



# Moneymaking Websites

## Owner's Manual

by Dean Jackson

## Introduction

# **Welcome To The Owner's Manual For Your Money Making Website! (Here's What's Ahead...)**

Welcome to your new Money Making Website!

This Owner's Manual is going to tell you everything you need to know to make your website work for you. Inside these pages is the step-by-step success path you can take to start making money right away.

There are a few simple skills you'll need to develop to be successful, and once you've mastered those, you'll be on your way to getting all the business you can handle from your website.

There are 6 BASIC Skills you need to master to be successful in your internet venture...

1. Getting 300 to 500 visitors to your website each month;
2. Organizing yourself to handle the leads;
3. Connecting with and identifying 5-star prospects;
4. Responding when someone requests MarketWatch;
5. Responding when someone requests a Home Loan Report; and
6. Responding when someone requests a Seller Book.

We're going to cover all of these skills in this owner's manual, along with the mindsets and strategies that will give you a better understanding of how everything works.

Read the manual through from cover to cover once, and then use it as a reference guide as you go through each step setting up your internet marketing system.

If there's any part of this manual you're unclear about, or you need additional help, just give us a call and we'll walk you through it.

Now let's get started!

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## Chapter 1

# **An Overview Of How Your Money Making Website Works – So You Know What To Expect...**

One of the best concepts I've ever heard is to always begin with the end in mind.

I think it's important to know how things are going to work out before you get started on something.

That's exactly how I designed your Money Making Website.

I started out with the mindset of thinking first of what the experience would be like for the prospects who actually used the website -- the real estate buying consumer.

That's why the site is all about valuable information for them. It's not about the Realtor or Lender...it's totally about the consumer, and offering valuable service they would be compelled to ask about.

The goal of your website system is to move your prospects through a predictable path, with each step leading closer and closer to you, and a real relationship with them.

I realized that to get to that point, the easiest way was going to be by offering small, baby steps along the way. Not asking for too much information all at once, but letting people make small commitments over time.

That's when I developed the formula for your website.

### **Eyeballs + Emails + Hearts = Faces**

I realized the biggest problem with most websites, is they don't have a way to get visitors (eyeballs) on their website. You could have the greatest website in the world, but if nobody knows about it...it's useless.

That's why I spent so much time figuring out the very best ways to get visitors to your website inexpensively.

In the MoneyMakingWebsites.com Academy Library (<http://www.moneymakingwebsites.com/academy.htm>) there are ready-to-download ads and postcards you can use in addition to the ideas in your Owner's Manual.

I'm constantly looking for new ways to get visitors to your website, and when I find a new successful way to do it...I let you know.

The most important thing you can do in the first 60 days of working with your Money Making Website is to focus all your attention on trying as many of the strategies as you can to get a constant stream of visitors to your website.

300 to 500 visitors a month is what we're looking for.

The big advantage you have over other websites is, it doesn't take thousands of visitors to your website to generate lots of leads. Once you get them to the site, a high percentage of them will turn into leads.

So, let's look at an ultimate scenario of what it might look like for someone coming to your site for the first time.

Let's use Lisa as an example.

Lisa and her husband Mark live in an apartment in Winter Haven, Florida.

The apartment is starting to get a little small, and they don't like what's happening with the complex. It seems to be going downhill.

One Saturday, Lisa is surfing the internet and decides to do a search on "Winter Haven Real Estate."

The first listing she sees says:

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**Moving to Winter Haven in 6-12 months?**

Get free updates of all the homes that come on the market in & around Winter Haven, Florida. PLUS: Find out how to buy a home in Winter Haven with no money down.

[www.LivingInWinterHaven.com](http://www.LivingInWinterHaven.com)

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That's exactly what she's looking for, plus something she didn't even know was possible -- How to buy a home with no money down.

She clicks on the listing, and the website loads instantly. There are no heavy graphics or dancing chickens to slow it down. It's crisp, clean and very easy to read.

She's looking at the headlines...

*Get a FREE Online Guide to Winter Haven Florida Info...FREE Inside.*

*Find Out How To Buy A House In Winter Haven With Zero Down Payment...MORE inside.*

*Free Ebook for Home Sellers... FREE Inside.*

*Take a Virtual Tour Of Homes For Sale In Winter Haven...FREE Inside.*

All this information is great. It's exactly what she's looking for, and she's extremely curious about how to buy a house with no down payment.

Once Lisa arrived at the site, we had met our first objective. We put ourselves in the path of where she was searching. We didn't talk about Julie Matthews being a superstar real estate agent, or that she's sold more homes than anybody.

We just talked about Lisa, and the information Lisa is looking for, in the language of offering service, not sales.

It's everything she's looking for, it's all FREE and she can get it instantly with her name and email address.

There's nothing else for her to do. There are no other options. She either leaves her name and email address, or leaves the site.

It's exactly what she's looking for, and all we're asking for is her name and email address.

That seems harmless enough, so she enters her name and email and is automatically taken to a page where all the links she's looking at are now active. They say "click here" instead of "MORE inside."

Now, I want to talk for a minute about what just happened there, because it's not normal for a real estate website to require a name and email address to get in.

Most real estate websites offer information about the Realtor or Lender right away.

They focus on selling the agent or lender, instead of just focusing on the needs and desires of the visitor.

Most real estate websites couldn't get away with requiring a name and email address to get in because they don't offer enough compelling reasons to come inside.

Your website is nothing but compelling reasons to come inside.

Your website is designed to be like the table of contents of Cosmo Magazine... Irresistible.

There's no "all about me" button.

There's no glamour shot of you in a color coordinated outfit telling people how you like to serve people and all that self-gratifying stuff. In fact, there's nothing about you at all!

You know why?

It's because Lisa doesn't care about you.

Lisa cares only about Lisa.

She's very self-centered.

And guess what...so is every other "Lisa" that comes to your website. They're looking for information. Information about real estate, about Winter Haven, pictures of houses for sale... that kind of stuff.

Lisa doesn't care about how many houses you've sold, or how many years you've been a "supporter of the community," or how good looking you are.

Lisa only cares about Lisa, and what Lisa wants.

That's why your website is all about Lisa. It's all about everything Lisa can get at your website. It's about all the compelling information, free reports, and especially how to search for houses and find out about buying with zero down.

Just like the Cosmo magazine you glance at in the grocery store, and can't put down, there's a price to pay to continue reading and take the magazine home.

It's a small price. Your name and email address gets you all the information for free.

I call it a "one decision" web page.

The only decision to make, because there is nothing else to click on, is do I want all this information or not?

It's a pretty easy decision.

Lisa puts in her name and email address, and all the information is available to her.

What's just happened is we've reached the second of our main objectives...we've got Lisa's name and email address, and it all happened in the first 30 to 60 seconds.

We made it our top priority. So much of a priority that if Lisa wasn't willing to leave her name and email address, we were willing to let her go.

Don't worry, there's a reason behind it.

It's all about beginning with the end in mind, right?

The end we have in mind is Lisa becoming a client for life, and referring her friends a family to us over the next several years.

Ultimately, we want Lisa to share more and more information with us so we can help her get out of that apartment and into a beautiful home of her own.

We're not going to rush her, or chase her... she's going to do it on her own time. Gradually.

The big mistake I see with most websites, is the only way to get more information is to fill out this long 4-page form with your blood type, bank balance, and lots of "required fields".

It's a big obstacle.

Most people are not willing to do that just yet, but they will be willing to leave their name and email address...especially if it's the only thing to do on the page.

See, if we offered Lisa any other option, she'd take that other option first. Because name and email is the **ONLY** option she has, she's less distracted and more inclined to do it.

What if they don't leave their name and email?

SW, SW, SW.

Some will, some won't, so what? MOST will.

If they're not willing to leave their name and email address to get all the information we're offering for free, do you think they would be willing to leave their name, address and phone number when they get in?

Probably not.

Your whole website is set up to be a filtering system to help you find the best of the best.

The people who want you to help them. Five star prospects (more about these in Chapter 6).

Those people are a subset of the people who are willing to leave their name and email address to start the journey.

So, now Lisa is inside the site...she immediately is drawn to the part about how to buy a home with zero down payment.

She clicks on the link, finds out that there are over 243 different loan programs and she can get a FREE Home Loan Report that tells her which options are best for her and Mark.

That's different than what the bank told her.

She asked the bank manager about getting a mortgage, and they were pre-qualified to buy a \$150,000 house, but they were told they'd need to save at least \$12,000 for a down payment and closing costs.

Lisa doesn't know there are loan programs where she can get a zero down payment loan and finance all of her closing costs.

Lisa and Mark are saving and saving, but it's hard. They've got \$5743 dollars saved so far...but it seems like they take 3 steps forward and 2 steps back.

Every time they get a little money saved, something comes up.

Lisa's desire to get out of that apartment and buy a house is strong. They have perfect credit, they both have good jobs and make good money, it's frustrating that they can't own a house.

Lisa fills out the request for a FREE Home Loan Report and after she's done, she fills out a request for the MarketWatch newsletter so she can get updates of all the new houses that come on the market in the \$150,000 range.

Then, she clicks on your link to search all the homes for sale in Winter Haven.

She's more excited about the chance to buy a house than ever. This may be a real possibility for them to get out of the apartment.

Let's look at what happened here.

Now we've reached our third objective. Lisa has shared the desires of her heart with us.

We know her name, her email, her address, her phone number, and that she's looking for a house in Winter Haven up to \$150,000

That's what your website does.

It gets people to the point where they share the desires of their heart with you.

Then it's up to you. This is where the human factor comes in to play.

How long will you let Lisa and Mark sit there waiting for you to call them?

What will you say when you do call them?

*Will you call them?*

That's what this owner's manual is about. I want to show you exactly how to make that scenario happen for you. My goal is that 100 or more Lisa's a month will ask for your help.

Not everybody is going to be as perfect as Lisa and Mark, but a lot of them will.

Would it be ok if 3 to 5 a month of them were like Lisa and Mark?

Let's look at another scenario that could happen as well.

Let's say Lisa left her name and email address, went in to your site and headed straight for the link to search homes and didn't ask for MarketWatch or a Home Loan Report.

Aren't you glad we got her name and email address first?

## Your Money Making Website Owner's Manual

When Lisa put in her name and email address on Saturday, it got sent automatically to your GetResponse.com account, which we've already set up for you.

