



In this report you'll find a roadmap for creating real estate marketing systems that connect you with a reliable flow of prospects ready, willing, and able to execute Real Estate transactions.

This map is broken down into 4 phases that when executed in sequential order are likely to not only boost

your income, but also provide you with a **great deal of creative and professional satisfaction.**

Sure, this might sound corny, but don't be surprised to find that as you grow your new systems, you also find yourself growing, acquiring fun and useful new skills that get your creative entrepreneurial juices flowing like they haven't in years!

You're Boring

If you're like many real estate pros, by now you've embraced the fact that 90% of home buyers are using the internet as part of their search process... maybe you've spent a bunch of money on Google Pay per click campaigns that generate a lot of property search leads but no transactions? Or maybe you've bought some kind of Featured package from Realtor.com that never seemed to produce results. Really Why don't those leads in your market leader account ever call you back!?

Because you've done nothing special to differentiate yourself from the other thousand real estate pros in your area...

Nicheful Thinking

phase 1

One of the most exciting things about your real estate business is that real estate by it's very nature is diverse. There are all sorts of properties out there. And all sorts of locations. And all sorts of buyers, and sellers. And kinds of creative ways to buy or sell a property.

But even more exciting than the fact that you can pretty much choose to do the kind of business you want, whenever you want... is that fact that pretty much any of the 10's or hundreds of thousands or maybe even millions of people who live within 30 minutes of where you sit right now is a potential customer or transaction!

So why aren't you giddy with Excitement!

Because up till now you're just another guy or gal who
“sells houses”.

Ok, so maybe you work with buyers, or maybe you **“really like” first time buyers**. But so what... that's what everyone in your office says, isn't it?

Why not be the Real Estate Pro who specializes in:

- Lease Purchases
- Teenage Homeownership
- Luxury Foreclosures
- Properties under 100k
- Multifamily Properties
- Eco Friendly Properteis (Green Erections)
- Land or Ranches
- Tax Deferred Exchanges
- 1 Bedroom Condos
- 2 Bedroom Condos
- Townhomes
- Townhomes for seniors
- Houses For college Students and their parents
- Fixer Upper REO's
- Houses For Nurses
- Houses For Doctors
- Houses For Teachers
- Houses For Cops
- Houses For Lawyers (Just kidding)
- Small Commercial (Storefronts)
- Barbershops
- or Restaurants

• **or Gas Stations**

Is anyone helping people form real estate investment groups in your area?

Or proposing that folks buy a property every time they have a child as a way to save for college.

Everyone hates taxes.

Maybe you could be the Tax Shelter Hero?

Is anyone doing a weekly video real estate market update in your area?

Or might folks like to see a series of screencasts from a competent pro explaining your Standard Agreement of Sale.

You could help:

- People who need a bigger house but don't know it yet.
- People who need a smaller house but don't know it yet.
- People who would rather live near the golf course but don't know it yet.
- People who are tired of driving everywhere and would like to live closer to public transportation.

People who went through a foreclosure 3 years ago.

or consider:

What's the coolest neighborhood in town that none of your competitor's "own" yet?

How quick can you shoot and distribute 10 **2 minute tour videos of that neighborhood?** (answer, by this time tomorrow if you're so inclined)

Anyone selling **only old homes** in your area?

New Construction? Is there a site in your area that has in depth profiles for ever new construction subdivision around?

2 Car Garages... why not? *Be the 2 car garage guy.*

Or the **"Homes With Pools"** specialist.

- **Big Yards.**
- **Big Closets.**
- **Big Basements.**

Cul-De-Sacs. Give them a weekly list of cool properties with cul-de-sacs and they'll love you for it!

Or have some real fun.....

- **Homes that folks have died in.**
- **Sexy Master Bedrooms**
- **Featured Home Theaters.**

Maybe you could be the nice real estate gal who gives away a coupon to some local business every week.

Or you could post an interesting photo or video of something in your area and offer a prize to the local who’s first to guess where/what/who it is?

Ok, we know. More than a few of these sound like a good idea, something you could see yourself doing... **Now**

here’s the trick. Pick 1 of the above. Just

1. And commit to building a lead generation system around it... (we recommend right now to make a list of 3-5 ideas that make sense for you, then come back and go to Phase 2)

Phase 2 - Build A Lead Capture Trap

Once you’ve picked out the segment of your marketplace that you’d like to dominate, it’s time to start building a list of prospects who might be interested. Here’s how to go about building a solid lead capture trap.

