive the following:

- Template email-opt in pages you can use for your lead generation campaign. You’ll simply copy my opt-in page and use it in your marketing campaign. This will save you a ton of time and will help you generate more leads.

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

Now you're probably wondering what all of this will cost and this is where you'll be pleasantly surprised! The monthly membership is just \$97 and this includes the complete marketing campaign and all of the marketing tools. You'll be able to quickly customize your "Content Report" and put it into action by simply copying and pasting my advertisements and done-for-you emails.

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

What would one additional home sale mean for your business? Would it mean \$3,000, \$5,000, \$8,000, or \$10,000 in extra commission income?

Well, these marketing tools are designed to bring multiple sales to your business for just \$97 a month. Plus, you can cancel anytime you want. Simply send me an email and we'll instantly cancel your membership!

If you would like to join the Marketing Pipeline membership download your first done-for-you marketing campaign, visit:

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

Once enrolled, I'll send you the first complete marketing campaign including dozens of lead generation advertisements, email campaigns, and your first "Content Report."

You'll be able to set this system up quickly and the transformation of your business will begin!

Sincerely,

Rob Minton
(Your New Marketing Department)

P.S. Imagine what it would be like to have me write a monthly content report for you each month? **A report designed to automatically convert leads into clients.**

Or how about me writing all of your lead generation marketing pieces? All of your follow-up emails? Your opt-in web page? It's like having me as your personal marketing copywriter.... all for just \$97 a month.

I built a real estate business selling 25 homes a month generating \$115,000 in monthly commission income using exactly what I'll be providing for you.

If this sounds like it might help you sell more homes, let's get started here:

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