Tuesday morning, Lisa will get a message from you that says:

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*To: MarkandLisa@aol.com*

*Subject: Living In Winter Haven...*

*Hi Lisa,*

*Would you like a free subscription to our MarketWatch newsletter?*

*It gives you updates by mail of all the new properties that come on the market in the area and price range you're interested in each week --with the addresses and MLS numbers so you can drive by or search them on our website.*

*Just send me a reply with what price range and area you're most interested in, and you're updates will start right away...*

*Julie Matthews*  
*LivingInWinterHaven.com*  
*863-294-6773*

*P.S. The quickest way to get your Market Watch subscription started right away is to go to <http://www.LivingInWinterHaven.com/marketwatch.htm>*

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Now you've got a second chance that would not exist if you didn't get her name and email address as soon as she came to your website.

That email message was sent automatically, you didn't have to do anything, we've already set it up for you.

If Lisa doesn't respond to that one, we'll send her another one on Friday that says:

-----  
*To: [MarkandLisa@aol.com](mailto:MarkandLisa@aol.com)*

*Re: Living In Winter Haven...*

*Hi Lisa,*

*Are you interested in a zero down or low interest mortgage?*

*One of the things we do is help people find the very best mortgage options from over 243 national loan programs with our free Home Loan Report.*

## Your Money Making Website Owner's Manual

*I've included the information below.*

*Let me know if you'd like one...*

*Julie Matthews  
LivingInWinterHaven.com  
863-294-6773  
[Julie@LivingInWinterHaven.com](mailto:Julie@LivingInWinterHaven.com)*

### *HERE'S HOW TO BUY A HOME IN WINTER HAVEN WITH ZERO DOWN PAYMENT*

*Most people think you need thousands of dollars for a down payment to buy a home, but what they don't realize is there are hundreds of loan programs and, many time lenders are only interested in showing you the loan programs that are the easiest to process, or pay them the most money.*

*Consequently, they only work with 3 or 4 loan programs. Loan programs that require 5%, 10%, or even 20% down payments!*

*The one thing you need to know is that you CAN buy lovely homes in Winter Haven with ZERO DOWN PAYMENT.*

*We specialize in searching out and researching the very best loan programs in the country by continually monitoring over 200 different loan programs to find:*

- The Best Zero Down Payment Loans*
- The Best Low Interest Loans*
- The Best Low Down Payment Loans*
- The Lowest Monthly Payment Loans*
- The lowest Total Cost Loans*

*We make our latest research findings available to you with our FREE Home Loan Report.*

*It's a detailed custom report that shows you the very best home loans for your specific needs and preferences.*

### *HERE'S HOW IT WORKS*

*To get started, all you have to do is let us know you'd like a FREE Home Loan Report by replying to this message, or going to:*

*<http://www.LivingInWinterHaven.com/money.htm>*

*We'll call you back to talk about your needs and preferences in a loan and then we'll prepare a detailed report showing the best scenarios for you.*

*The information in this report will save you thousands of dollars.*

*Don't settle for just 3 or 4 loan programs, when you can have access to the best loan programs in the country for FREE...*

That message is also set up to go out automatically.

You don't have to do a thing to make it happen, and soon, every day you'll be getting replies from these messages. People who came to your site, didn't request anything at that time and are responding now, because they really do want the information.

Sometimes, they're not ready to reveal themselves yet, so we'll send those messages again next month, and the following month...until they're ready.

All this happens on autopilot.

All you really have to be prepared to do is let people know your site is out there, and follow-up with all the leads.

That's what the rest of this owner's manual is about.

How to get the maximum results possible with your website.

We're going to talk about how to organize yourself for all the leads that start to come in, how to get 300 to 500 visitors a month coming to your site, what to say when you follow up with the leads, how to prepare MarketWatch and Home Loan Reports...everything you need to know to get a constant stream of qualified prospects asking for your help.

My Ultimate Scenario for you is to have 100 leads a month, and convert at least 3 to 5 of those every month.

I'm going to show you exactly how to do it.

The first thing we need to do is get you prepared in advance for when the leads start coming in... so you know exactly what to do.

## Chapter 2

# **How To Organize Your Inbox To Handle All The Leads You're Going To Generate...**

Once you've got some traffic-generating systems in place, you're going to start generating leads. No question about it.

Your website is set up to offer three types of services.

The first is your FREE MarketWatch Subscription, the second is a FREE Home Loan Report; and the third is the FREE Seller Ebook.

These leads will come one of two ways. They'll come to your website and fill out the request form for MarketWatch, the Home Loan Report, the Seller Ebook, or they'll respond to one of the automated messages we've set up in your GetResponse.com account.

In order to best handle these leads, you'll want to organize a little system around it.

The first step is to set up some folders in your email program.

You'll want to set up 4 Folders labeled:

- MarketWatch
- Home Loan Report
- Seller Ebook
- Correspondence

If you're using Microsoft Outlook, or Outlook express, you can do this easily by selecting File, New, Folder.

Next, you'll want to set up "message rules" that automatically move messages into the appropriate folder.

The best way to do this, is to go to your website and fill out the forms requesting a FREE MarketWatch subscription, the Home Loan Report, and the Seller Ebook.

When the messages arrive in your inbox, go to the “message” heading on your toolbar, and select “create rule from message” – follow the instructions so when a message comes in with the MarketWatch subject line, it automatically gets moved to the MarketWatch folder.

Do the same thing for the Home Loan Report and the Seller Ebook.

By doing this, you make it easy to keep track of all your leads, and keep a simple count of them, because you can look down in the lower left hand corner of your screen and see how many messages are in the folder.

Next, set up the correspondence folder rule so when someone responds to one of your GetResponse.com messages, it automatically gets moved to this folder.

That's it.

It should take you just a couple of minutes to do this, and you're set forever.

See how easy that was?

Now, we'll talk about what to do to start getting the REAL leads coming in...

## Chapter 3

# **What To Start Doing Now To Get 300 to 500 Visitors a Month Coming To Your Website...**

If I could do one thing for you to guarantee your success over everything else, it would be to wave a magic wand over your website and instantly grant you 300 to 500 visitors a month to your website.

If you can do the things I'm going to share with you here, you'll have almost everything you need to make your website marketing system a success.

### **Get Listed On Overture.com**

The first thing we'll do is get you registered at Overture.com.

Overture is a search engine that gives you placement based on a bidding system.

If you're the highest bidder for your search term (winter haven florida real estate) you'll be the first listing that shows up when someone enters that term.

The bids are not fixed, so they change all the time. It's important that you keep your bids up in the top 3 positions, because when you're in the top 3 you are automatically shown on some of the other major search engines like Yahoo!, Netscape, Alta Vista, HotBot, MSN, and Info Space.

This alone is worth listing your site on Overture.com.

We'll walk you through the whole process in your initial walkthrough, and you should be getting visitors from them in your first few weeks.

If you live in a highly searched area, or major city, you may be able to get all the visitors you need just from Overture.com

If not, we'll help you choose some other options for you in addition to Overture.

## **Google.com**

Another popular pay-per-click search engine is Google.com.

Just like Overture, their placement is based on a bidding system, and the higher your bid, the higher your placement.

In most cases the bids for search terms are less expensive than Overture, but they get less traffic.

The biggest advantage to listing with Google.com is that they have partnered with AOL.com, so being listed with Google.com, you're also listed with AOL. This is where most of the benefit is. I'd recommend it for some additional traffic.

## **Sprinks.com**

Another popular pay-per-click search engine is Sprinks.com.

Just like Overture, their placement is based on a bidding system, and the higher your bid, the higher your placement.

In most cases the bids for search terms are less expensive than Overture, but they get less traffic.

The biggest advantage to listing with Sprinks.com is they allow you to bid on a listing in the About.com directory as well. This is where most of the benefit is. I'd recommend it for some additional traffic.

## **Findwhat.com and PayPerClickSearchEngines.com**

There are other pay-per-clicks you can use as well, and there is a directory of them on [www.Payperclicksearchengines.com](http://www.Payperclicksearchengines.com)

The site is set up as an information source on pay-per-clicks with reviews on all the different search engines. If you really want to maximize what you're doing with the pay-per-clicks, I'd probably recommend using [epilot.com](http://epilot.com) and [findwhat.com](http://findwhat.com).

Take a look at the top 10 search engine recommendations on the site and test as many as you like.

Remember, your only cost is for guaranteed visitors. You can set up most of these accounts with a \$25 or \$50 deposit, and they deduct the cost of your visitors from that deposit.

The most important thing to do when using the pay-per-clicks is to keep your bids at the top. You'll get at least 2.5 to 5 times as many visitors over being ranked number 2.

After you've taken advantage of all these sites, you should be getting a very predictable amount of visitors to your website, and you may want to go on to some of the other ways to get online traffic.

## **SearchEngineProfits.com**

In 2000, I started using a search engine optimizer in Lincoln, Nebraska who did traditional search engine placement with a difference.

He creates all the invisible doorway pages for the different search engines and manually submits them to the top search engines like Google.com, MSN.com and others that you can't get in using the pay-per-clicks.

The big difference is that once you're listed, you only pay for the actual visitors that you get. You don't have to monitor your bids and your cost per visitor will never go up.

You can use this service as a hedge against rising prices in the pay-per-clicks.

This service takes about 60 to 90 days to start seeing results, and you might want to look at it as a way to replace or supplement some of the higher cost pay-per-click traffic, if you're paying more than 20 cents per click on some of your search terms.

The reality is, if you're paying anywhere under \$2 for visitors to your website from any source, you're winning.

## **Listing your site on Yahoo!**

Yahoo.com is the largest search engine in the world. It's the most used search engine, and it can get you a ton of traffic.

There are 2 ways to get your site listed on Yahoo!

1. You can submit your URL for free, using the "suggest a site" feature on the front page of their website. It will take at least 3 or 4 months to get listed, if it does at all...and you don't know where they'll list your site. Or...
2. You can submit your site using the Business Express program they offer. Right now, it costs \$299 for this program, and they guarantee a 7-day decision on whether they'll accept your site for listing.

I don't know why they say this, but using Business Express does not guarantee that your site will be listed on Yahoo! It guarantees they'll make

a “decision” on your website in 7-days. I have not heard of anybody NOT being listed on Yahoo by using the Business Express program.

Once you're listed on Yahoo! you may be able to do something called “sponsoring a category” which means your site will come up on the top of the listings. Right now, I think this costs about \$100 a month.

It may be worth it for you if you get at least 100 visitors a month from Yahoo!

What we're looking for all the time, are ways to get visitors to your website for less than \$2 per visitor. If you can do that, your website will do the rest. All we're looking for in this section are ways to get to the magic 300 to 500 number.