1. **Create something of value related to your niche.**

This could be a free report, or a link to some property search results or free list of _____ homes, or a how-to-videos, or maybe a series of monthly updates...

2. **Build a Lead Capture Page** with:

1. Compelling headline that speaks to the visitor – at the top and centered

2. An interesting video, picture, or some curiosity creating bullet points – typically on the left hand side.
3. A place for the visitor to enter their information in order to quickly access your “something of value” - typically on the right hand side. Less fields will yield fewer submissions, but more fields may help you generated more targeted, high value leads.

Also, **You don't always have to build a website.** There are other very effective alternative Lead Capture traps that you can build. **Facebook Pages (we show you how to build these too!),** Text Messaging Codes tied to mobile pages, and IVR 800 Numbers are a few of these that come to mind.

OK so you build traps, now what? That's where Phase 3 comes in.

PHASE 3 - Drive Traffic

How much of each week do you currently spend “Driving Traffic” to “Lead Capture Traps” that you know will help you build your database and increase your flow of closed transactions? If you’re like most real estate pros your traffic generation approach is either nonexistent, inconsistent at best, or much more expensive and inefficient than it needs to be...

Bold Statement - With such a large percentage of real estate buyers and sellers starting turning to the internet for information, **DRIVING TRAFFIC IS THE NEW PROSPECTING.**

For years real estate coaches and trainers have advocated a consistent approach to “prospecting” for business. For sure, the industry’s top producers tend to

be those folks who carve out 1,2, maybe even 3 hours a day for generating new business...

Traditional prospecting methods like Knocking On Doors, Cold Calling, Mining Your Database For Referrals, and executing Direct Mail Campaigns still work well.... But many veteran practitioners would agree that though effective, these “traditional” techniques yield a lesser **RETURN ON TIME & MONEY INVESTED** than some of the traffic driving tactics outlined below.

STRATEGY POINT - Real Estate is a numbers game... you can “touch” loads more numbers quickly and more cost effectively by “driving traffic” than you can by traditional prospecting methods.

Here’s a quick list of Traffic Driving Resources you can use to get visitors to your Lead Capture Traps:

- **Craigslist** – free online classified site, if you don't know about Craigslist or have never posted an ad check out a Craigslist 101 guide here. Josh has personally used Craigslist to collect nearly 10,000 leads for my real estate sales business in the last 3 1/2+ years alone!
- **Emailing Your Current Database** - virtually free and not too time consuming
- **Backpage – similar to Craigslist**, doesn't get as much traffic but has some things you can do to automate ads and run sponsor ads which is pretty cool.
- **Facebook Ads** - Ever wondered about those advertisements you see in the sidebar when you're browsing facebook. You can have an ad there for one of your listings, or one of your capture pages in the next hours. Sure, there's a cost attached, but if you properly target your ad and your offer, a locally targeted facebook ad campaign can be an awesome way to get your database growing.
(more below)

- **Twitter Search + Automation** - Try and advanced local search at search.twitter.com and see who's out there using words like "apartment" or "house" or "mortgage" in your area. Now, set up a an automated twitter campaign using a service like Tweetspinner, to automatically follow and divert these Tweeters to your lead capture traps.
- **Video Traffic Generation** - Youtube is the worlds 3rd largest search engine. Did you know that you can upload your own unique videos to youtube without ever leaving your office or buying a video camera by usin tools such as screenr.com? Do 1,2,10 video screencasts related to your video niche focus, make sure you use the correct keywords when you title/describe your youtube vid upon upload... and be sure to link to your capture traps, and you'll have traffic coming your way in no time...
- **Google Adwords** - Many Larger brokers have been using google adwords for years in order to drive traffic to property search modules and dole

out leads to their agents. More Retechulous practitioners out there are running targeted campaigns that drive traffic to individual listing pages, neighborhood niche blogs, and in some cases (though it’s becoming more challenging to execute these days,) directly to 1 page lead capture traps.