I'm listing all these alternatives in the order you want to look at doing them.

I like taking advantage of all the online things you can do, because once you're set up, you're just managing the process and you only pay for results.

In most markets, you can get enough visitors using just the things we've talked about so far, but if you want or need even more visitors, there are a ton of things you can do to get more visitors to your site by advertising offline.

## **Using Off-Line Advertising to get more visitors**

The easiest thing to do is place a classified ad in your daily newspaper to just run every day...like this:

-----  
FREE! Search over 2100 homes for sale in Winter Haven.  
PLUS: Find out how to buy a home with No Money Down  
at [www.LivingInWinterHaven.com](http://www.LivingInWinterHaven.com)  
-----

This tiny classified ad works extremely well. Before I discovered Overture.com it was the only way we were using to get visitors to LivingInWinterHaven.com

Plus, using the classifieds will get you more LOCAL visitors to your site. People who are probably already living in your area, and more than likely have a house to sell.

Lots of people around the country are using that exact classified ad with great results, and it might be something you want to add to the mix.

Another thing you can do is check out the library of ads and traffic generating ideas listed at <http://www.moneymakingwebsites.com/academy.htm>

There are several half page and full page Harmon Homes, or Homes and Land magazine style ads, some 2x2 newspaper ads and other great stuff.

The full page Marketwatch Ad listed in the academy library is a great resource to print on the back of listings... think about how many people come through open houses, pick up the materials, and don't actually want that particular house... By offering them the Marketwatch service, you're one step ahead of any other Realtor in town.

## **More FREE And Low Cost Things You Can Do Now To Get A Ton Of Visitors To Your Website**

You don't have to pay money for every visitor that comes to your website...here's a checklist of free things you're probably already doing that could bring extra visitors to your website.

See how many of these places you can put your URL:

- on your business card
- in your email signature
- on every flier you deliver
- on every feature sheet
- in your infoboxes in front of your listings
- on your rate sheets
- on your fax cover sheet
- in your *Homes & Land* or *Homes Magazine* ad
- on your signs
- on a sign rider on your signs
- on a separate yellow sign in front of your listings
- on your voice mail
- on your free recorded messages
- stamped or written on every envelope you send out
- a little flier in every envelope you mail
- insert in every bill you pay
- in a link from your company website
- in your monthly client newsletter
- on your evidence of success cards
- on your just listed postcards
- on your just sold postcards
- on yellow signs outside apartment complexes
- on yellow signs outside of business complexes
- on yellow signs at busy intersections
- on yellow fliers at the grocery store
- on yellow fliers at the library

- ❑ a link on your chamber of commerce website
- ❑ a link on your community website
- ❑ use your newspaper's online classifieds

These are just examples of all the FREE and low cost things you can do to get more visitors to your website.

Trust me on this one thing...

There is NO problem you'll have with your website that can't be solved with 300 to 500 visitors coming to your website every month.

Until you get to that level, you should focus ALL of your attention and efforts with your website to getting to that number.

Most of the things I'm talking about, you're going to do ONE time and they'll continue to bring visitors to your website every month.

Once you get to the point of consistently bringing 300 to 500 people every month, your problem will shift from one of "How do I get more leads?" to "What do I do with all these leads?" – that's a much better problem, wouldn't you agree?!

So, don't just sit there! Get out and start doing these things...then we'll figure out what to do with all the leads.

## Chapter 4

# **How To Connect With The People Who Ask For MarketWatch and Home Loan Reports...**

The most important thing you can focus on when you get a new lead for MarketWatch or a Home Loan Report is making contact with them.

This is the first time where some variation in the system occurs.

Up to this point, your website works EXACTLY the same as Julie Matthews' website in Winter Haven, and EXACTLY the same as EVERY Money Making Website in North America.

You've ALL got the same site, that says the exact same thing, makes the exact same offers, and follows up with the exact same automated process.

Once a lead shows up in your inbox, it's the first time the exact same thing isn't happening every time, because ME following up with leads is going to be different than YOU following up, and different still from Julie Matthews following up.

What I've tried to do here is eliminate as much discretion as possible, and show you exactly what to say and do when the leads come in so you get the best results possible.

A system you can pass on to your buyer's agents or assistants.

Sometimes it's difficult to connect with your prospects...so I've developed a 5-Star Prospect Filter. It's a sequence of calls, voicemails and emails designed to connect you with as many of your prospects as possible. This whole process should happen within a week of getting a new lead. You'll either connect with them, or you won't. Either way is okay.

## **Voicemail #1:**

When you get a lead from your website, if you have a phone number and an e-mail address, try the phone number first. Most of the time you'll get someone's home phone number and their work e-mail.

If you call them and get voice mail...leave this message.

*"Hi I'm calling for Bob Crosby...this is Dean Jackson from LivingInWinter Haven.com. I'm putting together your marketwatch subscription today, and I've just got a couple of quick questions...can you give me a call at 1-800-420-6773. It's 2 o'clock now, and I'll be here until 5 or back in tomorrow morning at 9...ok? thanks."*

## **Email #1:**

Immediately after you leave that voicemail send them this email message...

To: [Bob@aol.com](mailto:Bob@aol.com)

Subject: *Message on Your Voice Mail...*

*Hi Bob,*

*I just left a message on your voice mail...*

*I'm putting together your marketwatch subscription and I've got a couple of quick questions.*

*Can you give me a call at 1-800-420-6773 or let me know if there's a number where I could call you...*

*Thanks,*

*Dean Jackson*

*LivingInWinterHaven.com*

## **Call Attempt #2**

### **Email #2:**

If you get no reply...forward the original e-mail to them at the end of the next day with a short pre-message that says:

Is this the correct e-mail address for Bob Crosby?

Then include the message from the day before, along with the details section of the email from the day before, so it would look something like this:

---

To: [Bob@aol.com](mailto:Bob@aol.com)

Subject: Fwd: Message On Your Voicemail...

*Is this the correct email for Bob Crosby?*

>-----

>To: [Bob@aol.com](mailto:Bob@aol.com)

>Subject: Message On Your Voicemail...

>

>Hi Bob,

>

>I just left a message on your voice mail...

>

>I'm putting together your marketwatch subscription and I've got a couple of  
>quick questions.

>Can you give me a call at 1-800-420-6773 or let me know if there's a number  
>where I could call you...

>

>Thanks,

>Dean Jackson

>LivingInWinterHaven.com

---

I hope you understand what I mean with this example.

What should happen is, you are forwarding the original message you sent them inside the second email, so they get the little question at the top, plus the message you sent the day before.

### **Call attempt #3**

#### **Voicemail #2:**

*Hi Bob,*

*It's Dean Jackson calling from LivingInWinterHaven.com I seem to be having a hard time catching up with you this week...*

*Would you give me a call either today or any time tomorrow at 294-6773...*

*Ok? Thanks...talk to you soon.*

### **Email #3:**

To: [Bob@aol.com](mailto:Bob@aol.com)

Subject: *Your Winter Haven MarketWatch Subscription...*

*Hi Bob,*

*I didn't have any luck trying to reach you by phone this week... and I just wanted you to know there's a real person behind these emails. ☺*

*Are you still interested in a FREE MarketWatch subscription?*

*The reason I was trying to reach you is because we have two different programs.*

*If you're going to move in the next 4 to 6 months or more, we'll send you updates by mail every two weeks of ALL the homes that come on the market in that 2-week period.*

*It's great for getting familiar with the market and keeping informed.*

*If you're going to buy a home in the next couple of months, you may want to get more frequent updates on more specific areas, neighborhoods or a narrower price range.*

*This is called our HomeSearch program.*

*Would you just reply to this message and let me know a little about your plans, so I know the nest kind of information to send you?*

*Thanks...*

*Dean Jackson*

*LivinginWinterHaven.com*

*863-297-6773*

This seven-step process will increase the number of people you connect with. If you don't connect with them after completing this 7-step process... it's okay. This process will identify most of the real 5-Star Prospects.

#### **Focus on completing this process.**

The quicker you can make this happen, the better, while it's still fresh in their minds.

There's one more scenario you need to be ready for.

If you get a request for MarketWatch or a Home Loan Report that doesn't have a phone number, here's what you do...

You skip right to step #2 and send the same email, but instead of saying "Message On Your Voicemail..." You say "Hi Bob, I got your message..."

Same thing in the body of the message. You just replace the opening line to say:

*Hi Bob,*

*I just got your message...*

*I'm putting together your MarketWatch subscription...etc.*

Then carry on with step #3 if they don't respond by the end of the next day.

[NOTE: Of course, if they ask for a home loan report, you would replace MarketWatch, with Home Loan Report in these messages...]

If you do this, in this exact way, as quickly as you can when you get a lead, you'll connect with several of them right away.

By the way, you may find that you connect with many more people if you called in the evening instead of during the day.

And if you don't connect with them during the week, you may have better luck on Saturday.

I'm not advocating that you work in the evenings or on Saturday's if you don't. I'm just mentioning it because you'll have more success getting in touch with people at those times than you will during the day.

If you have buyer agents or assistants who work for you, it might make sense to have them make those calls instead of you.

### **One More Thing...**

Once someone raises their hand to ask for MarketWatch or a Home Loan Report, they've taken the third step in our formula (Eyeballs + Emails + Hearts = Faces)...they're sharing the desires of their heart.

At this point you can remove them from your getresponse.com account, so they don't continue getting messages asking them if they'd like a free subscription to MarketWatch, when they already requested it.

It's easy to do.

Log in to your get response account ([www.getresponse.com/login.html?](http://www.getresponse.com/login.html?)), and select “prospects”, then select “mailing list” from the navigation bars at the top of the page.

This will show you everybody in your account in alphabetical order by first name.

Scroll down until you find their name on the list, and then click the check box to the left of their name. A little check mark should appear in the box to indicate they've been selected.

Continue scrolling down to the bottom of the list and click in the little box “removals delete from all lists”, then click on the “remove selected” button to remove them from all lists.

You do this so they don't continue getting messages asking them if they'd like a free subscription to MarketWatch when they've already asked you for it.

Just make this a part of your routine for following up with the leads.

Now it's time to talk about what to do if you DON'T get in touch with them right away using this 7-step process...then we'll talk about what to do when you actually get one on the phone.

## Chapter 5

# **What To Do NEXT If You Don't Connect With Your Leads Right Away...**

Sometimes when you go through the 3-step process in the last chapter, you still won't connect with your prospect.

Does that mean they're not a good prospect?

Of course not.

Sometimes, people get busy.

How many times have you inquired about something, and when someone called you back, you just didn't have time to return the call?

It doesn't mean you aren't going to buy what you inquired about.

Just because you can't connect with someone the first couple of times you try, does not mean they're not going to buy a house.

Almost half of all the people who inquire about MarketWatch or a Home Loan Report, WILL buy a house in the next 12 months.

Don't believe it?

Try calling some of the people who inquired on your ads or signs 12 months ago, and don't forget to set a fresh box of Kleenex next to your desk to wipe away the tears when you realize how many of the prospects you had written off actually bought a house.

So far, we've left a voice mail message, and sent 2 email messages. OR, if we didn't have a phone number, we sent 2 emails.

Just because they haven't responded so far, doesn't mean they're not great prospects.

What it does mean, is you DON'T KNOW whether they're great prospects.

If you follow the 3-step process we talked about last chapter, you WILL get some prospects on the phone. Some of them will return your call. Some of them will return your email, and some of them won't.

Of course the ones who call you back, or email you back are making it easier on you, but there is still a lot of potential in the ones who don't respond.

You can raise your odds of actually talking to someone by calling in the evening, or on Saturday instead of Wednesday morning at 10:30 when most people are at work.

Also, speed counts. The faster you can connect with someone when they request something, the better.

It's really up to you how much effort you want to put into reaching these people, or how high of a priority your buyer agents should put on this.

My suggestion is, if you have a weekly team meeting and you're giving leads to your buyers agent, they should be accountable for what happens with the leads they got that week.

I just want to be clear that there's a difference between making contact with someone and knowing for sure they are not going to buy a house and deciding someone isn't going to buy because you didn't connect with them.

There are 4 basic scenarios.

1. You make contact with them and they are going to buy NOW.
2. You make contact with them and they are going to buy LATER.
3. You make contact with them and decide they are NEVER going to buy.
4. You don't know because you haven't made contact with them YET.

What we're talking about in this chapter is scenario #4.

You don't know.

Let's say 10 people ask for Marketwatch or Home Loan Reports.

By following the first 7 steps, you're able to connect with 5 of them, and you decide that 3 of them are NEVER going to buy. You can delete them from your files and forget about them forever because you decided you're NOT going to work with them.

1 of them is going to buy NOW and 1 of them is going to buy next spring.

There are still 5 people left, and until you contact them and make a decision about them, you don't know for sure what they're going to do...so you can't really write them off yet.

I think what's important to remember is to make a distinction between people you've actually made contact with, and the people you haven't.

The big thing is to be able to make a definite decision about them.

YOU make the rules.

You don't HAVE to follow up beyond the 7-step process if you don't want to, but I think you might find there are a lot of EXTRA clients you could work with if you put out just a little bit more effort.

This is especially true if you're not yet getting 2 to 4 leads a day. You will reach a point when you're getting so many leads, you may only WANT to work with the absolute easiest ones who call you back, respond to your emails and make it really easy on you.

You may want to go through the 7-step process, skim the cream, and refer the others to someone in your office, or a buyers agent.

A good thing to do is keep all your uncontacted leads in one place, so you can try them all on one evening a week, or every other Saturday.

What if you tried to reach them on the phone a couple of more times maybe one evening or Saturday?

Don't give up on them just yet. What if you sent another email a week later after you've tried to reach them all week, and said:

To: [bob@aol.com](mailto:bob@aol.com)

Subject: *Your Winter Haven MarketWatch Subscription...*

*Hi Bob,*

*I didn't have any luck trying to reach you by phone this week...and I just wanted you to know there's a real person behind these emails ☺*

*Are you still interested in a FREE MarketWatch subscription?*

*The reason I was trying to reach you is because we have two different MarketWatch Programs.*

*If you're going to move in the next 4 to 6 months or more, we'll send you updates by mail every two weeks of ALL the homes that come on the market in that 2 week period.*

*It's great for getting familiar with the market and keeping informed.*

*If you're going to buy a home in the next couple of months, you may want to get more frequent updates on more specific areas, neighborhoods or a narrower price range.*

*This is called our HomeSearch program.*

*Would you just reply to this message and let me know a little about your plans, so I know the best kind of information to send you?*

*Thanks...*

*Dean Jackson  
LivingInWinterHaven.com  
863-294-6773*

Following up with your leads and doing everything possible to make it easy for your prospects to WANT to do business with you just makes so much sense.

Our ultimate goal is to make a decision QUICKLY about our prospects so we can move ahead.

## Chapter 6

# **More Thoughts On Following Up With All The Leads You're Generating**

I've been paying attention lately.

And, when I pay attention, I notice things.

What I've noticed is that most people (myself included) don't TRY very hard.

We're mostly looking for the EASIEST way to do something. The way of least resistance -- and the good news is that includes your prospects.

So, even when you try just a little...it appears to be a lot.

Right now, you have a bunch of people coming to your website and asking you to help them by requesting either MarketWatch or your Home Loan Report.

What I want to talk about now, is what to do with all those prospects you're generating.

Here's what I know about it.

Most frustration and confusion comes from not knowing EXACTLY what you're going to do with a prospect when they respond. You've got all these e-mail replies, all these requests for information and you don't know what to do next!

So you print them out in piles on your desk.

Then you put them in folders.

Then you wonder -- "What am I going to do now?"

Then, when nobody is proactively driving themselves to your office to write up a contract on the house they just drove by, you conclude that "none of those leads are any good."

The reality is that you probably don't know the first thing about ANY of them.

There are two big obstacles I've noticed.

The first obstacle is that most of the time...lead conversion is in second place in the big picture of your business and your life. It takes second place to the people you're showing houses to today.

It takes second place to the 14 URGENT phone calls you have to return when you get back to the office.

And, at the end of your long day, when you're tired...it takes second place to "The Osbournes".

When you're not as busy...lead conversion becomes a higher priority, and that's when you notice all those leads in piles on your desk, or in your inbox.

If you're going to have a high volume business, you're going to have a high volume of leads coming in, and how you handle those leads will determine how high volume your business can be.

There are only three possibilities when someone comes to you as a prospect.

They are either going to buy NOW, they're going to buy LATER, or they're NEVER going to buy. And NEVER is okay -- you just want to know for sure.

Once you realize those are the only possibilities...the name of the game is to find out as soon as you possibly can which category they fall in.

This takes a little organization on your part, so I'm going to make it EASY for you to find out.

You'll need a couple of things to set this up.

One is a simple way to record the leads that come in.

The second is a model or standard to measure your prospects against.

The reason a model is so important is because it eliminates the THINKING aspect from the process.

Believe me, it's the THINKING that's killing your lead conversion.

Thinking adds discretion into a system. It adds variation, and it creates a delay while you figure out what you're going to do THIS time.

When you have a SYSTEM for finding the best leads, you can let the system do the work for you, and let the cream rise to the top.

It starts with identifying what you're looking for in a GREAT prospect.

What are the qualities you're looking for in someone you want to work with.

If you can identify the characteristics, and you know what you're looking for, it's easy to separate the great from the not-so-great.

Now, so you don't even have to think about it...I'm going to give you some suggested characteristics that might make sense for you.

What you're looking for is someone that meets five basic criteria, and if they meet these 5 qualifications, you'll want to do whatever you can to help them.

## **Here's how to tell a "5-Star Prospect"**

1. They're willing to engage in a DIALOGUE;
2. They're FRIENDLY and cooperative when we talk to them;
3. They KNOW what they want;
4. They're MOVING in the next 6 - 12 Months; and
5. They'd LIKE for us to help them.

If someone meets those five qualifications, they are truly a great prospect.

Now, the big step is setting up a SYSTEM to find out the answer to those questions as quickly as possible.

So let's look at them individually...

### **1. Willing to Engage in a DIALOGUE**

If you're going to work with someone, they have to be willing to communicate.

You'll notice that some prospects will leave their phone number for you to call them, they'll call you, or they'll respond to your e-mails.

Someone who doesn't do one of those three things, is NOT willing to engage in a dialogue.

Dialogue doesn't necessarily mean talking on the phone. You can have a great

dialogue with someone by e-mail. And, in a lot of ways, that's a great way to communicate with your prospects.

The real test is, are they responsive?

If you try to reach someone by phone, and they don't return your calls, or you don't have their phone number...it's going to be hard for you to have a successful working relationship with them.

If you make a phone call and they answer, or you send an e-mail and they reply, they've successfully passed the first test....but that's not the end of it.

They still have to pass 4 more tests.

## **2. They're FRIENDLY and Cooperative**

Life is too short to deal with people you don't like.

People who are short with you, evasive, shady or otherwise untoward, are not worth the trouble.

You can tell a lot about someone by the way they talk to you on the phone, or the way they reply to your emails.

Some people are going to be very friendly and cooperative, while others are going to be like pulling teeth, or giving you the bare minimum you ask for because they're using you for information.

Most of the time, you can tell if you're connecting with someone.

You know what I mean.

If you're not connecting with them...why go on?

## **3. They KNOW what they want**

GREAT prospects know what they want -- and they have realistic expectations.

They have an answer to the question "what are you looking for?"

How can you possibly help someone who doesn't know what they want?

And, how can you help someone who knows what they want, but doesn't have a firm grip on reality.

You know, the prospects who want "A nice house on the outskirts of town, maybe some acreage with trees and a pond for about \$50,000 - \$52,500 if they have owner financing -- but we're not in a hurry".

Pass.

Why get caught up in that?

There are too many really GREAT prospects to get caught up with the dreamers.

Aren't you starting to get a feeling of RELIEF right now?

You don't HAVE to work with everyone. You don't HAVE to go out of your way to help everyone you come in contact with.

Just holding your prospects up to those first three filters will eliminate a lot of them right out of the gate.

And, just as important as knowing who you ARE going to work with...is knowing who you AREN'T going to work with.

So give yourself permission right now to NOT work with anyone who doesn't want to play by your rules. It's the best thing for both of you.

#### **4. They're MOVING in the next 6-12 months**

If a prospect meets the first 3 requirements...but they're not moving until their 13 year old has left for college...there's really no point in going all out.

BUT, if someone is going to move in the next 12 months, you can probably cut that time by at least a third, and maybe even more.

I do know this, if you have a way to keep in touch with people who are not going to buy right now...but are great prospects, you've got the ability to become rich.

Most of the prospects who call you today...ARE going to buy a house in the next 6-months. The question is, are YOU going to be the one to help them?

Once a prospect has passed the first 3 tests, and they tell you they're going to be moving in the next 12 months, it's a good investment of your time and money to help them until they're ready.

Which brings us to the fifth rule...