- **Email Signature Marketing** - Your email signature might be viewed by a few hundred people this week. Leverage it to drive traffic to your Lead Capture Traps, Facebook Pages, and Text Message Codes...
- **Advertising On Local Blogs** - There are lots of independent bloggers in your area who are building or may already have a healthy audience of regular visitors. Many of these folks have never considered running an ad on their site. Perhaps you’ll be the first to offer a few bucks in return for an ad to one of your capture traps?
- **Fusion Marketing** - Huh? Simply put Fusion Marketing is using offline methods to take people

online. You are going to recognize all of the below methods as traditional ways to “advertise”... the point now is to use them differently than you have in the past. Instead of trying to provoke a phone call, the trick is to make it very easy for folks to land on one of your lead capture traps as a result of their exposure to one of these.

- Postcards
- Flyers
- Signs
- Business Cards
- Billboards
- Car Signs or Wraps

PHASE 4 -

Incubate With Content

(Create, Post, Deliver. Create, Post, Deliver...)

Offering something of value and delivering on your promise is a great way to build some initial trust with a prospect. Building enough trust to gain “top of mind” status with the folks opting in to receive your offers is the next important phase in your Lead Generation System.

This is where many real estate pros make a critical mistake... They get folks to opt in and use their IDX property search for a few minutes, then expect that 1 follow up email will yield a ready, willing, able prospect.

REMEMBER, IT CAN TAKE MINUTES OR YEARS BEFORE SOMEBODY WHO “OPTS-IN” TO YOUR OFFER EVER CONTACTS YOU. The chances that this contact will eventually happen will be substantially increased if you provide valuable recurring content related to your initial offer.

Sounds like a lot of work? Well, if **you throw away your CRM software**, it won't be...! (yep you read that correctly!)

Traditionally, real estate pros have been coached to buy feature rich customer relationship management systems that are only as consistent and effective as the human being managing them. Spending hours devising follow up plans, activity series, and canned drip emails designed to help you stay in touch with your database can pay off... but thanks to some easy to access and manage modern tools, you don't have to work so hard anymore!

Instead, all you need is a recurring appointment with yourself to **CREATE** some piece of fun interesting content, **POST** it online somewhere, and **DELIVER** it to your list of niche focused subscribers... (keep reading below to see how you can do this in 15 minutes or less!)

CREATING, POSTING, & DELIVERING IN 15 MINUTES OR LESS

Once you’ve got the proper assets in place, There are any number of ways that your create, post, and deliver sequence can be executed... here are a few examples.

CREATE - A driving tour of your Niche Neighborhood using your Iphone.

POST - It to youtube by uploading directly from your phone.

DELIVER - A plugin on blog automatically grabs the video, places it on your blog as a post. Then, the post is delivered to your subscriber list automatically via an rss-based e-newsletter delivery service. The post also syndicates to your Facebook and Twitter profiles for hundreds of folks to enjoy.

CREATE - A Screencast of the daily activity screen from your mls. Talk about how things have been going in the market place this week.

POST - Since you've used a great free service like screenr.com your content is quickly posted to the interenet and you have a link to use.

DELIVER - Email it to all your past clients.

CREATE - A quick blog post with a list of all the multi family properties listed to your MLS today.

POST - it to your blog.

DELIVER - Drop the link to your post on your Local Investor focused Facebook fan page.

The key to your incubation strategy is that you build your capture traps with incubation in mind, so coming up with valuable recurring content to deliver is dead simple.

Simply **create, post, and deliver what they opted in for, over and over and over again.** Until they're ready to work with you.

Can you see how executing a sound incubation strategy for your lead generation system will be easy as scheduling yourself a fun recurring 15 minute appointment to create, post, and deliver. Yep, 15 minutes... creating something fun and interesting... delivering real value to folks who have actually expressed interest... a little more rewarding

than giving up your evenings to cold call out of town investors?

WAIT, WAIT A MINUTE -- This all sounds great, but you're assuming I know how to make screencasts. Or that I already have a blog to post something to... or a way to mass email people... or that i know how to build a facebook page...

That's right we are and if you don't know how to do these things it's time you get caught before you are completely left behind by the gen Y social media generation.

Bad News: If you do nothing & “keep the status quo” you're going to wake up one day and wonder what happened to your real estate “business”.

Good News: **You can do something about it**

by trying out a FREE ReTechulous

Membership for 30 Days.

Happy Lead Generating,

Josh & Ryan