## 5. They'd LIKE us to help them

Notice how this is the last of the five rules.

Most of the time, people start out a conversation with a prospect by talking about all the service they can provide...without even knowing if someone is a *Great* prospect.

I want to know the answer to the first four questions FIRST.

Once you know the answer to the first four criteria, you'll know what kind of service to OFFER them. If they're going to buy NOW, you might want to offer them a free pre-approval and invite them to your home buyer class.

If they're going to buy in six months or a year...you might want to offer them information on the new homes that come on the market until they're ready to start looking.

How do you know if they'd LIKE you to help them?

When you explain your MarketWatch and Home Loan Report service to them, and offer to help them...they say, "Thank you. That would be great!"

In just a minute, we're going to talk about specifically how to follow up with people who are going to buy six months to a year from now. Your LATER prospects.

The ones that can make you rich.

Until then, here's what to do with that pile of leads on your desk, or your inbox, or your database.

Start by putting them all in one pile.

Go through the pile and sort out the ones you have contact information for, and start with those.

If you have their e-mail address, send them a little note to engage them in a dialogue. If they respond, try and determine how they do on your test.

If you have their phone number, call them. Just have a conversation with them and guide the conversation so you can find out whether they are 5-star prospects.

That's pretty simple isn't it?

I thought so.

## Chapter 7

# **How Many Leads Do You Think You Could Convert If Your LIFE Depended On it?**

(From The December 2000 NewInformation! Letter)

I've been in "student" mode for the last several weeks.

I've been really studying what I believe is the single biggest opportunity for you to triple your business -- Lead Management.

For years now, I've been completely devoted to developing the most cost effective and magnetic ways to generate tons of leads of people who want to buy a home, sell a home, or get a mortgage.

I would consider myself among the best in the world at direct response advertising when it comes to Real Estate and Lending.

I can go into any town, anywhere, and within 2 weeks generate all the leads anyone can handle. I've done it, again and again.

What always happens when I generate a bunch of leads for someone who doesn't have a SYSTEM in place to handle them is that the business blows up and all those leads become a source of frustration.

I've seen it happen again and again, and then I realized what was going on.

I started thinking...

"Why is it I can generate all these leads for people so effectively, and one company has such a different experience with them than another?"

I came to the conclusion the reason I can generate leads so consistently and predictably with almost no variation in the cost or response rate is because I set up the EXACT same system every time.

I say, "Run THIS ad, in THIS publication and record THIS script".

It works every time. The ads ALWAYS work every time. And, the messages that people leave in Winter Haven, sound just like the messages people leave in Orlando, Toronto, and anywhere else the ads are running.

Or, when I do direct response websites for my Money Making Website Internet Academy clients ( [www.moneymakingwebsites.com](http://www.moneymakingwebsites.com) ) the websites ALWAYS generate 30% to 35% response rates of people who are raising their hand to identify themselves and ask for help.

I discovered the reason people have such varying conversion rates, is because they have such varying conversion SYSTEMS.

It's the VARIATION that makes the difference.

What I would do and say with a new lead is very different than what YOU would do and say with a new lead, and unfortunately, very different than what your buyers agents or employees would do and say.

Until you can remove this variation, you'll continue to get varying results....usually poor.

Check out these interesting statistics I've discovered in my study...

- 45% of all inquirers WILL buy within 12 months.  
(15% in the first 90 days)
- 50% of all leads are NEVER followed up.
- 58% of all resale home buyers surveyed for the most recent NAR study only spoke to ONE agent before buying.

So, there's some good news and bad news in those statistics.

The GOOD news is nearly half of all inquirers will buy in the next 12 months, and if you connect with them 58% of the time you're the ONLY person they will talk to.

The BAD news is that half of all inquiries are NEVER followed up, and that's probably true for the leads you generate too.

Let's assume you've got a direct response website, or you're doing some form of direct response advertising or mail to generate leads, and let's assume that the leads are coming in the form of e-mail, or voice mail.

Those people have proactively taken a step to contact you because you've offered them something they perceive valuable enough to go out of their way to respond to your offer.

They wouldn't have responded to you if they didn't have some intention of buying or selling.

It got me thinking.

What if I was given 100 leads tomorrow, January 1st, 2001 -- and not told which 45 of those 100 were going to buy and which were not?

And, what if a condition of getting those 100 leads was that if even ONE person on that list bought a house in my town before December 31st, and it wasn't with me, that I would, quite literally, be beheaded?

Wouldn't that be a different way to start off your team meeting this year?!

Try thinking like that some time...like your life actually depends on the success of your follow-up program.

I did.

And I came to a number of conclusions, and I want you to reason along with me...

If my life literally depended on my follow-up with these 100 people, what would I do?

Well the absolute first thing I would do is...

## **1. Make CONTACT with them**

I would do everything in my power to make contact with these people, and I'd do it as FAST as I could. I'd hate to lose my life over someone who wanted to buy a house right away and I didn't get back to them for two weeks.

The first thing I would do is see if I could get them on the phone, and I definitely wouldn't give up after 3 "no answers". I'd try them in the morning, the afternoon, the evening, the weekend, whatever it takes.

I'd contact them by e-mail.

I'd contact them by mail. Priority mail, even.

Telegram? Telex? Carrier pigeon?

If my LIFE depended on it...I'd drop by their house.

In short, I would do everything in my power to contact those people at least ONCE, so I could have a conversation with them and...

## **2. Make a DECISION about them**

I would want to TALK to them, so I could determine for sure what their needs are and if they are going to buy in the next 12 months.

I wouldn't try to sell these people on the phone.

I'd treat that phone call like the only time I may ever get to speak to them, so I would LISTEN very carefully to what they tell me.

I'd take notes.

I'd treat them like they were my best and only clients.

I'd plan my call very carefully so I didn't forget to ask them anything that might help me determine whether they were going to buy NOW, LATER, or NEVER.

If my life depended on it...I wouldn't throw away those NEVERS just in case they change their mind sometime later this year.

I'd also...

## **3. Have a Clear NEXT Step**

If they're going to buy now...I'd know EXACTLY what to do next.

If they're going to buy LATER, I'd make sure and have a way to keep in touch with them until they are ready to buy. I'd make sure they know what to do if they see some houses they'd like to know about right away.

Lucky for me (and my life) only 7 of the 45 will be buying in the first 90 days...so I'm not likely to lose any in the first few weeks it takes me to contact them all.

And even luckier for me, once I make contact with them... 26 of them (58%) won't even talk to another agent. Thank you NAR.

These two statistics put everything heavily in my favor -- as long as I actually make contact with them, I should be pretty safe with 33 of them.

I'd also be thankful that MOST of them are going to buy more than 90-days from now so I have more time to BOND with them. More time to be

HELPFUL to them. More time for them to see all the benefits I have to offer them.

I'd make sure they know that I can help them find the best mortgage for their specific needs, and help them pay it off faster than ever.

I'd invite them to special classes where they could learn about the whole home buying process and get any of their questions answered.

I'd organize tours of homes for them, so they can conveniently see several homes at one time.

I'd make sure they always have a FRESH list of homes for sale they can drive by at their convenience...and that when they see one they like, they know exactly how to get all the information they need and how to arrange to see it if they'd like.

That's what I'd do...

What would you do?

Does this change your perspective on those leads you're already generating?

What about the leads you generated six months ago?

Guess what...over half of the people who are going to buy on that list, have still not bought a home...and probably NOBODY is in touch with them.

If you made a list of all the leads that you generated in the last 12 months and went back and called them to see what happened...it would make you cry to see how many of them actually DID buy.

I know, because I've had clients do it.

It's not too late.

If you've been generating leads all year that haven't been contacted, you can still go back and contact them. Start with the last six months.

It'll be good practice for you. It'll be good for you too.

Luckily your life doesn't depend on your follow-up, but just knowing what you COULD do if your life depended on it will give you a new outlook for the abundance of leads you're going to generate!

## Chapter 8

# **What To Say In Your First Conversation With A Marketwatch Lead...**

If you follow the 7-step process in Chapter 4 you're going to start connecting with real live MarketWatch leads.

I bet right now you're wondering...what do I say to them when I get them on the phone?

I'm not a big fan of *when-they-say-this-you-say-this* type of scripts, but I am a fan of beginning with the end in mind.

What is our end?

The whole objective of this call is to make a decision about the next step to take with someone.

The purpose is NOT to convince them to let us help them. It's not to persuade them to work with us, or sell them on our services.

The biggest mistake I see people make, is thinking they lose if someone doesn't want to do business with us.

It all starts with your attitude for this call.

You are qualifying THEM even more than they are qualifying you.

Remember, our objective is to find the 5-Star Prospects. The ones who are willing to engage in a dialogue, are friendly and cooperative, know what they want, are moving in the next 6-12 months and would like us to help them.

Those five parameters are in that order for a reason.

If they don't meet one of the 5-stars, there's no reason to even talk about our services, because they're not the kind of person we want.

5-star prospects are uncovered NOT created. They either ARE a 5-star prospect, or they're not. It's not your fault if they're not. There's nothing you can do to turn someone into a 5-star prospect, and it's not going to help you to settle for 3-stars either.

Which of the 5 qualities would you be willing to give up?

You can't work with someone who's not willing to engage in a dialogue.

It's the same thing if they ARE willing to engage in a dialogue, but they're not friendly and cooperative.

What if they don't know what they want? Or they're unrealistic about it? Would you be willing to work with someone like that?

What about if they aren't going to move in the next 12 months?

It's so important that they meet the first 4 requirements BEFORE we start offering all our service to these people.

The big mistake I see a lot is starting a call by going straight into all the wonderful services we can provide, without knowing the answers to those first 4 questions.

So, all that said...you still want to know what to say don't you?

What do you do when you get someone on the phone?

Ok, here's what you do...

First, remember your objective...to DECIDE whether these people are 5-star prospects or NOT 5-star prospects. That's it. That's your objective.

So, the question becomes, what is the best way to do that?

Have a notepad with you so you can take some notes and start asking questions. It's not even so important what YOU say...it's more important what THEY say.

If they answer the phone, or initiate the call, they've automatically passed the first of our 5 tests...willing to engage in a dialogue.

When you say "Mrs. Mitchell? Hi, it's Dean Jackson calling from LivingInWinterHaven.com – I got your message about our MarketWatch subscription...is now a good time to talk?"

They'll either say YES or NO.

If they say NO, you want to find out when would be a better time.  
You'll know in the first 30 seconds whether someone is going to pass test #2 – are they friendly and cooperative?

You can tell a lot by someone's tone and responsiveness on the phone.

You'll know whether they're friendly, cooperative and willing to share with you, or whether they're going to be difficult or are using you for information.

If they say YES, now would be a good time to talk about it...you want to get them talking about their plans. A good question to ask them is "What's bringing you to Winter Haven?"

Remember, right now we're trying to determine if they know what they want, if they're realistic and if they're moving in the next 12 months.

We're going to know this BEFORE we start offering to do ANYTHING for them.

Here are some questions that would help you decide this.

Can you tell me about your plans?  
What are your plans for your move?  
What areas are you considering?  
If they're coming from out of town...Have you been to Winter Haven?  
When are you coming to town?  
Do you know what areas you like?  
What other areas are you considering?  
What kind of house are you looking for?  
When do you plan on moving?  
Have you seen anything you like?  
Is YOUR house on the market now?

The first part of this phone call is all about playing detective. It's about uncovering all the answers to our silent objective – are they 5-star prospects?

An example of the conversation may look like this...

*Mrs Mitchell? Hi, It's Joe Realtor calling from LivinginWherever.com*

*--*

*I got your message about our MarketWatch subscription... is now a good time to talk?*

*her response: YES*

*Can you tell me more about your plans? (LISTEN)*

*If we found the perfect home for you tomorrow, would you be able to move that quickly? (LISTEN)*

*The reason I ask, is that we have 2 programs, and I want to make sure that you're in the right one. The first, the Marketwatch, is for if you're planning on moving in a little while -- 6-12 months out... it gives you updates every 2 weeks of the homes that come on the market in that period so that you get a good idea of the style and size that you can get for your price in Wherever, or Wherever else..*

*Now, if you're planning on moving sooner, we have another program - which gives you updates more frequently, with some more specific criteria, so that you can JUMP immediately. With today's sellers market homes are moving quickly.*

You may not like the wording of this, and that's okay. Make up your own questions. There are hundreds of ways to find out whether they know what they want and are moving in the next 12 months.

That's all we want to do. Find out as much as they will tell you about their plans, so when we get to the last of our 5 star questions, it will help decide what to do NEXT.

So, let's say you've had a great conversation with a MarketWatch prospect, they answered your call the first time you called them, they were friendly and cooperative, they told you they were looking for a 3 bedroom/ 2 bath home in Garden Grove in the \$150,000 range and they were going to move in about 6 months.

These people would be a great prospect for MarketWatch, so you tell them about how MarketWatch works and that you'd be happy to send the information to them every other week.

They'll say "Oh, that sounds great....thank you."

No kidding. That's exactly what they'll say.

If they're ready to move right now, you want to tell them about your "HomeSearch" program or your "Home Finder Service" – whatever you want to call it – where they can get specific updates more frequently about the exact kinds of homes they're looking for.

If they're going to buy soon, they should know about your free Home Loan Report too.

The bottom line is, what you're looking to accomplish with your first conversation is to make a decision about this prospect...Are they a 5-star prospect, and are they going to buy NOW or LATER.

NOW = HomeSearch program + Home Loan Report.

LATER = MarketWatch

NEVER = Forget about them for now. Save them if you'd like to so you can mail or e-mail something to them later, but put them aside. We don't want them clogging up the clean running throughput system.

It's important to have an attitude of detachment about the outcome of these phone calls.

Some will be 5-star prospects. Some won't. Don't worry about the ones that aren't. Our only concern is discovering what they truly are, so we know what to do with them.

Once you're getting 3-4 a day, you won't care about trying to CREATE 5-star prospects, you'll want to just find the already existing ones and do everything you can to serve them.

Speed is a real asset in following up with your prospects.

The faster you can get in touch with them, the better. You don't want this big backlog of prospects you haven't contacted in 2 weeks.

Next, we're going to talk about how to set up your MarketWatch program on autopilot...

## Chapter 9

# **Here's A Step-By-Step Way To Set Up Your Marketwatch Follow-Up Program To Run Like A Machine**

Sometimes MarketWatch can cause some confusion at first, and it may seem like a lot of work, but I'm going to show you a simple way to set it up so you don't have to do anything...and it happens automatically.

If you look at MarketWatch as an individual thing, you'll see that it really is not that big a deal, especially if you have someone else doing it for you.

It's when you look at it as something you have to do *in addition* to all the other things you're already doing it looks more daunting than it is.

In a nutshell, you're doing one search every other week, sorting, folding and stuffing.

The whole thing should take a couple of hours.

Here's the step-by-step breakdown of exactly how to do it...

### **Step 1: Get Your Search Of NEW Listings Together**

The first thing you do is log on to your MLS and do a search of all the NEW listings that have come on the market in the last 14 days. Don't do ALL the listings, just the NEW listings.

Most MLS systems will allow you to save a group of searches, which comes in handy if your area is made up of several different areas or districts. The first time you organize this search, you can select all the MLS districts or zip codes you cover and save them as one MarketWatch search group. This makes it easy when you go to do the search again in two weeks. (That means you should be able to group area1, area2, area3, area4, etc. from \$1000 to \$20,000,000 from 14 days ago to present.)

Once you're done, you should end up with a list of somewhere between 100 and 1000 new listings depending on how big your area is, organized in ascending order of price.

When you're doing these searches, the very best favor you can do for yourself is keep everything in ONE search. What I mean is, it will be easier for you if everyone is getting the same information that covers your entire area instead of doing individual searches for every area you cover.

Now, in case you insist on covering more than one area, my suggestion would be to keep it to less than 4 areas. The more areas you have, the more complex it gets to keep everything organized.

If you do have your region divided into more areas, you can save searches for each of those too (Areas 1 and 2, Areas 3 and 4, for example).

The main thing is you want an easy way to come back week after week and do the same searches, so taking the time initially to set up these shortcuts will save you time in the long run, and make it easier to delegate this to an assistant.

## **Step 2: Print Out Your List And Put It In A Pile**

Once you've got your list organized, you're going to print out one copy of that list, or each list depending on how many areas you have.

Every MLS has different layout options. My personal favorite is the small 3-5 line summary report, with the address, price, bed, bath, rooms, lot size and description. I'd like this better if it had pictures, but in most cases it doesn't and that's okay. The whole point is, they can go to your website and get pictures or more details by using the MLS number and doing a search through your link to REALTOR.com or your MLS.

The main thing is, it doesn't matter how you lay them out, you can do anything from one line descriptions with address, price and MLS# to a 4 per page photo gallery. Whatever you decide is fine.

It doesn't matter what style you decide to use, just make a decision.

So now you've got a printout of all the new listings in the last 14 days. You may have anywhere from 10 to 110 pages of printouts. Again, it doesn't matter.

When you divide them up into groups it will be much more manageable.

## **Step 3: Print Out Your Mailing Labels**

Next, you're going to print out your mailing labels for MarketWatch subscribers.

See the section on organizing your MarketWatch database for more details on how to set up your list to make this easy.

You'll want to print them out in order of their group number. In other words, print out all the group #1 labels and stack them together.

Print out all the group #2 labels and stack them together, and so on until you've got all of your labels printed out.

Make a note of the numbers of people in each group. It may look like this:

Group #1	12
Group #2	26
Group #3	20
Group #4	14
Group #5	10

If you're dividing your areas, it gets just a little more complex, because you'll have to have a separate count for each sub group.

The easiest way to do this is to call your areas A, B, C, D etc.

So, you end up with a matrix of 1A to 5D if you have 4 different areas. Every variable adds a new complexity. Nothing you can't manage with a good system, but it does get a little more difficult to compile, especially if you add the variable of allowing people to subscribe to 2 different groups.

Group#	A	B	C	D
1	6	7	10	5
2	4	5	13	8
etc...				

My personal advice is to err on the side of simplicity. I'd rather have someone get more information than they asked for, and let them do a little sorting themselves, than make my searches more laser specific to begin with.

The whole point of MarketWatch is to demonstrate that you are going out of your way for someone, and when they're ready for more specific or narrow searches they can call you to find out about your HomeSearch service where you send them EXACTLY what they're looking for.

Simplicity is best.

### **Step 4: It's Time To Make The Copies**

To do this, you take your listing print out pages and start with the first page (the page with the lowest price) until you reach the page that has the maximum price for Group #1. Let's say it's \$100,000.

That may be 3 pages of listings, or it may be 10 pages. It doesn't matter, as long as the last page of Group #1 is the page that has \$100,000 on it.

When you've got those pages, you look on your list and see that you have 12 people in Group #1, so you make 12 copies of those pages, staple them together and place them in a pile. You may want to use a sticky note to let you know what group each pile is.

### **Step 5: Repeat For Each Group**

Next, you take the last page of Group #1 – the page with \$100,000 on it, and you take all the pages that go up to \$200,000, make 26 copies of Group #2, staple them and put them in a pile.

Repeat this for every group, until you have 5 piles of stapled listings, or one for each separate group.

### **Step 6: Prepare Your Cover Letters and Articles**

This part is easy. You take one of the MarketWatch cover letters and one of the articles you downloaded from the academy page. There are enough to last for a one-year follow-up program mailing every other week.

Everyone gets the same cover letter and article. It doesn't matter what order they go out, or when someone starts their subscription. You just cycle through all the newsletters and cover letters until you get to the end, and then you cycle through them again.

So, in this step, you just add up your total number of subscribers (82 in our example above) and make enough copies for everyone and put them in one pile for the cover letters and one pile for the newsletters.

### **Step 7: Putting It All Together...**

This is the assembly line process. Perfect for kids and grand parents, it's fun for the whole family!

You take 1 cover letter, 1 newsletter, 1 stack of Group #1, put them in an envelope, seal the envelope and put one of the Group#1 labels on it.

You repeat this process for Group#2, Group #3, etc. and before you know it, you're done!

## **Step 8: Drop It In The Mail**

Take your stack of sealed envelopes with mailing labels to the post office, or your office mail room, put them through the meter, or put stamps on them, and drop them in the mail box for delivery.

## **Step 9: Lather, Rinse, Repeat...**

Repeat every 2 weeks.

---

It's important to set up MarketWatch to happen automatically and consistently every 2 weeks like clock-work. Ideally, you want this to be a process that happens without you even thinking about it.

It's not something you want to do yourself. It's perfect for delegating. It's a single-minded task that should only take a couple of hours each week.

With that said, I've found it works out best to have this done by someone who's only responsibility for the day is to do MarketWatch. If you are "adding" MarketWatch to the already busy schedule of your assistant or buyer's agent, the chances of it getting put off for another day, being delayed, or not sent at all are much greater.

You'd be surprised how easy it is to find someone who would love to work one afternoon a week for you.

When I first started doing MarketWatch, it was after I'd read the E-Myth by Michael Gerber, and I was very clear on the concept of creating a system that could be operated by the lowest possible skill level.

I also knew that setting up that system was time spent working ON my business, so that I could free up more time to work IN it.

I was clear on the concept of removing myself from the equation, and I started looking for someone to take over MarketWatch after the second week. I found a stay-at-home mom, who was thrilled with the idea of getting out of the house for an afternoon, and making some extra money.

Now, when I first started, there was no MLS Internet system, we were still using MLS Catalogs that were delivered every other Tuesday morning.

So, Darlene would come to my office on Tuesdays at lunch. She'd pick up the new MLS catalog, and go over to the quick copy place down the street. She would print a copy of every page for the 5 MLS areas we covered (probably 100 pages). The pages were set up with 6 listings per page, in order of price. All the NEW listings would have a little flag on them that said "NEW".

Once she printed off all the pages, she'd come back to the office and with the scissors, she would cut out all the listings that said "NEW" and put them in a pile by price.

That's right. I said she would cut them out individually with the scissors.

When she was done, she'd paste the new listings on a new piece of paper with 6 listings on a page, just like the MLS catalog except only for the NEW listings.

She'd print off the mailing labels, count up how many copies she needed for each group and take them back to the copy place to print off all the copies.

The main reason I had her go to the copy place was because they had a high-speed copier that would print and staple the groups automatically. It saved her the step of having to staple and assemble the groups herself. This is a big time saver, and I'd highly recommend it.

When all the copies were done, she'd come back to the office to fold and put them in the envelopes for mailing and take them to the post office on her way home.

This system worked so well, I didn't even have to think about it. She would just come and do her work, regardless of how busy I was, or whatever else was going on in the office.

Her ONLY task was to put MarketWatch together, and she did an excellent job. We never missed a mailing. At the most we would have 150 people on MarketWatch and the whole process would take her less than 4 hours from start to finish.

I tell that story, because I want you to see how even back in the Stone Age, when we only had MLS catalogs, having a system made it easy.

Whatever you decide to do, the most important thing is that your subscribers get something in the mail every 2 weeks that includes a cover letter, a newsletter, and information on the new listings from the last 2 weeks.

That's really all there is to it.

Now, there are a couple of other options for you to consider. I want to be clear that these aren't my favorite options, and I'm only sharing them with you because you're probably lazy. I mean it.

Some people would prefer not to send mail to these people, because it sounds like a lot of work, but I'll tell you what...there is not a higher quality list you could be

mailing to than people who have identified themselves as 5-star prospects, and the return on that investment is tremendous.

The reason you think it's a lot of work, is because you're imagining YOU doing it.

The very best thing you can do, is have someone come in and do it for you. Then you don't have to worry about it.

You've seen the Online services that many people use to send out updates by Email of all the new homes that come on the market every day.

I have mixed feelings about them. Mainly because of the way I see people using them disturbs me.

What I mostly see is people using those services as a substitute for building any relationship with prospects.

It's way too easy to just "set-it-and-forget-it" with those services, so they end up loading it up with 500 or 1000 "prospects" and wondering why so few people ever call them, or call them to "Thank you for the wonderful service, we just bought a home."

This is exactly what happens.

I can't tell you how many times people have asked me how to convert more of their online house hunter leads. It's a lot.

The main problem with those services is they encourage you to be lazy and not pre-qualify your prospects before you put them on the service.

It's too easy to just load it up with anyone who's willing to fill out a form, without having a conversation to decide whether they're 5-star prospects or not.

If you're going to use an automated service, the main thing you want to make sure of is to at least qualify the people you put on the service, and send other things in addition to just the email updates.

The problem with just sending email is it's too easy to just delete.

There's no mounting evidence that you're actually doing anything for them, like there is when you're mailing to them twice a month. One day, someone is going to walk in to your office, after being on MarketWatch for several months, with a stack of every MarketWatch you've sent them.

It happens all the time, and you'll remember that I told you about it first.

## Chapter 10

# **How To Take Your MarketWatch Follow-up System To The Next Level...**

Now that you've got everything systematized so that you're sending property information out to your 5-star prospects every two weeks like clock-work, let's talk about some ideas to take your MarketWatch follow-up system to the next level.

The real purpose of MarketWatch is to BOND with your prospects over the 3 to 12 months between the time they first contact you, and the time they actually buy a house and get a mortgage.

There is something that is going to happen to you at some point over the next 12 months that will blow you away.

One day, several months from now, someone is going to call you up and say "Hi, this is Mark Johnson, I've been getting your MarketWatch newsletter for the last year, and we're coming to Winter Haven next week to buy a house..."

You probably won't even remember them.

You had one phone conversation with them to decide they were a five star prospect, and then you set them up on MarketWatch, and spent less than \$2 a month to send them updates every other week. They WILL remember you, and they WILL call you, because most of the real estate industry is not set up to work with people who are not going to buy right NOW.

I can't tell you how big an advantage a long-term follow-up system gives you.

I just had dinner with Richard Zepeda ([www.LivingInSa.com](http://www.LivingInSa.com)) while I was in Dallas and he told me about a gentleman that called him just last week to tell him they were on their way down to San Antonio from Dayton, Ohio and wanted Richard to help him them find a house.

Richard told me he had ONE conversation with them a year ago, and he had been sending MarketWatch for all that time. When you are that consistent, your prospects wouldn't even dream of calling anybody else.

What I outlined for you in Chapter 9 is a simple way for you to set up your MarketWatch follow-up system, so you don't even have to think about it.

It's the basic system, a kind of MarketWatch 101.

I've already written the newsletters for you. I've written the cover letters. All you have to do is have an assistant do the printouts and put the packages in the mail.

It's as plug-and-play as you can get...just short of ME coming to your office every 2 weeks.

I did this because I want you to actually do it. I want to make it as easy as possible for you, so you don't have to think about anything, or do any creative work.

Now, what you can do if you want to take MarketWatch to the next level, is to personalize it a little bit and take advantage of the opportunity to bond with your prospects.

Since you're already mailing the BASIC package, with a cover letter, the newsletter and all the new properties on the market in their price range, for you to add something else to the package wouldn't be that big a deal.

Here are some things you can add to the package:

### **Testimonials and Client Profiles...**

What if every time you sold a house or got a loan for someone in your MarketWatch program you sent out a testimonial story about how they were able to buy a house with no down payment.

Testimonials and client profiles of people who are just like your prospects are very powerful.

Remember, you already know the price range your prospects are in so you can mail success stories of people who are just like them. The same price range and area.

It's a great way to communicate about how you help people, and give encouragement to the people who are preparing to buy in the next few months.

## **Information about YOUR new listings...**

Once again, you've got a very valuable list of prospects who are going to buy a house in the next 6 – 12 months. You know the price range and the area they're most interested in.

What if, every time you get a new listing, you mailed a special property flier about your own listings.

What a great listing tool.

You can truly say to your listing prospects that you started looking for the buyer for their house over 180 days ago, and you keep in touch with them every 2 weeks through your MarketWatch newsletter.

You can tell them, how the first thing you'll do is send information about their house to your list of buyers who are looking for a house in their price range.

When you start doing this regularly, you'll find that you can start selling more of your own listings.

What makes this work, is when you work together with your lender and get the details on how someone can buy this house with Zero Down Payment and talk about the financing options.

## **Send an invitation to a homebuyer class...**

First time home buyer classes are a great way to get in front of "soon to buy" prospects before they'd be ready to sit down with you one-on-one.

It's easier for them to come to a homebuyer class than it is to meet with you in person, especially when they aren't going to buy for several months. They may feel that meeting with you one-on-one would be an imposition on your time.

Coming to a homebuyer class where they can sit in a group of people, so they won't be singled out, is more appealing as a way to get a feel for who you are and get the information you're offering without a sense of obligation.

On a side note...Homebuyer classes are an incredible new business generator. I know several people who generate their whole business with them.

The biggest mistake I see people make when they have a homebuyer class system is making the seminar the lead generation tool. Running ads that offer the homebuyer class.

When you do that, you're missing out on a much bigger group of people who WANT your information, but for whatever reason can't make it to the seminar, or don't want to come to the seminar.

With your MarketWatch subscribers, you've already generated the lead. Inviting them to a homebuyer class doesn't cost you any more money, and it's a great intermediate step to working with you.

### **Insert articles of local interest...**

Sometimes, there will be information that affects the local real estate market that you can include in your MarketWatch package.

Maybe your state is offering some special government home buying incentive.

Maybe there is a special local or county program.

Maybe the county just approved a new major housing development.

Whatever you can include in your MarketWatch package to add value, and even a personal touch is going to go a long way.

### **Add personal notes...**

Another thing you can do periodically is to add a personal note to someone's MarketWatch package.

You wouldn't do this EVERY time you mail it out, but maybe every now and then, after they've been on MarketWatch for a while, you may want to include a personal note something like:

Hi Bob,

Hope everything is great with you...

I just want to make sure we're sending you the right information.

If you'd like to adjust your price range or area, just give me a call at 863-294-6773 or email me at [Julie@LivingInWinterHaven.com](mailto:Julie@LivingInWinterHaven.com)

Talk to you soon!

Julie

The important thing is to make sure they know there's a real person behind these updates. It's not just an impersonal thing.

It's just the little things that make the big difference...

Now we're going to talk about a couple of guiding concepts for your follow-up system called your MarketWatch 100 and your HomeSearch 10...

## Chapter 11

# **How To Monitor Your MarketWatch 100 And Your HomeSearch 10 Lists...**

There are 2 main concepts that will help you put a context around your MarketWatch system – your MarketWatch 100 and your HomeSearch 10 Lists...

The idea behind this is to build your MarketWatch subscriber base to 100 5-star prospects who are going to buy LATER, and a HomeSearch 10 list of people you're working with actively right now.

This is perfect if you're going to have buyer agents working with your leads.

It's a way for you to measure what's going on.

It may take several months to build your MarketWatch list to 100 people, but by the time you get to 100, you should have 3 to 5 people a month who are moving on to your HomeSearch 10.

They'll be the people who call you and say "I've been getting your MarketWatch updates for 6 months, and we're ready to start looking at houses now..."

You can use those numbers as a guideline for yourself. 100 people on MarketWatch is a good goal for your first plateau, and it may be enough, or you may want more.

100 people is a manageable number.

Your HomeSearch 10 is another good goal for you. Most people can only handle working with 10 people who are going to buy at any time.

When you keep your HomeSearch 10 list in front of you all the time, you're constantly thinking about them (or your buyer's agent is thinking about them) and in frequent contact with them to help them find the perfect home.

This makes it easy on your buyer agents because they've got a manageable list you can talk about at your weekly meeting, and you can add and subtract people from the list as necessary.

When they need new people to work with, they can let you know, but you can also hold them accountable for the results of those 10 people.

Ultimately what happens is, you end up replenishing your Home Search 10 list from MarketWatch subscribers who are now ready to buy.

Getting your list up to 100 people is like priming the pump. It takes a little while as you're building up your list, but that list represents the long term equity of your system.

The longer you are doing this, the easier it gets...because you'll have the equity of all the 5-star prospects you've been sending MarketWatch to for more than 6 months.

It just takes a little patience as you get up to your first 100 MarketWatch subscribers and it may seem like it's building slowly at first, but you'll get there!

## Chapter 12

# **What To Say and Do When Someone Asks For A Free Home Loan Report...**

One day soon, if it hasn't happened already, you're going to check your email and there you'll find an email from a person who wants a Free Home Loan Report.

You don't know what the heck to do with them, so you're going to forward them to your Lender, and they'll say, "What do I do with this?"

So, I'm going to explain exactly how a Home Loan Report works and what to say and do when someone asks for one.

Let's start at the beginning...

If you look at your Home Loan Report page on your website it says:

### ***Here's How To Buy A Home In Winter Haven With Zero Down Payment***

*Most people think you need thousands of dollars for a down payment to buy a home, but what they don't realize is there are hundreds of loan programs and, many times, lenders are only interested in showing you the loan programs that are the easiest to process, or pay them the most money.*

*Consequently, they only work with 3 or 4 loan programs. Loan programs that require 5%, 10% or even 20% down payments!*

*The one thing you need to know is that you CAN buy lovely homes in Winter Haven with ZERO DOWN PAYMENT.*

*We specialize in searching out and researching the very best loan programs in the country by continually monitoring over 200 different loan programs to find:*

*The Best Zero Down Payment Loans  
The Best Low Down Payment Loans  
The Best Low Interest Loans*

*The Lowest Monthly Payment Loans  
The Lowest Total Cost Loans*

*We make our latest research findings available to you with our FREE Home Loan Report -- A detailed custom report that shows you the very best home loans for your specific needs and preferences.*

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

*To get started, all you have to do is let us know you'd like a FREE Home Loan Report by [Clicking Here](#), or you can call our 24hr INFOLine at **1-800-767-4236** and enter extension **198**.*

*We'll call you back to talk about your needs and preferences in a loan and then we'll prepare a detailed report showing the best scenarios for you.*

*The information in this report will save you thousands of dollars. Don't settle for just 3 or 4 loan programs, when you can have access to the best loan programs in the country for FREE.*

[Click Here to get started now...](#)

And they do!

They click here to get started...it takes them to a request form...they fill it out...and it shows up in your inbox as a lead.

I wanted you to read it, because it gives you an insight in to what they're mindset is when they ask for it.

They've seen the headline on the front page of your website that says "Find Out How To Buy A Home In Winter Haven With Zero Down Payment...click here" and they went to the letter you just read above.

They're interested in this because they want to know how to buy a house with zero down, how to find out about the best home loans for their needs, and really, just to get the best mortgage they can.

I want you to understand the mindset of the people who request Home Loan Reports.

Many times the people are not aware that you can put less than 20% down. They may have been told, by the bank, they need at least 5% down plus closing costs.

For someone buying a \$150,000 house that could be as much as \$10,000 to \$12,000.

They don't know that there are loan programs for them where they can put zero down, and finance their closing costs as well. The bank isn't telling them about these programs.

This is your chance to position yourself so they see you as a valuable consultant.

The whole language of offering a Free Home Loan Report instead of a pre-approval, is to help with that positioning.

When you offer someone a pre-approval, what that's saying subconsciously, is "I'm going to judge you and decide whether you're worthy of a loan."

Approval is a very primal need we all have. The fear of not being approved is a big obstacle, and most people will avoid a situation where there is a chance of disapproval.

They won't even know it on a conscious level, but it's deep down and as powerful as our desire to avoid, say, root canal work.

That's why people normally wait as long as they can to get pre-approved. They see it as the last step when they get really serious about buying a home.

Offering a pre-approval puts you on one side of the desk, them on the other.

It's almost confrontational. I'm powerful because I'm going to approve or disapprove of you.

When you offer something like a Free Home Loan Report, you're positioning the same thing as a valuable service. It's you and them against all those investors out there who want their business.

It's like the difference between someone calling a single airline for their best price on a flight from Orlando to LA, or calling a travel agent who has access to ALL the airlines, and can find the lowest price out there.

When you offer this kind of INFORMATION, you're sitting on the same side of the desk with them and, together, evaluating all of the options they have.

It's a dynamic of cooperation, not confrontation.

So, how do you actually talk to someone who asks for a Free Home Loan Report?

It's the same thing as in Chapter 8 – you're looking first for 5-star prospects.

An example of the conversation may be...

*Mrs Mitchell? Hi, It's Joe Realtor with LivinginWherever.com --I got your message about our Home Loan Report... is now a good time to talk?*

*her response: YES*

*I just need a couple of items from you before I can start my research.*

- *What size of down payment are you planning on putting down?*
- *Do you have anything in your credit history that we should know about?*
- *and What is your annual income?*

*Alrighty, we'll get this started, and you should be receiving your report shortly.*

*Since you're looking for a home loan, I'm assuming that you're also looking for a home. Is that right? Great. Can you tell me more about your plans? (LISTEN)*

*If we found the perfect home for you tomorrow, would you be able to move that quickly? (LISTEN)*

*The reason I ask, is that we have a couple of programs that allow you to see the homes that come on the market. Would you be interested in hearing more? (YES)*

*The first, the Marketwatch, is for if you're planning on moving in a little while -- 6-12 months out... it gives you updates every 2 weeks of the homes that come on the market in that period so that you get a good idea of the style and size that you can get for your price in Wherever, or Wherever Else..*

*Now, if you're planning on moving sooner, we have another program - which gives you updates more frequently, with some more specific criteria, so that you can JUMP immediately. With today's sellers market homes are moving quickly.*

If they're 5-star prospects, the next step is to tell them about how your Home Loan Report service works.

Basically, of all the hundreds of loan programs out there, there are going to be a few factors that determine which loan program will be the best.

All these loans are going to be based on your prospects income, credit score and available down payment.

If you have those three things, you can pretty much determine what the best loans for an individual might be, and prepare some chart comparisons showing the what the different options would look like...and you can get together in your office to talk about what you find in your research.

When you prepare this kind of report, it's a lot like preparing Good Faith Estimates, which you would do if you were pre-approving someone.

A Free Home Loan Report is really no different than a pre-approval, it's just packaged much differently as a consulting service.

The best part is it puts you on their side as a trusted advisor – not some snooty old banker on a power trip holding their approval and self esteem hostage.

If you're a Realtor, the best thing you can do is partner with a lender you feel comfortable with so you don't have to try and do these home loan reports on your own.

It's funny because the lenders have no problem figuring out what to do with a home loan report lead...it's the MarketWatch that confuses them.

Lenders, the same thing goes for you...the best thing you can do is partner with a Realtor for MarketWatch. It just makes things so much easier.

## Chapter 13

# **What To Say and Do When Someone Asks For A Free Seller Ebook...**

One day soon, if it hasn't happened already, you're going to check your email and there you'll find an email from a person who wants a Free Seller Ebook.

The great thing is, we've posted the book on your website, so all that someone has to do, is enter their information, press the Submit button, and they're taken to a download page for the book.

They get to do it themselves right away– meaning they get the book immediately, and No Mailing for you!

Now, just because you don't have to mail them anything, doesn't mean you shouldn't follow-up with them. This is currently the only LISTING lead that will be generated from your money making website.

So, when you get a lead into your inbox, give them a call. Your excuse for calling can be to make sure that everything went okay with the download.

Again, you will be evaluating whether or not, these individuals are 5-star prospects – in terms of being a listing client. What are their plans? Where are they in the process of selling their home?

Your MarketWatch program is a great service that you offer your listings... you can read more about it on your website in the article *Here's How You Can Sell Your House In As Little As 24hrs -- Without Ever Putting It On The Market!* at... <http://www.livinginwherever.com/reports/sellfast.htm>

Additionally, if someone is selling their home, 9 times out of 10, they're going to be buying another home. So this is a great opportunity to explain & offer the MarketWatch to them.

(Dean will be adding more to this chapter, as time goes on).

But the point is the same – follow-up and put them through the 5-prospect test.

## Chapter 14

# How To Track The Numbers So You Know EXACTLY What's Going On...

There are a few numbers you can track that will tell the whole story of how your system is working.

### **Key Number 1: Your GetResponse.com list**

The first number we want to track is the number of people in your GetResponse.com account. This will tell us how many people have come in to your website.

You can find this number by logging in to your account and clicking on “prospects”, then “mailing list” from the navigation bar at the top of the screen when you log in.

This will take you to a list of everyone on your list in alphabetical order by first name.

You can also sort it by date if you'd like.

This number will be the foundation of the rest of the numbers we track.

### **Key Number 2: Total requests from prospects**

So, once we know how many people have come in to your website, the next number we want to look at is the number of requests for MarketWatch, Home Loan Reports, and Seller Ebooks.

This number should be easy to get because you've set up your folders in your email program and you can just count the total number of requests.

The ballpark range we're looking for is between 25 and 35 percent.

This includes all the MarketWatch forms, the Home Loan Report forms, the Seller Ebook forms, and the replies to your GetResponse.com messages -- people who have shared the desires of their heart with you.

This number will increase a little as time goes by, because when we continue to send the messages in your GetResponse account people may ultimately respond several months after they first came to your site.

The main thing is, after you have 100 people in your GetResponse list, you should have at least 20 requests for MarketWatch or a Home Loan Report, if not more.

### **Key number 3:**

#### **MarketWatch subscribers + Home Loan Reports**

The next number you want to track, is the number of people you actually have on MarketWatch. These are the 5-star prospects that are building the equity of your business.

It's kind of cool to watch that number grow, and as you continue to add people, and work with people, you'll start to see people calling you from your list and telling you they're ready to buy a home. It's the same thing with the Home Loan Report.

You may find that you have a lot of leads, but not many people on MarketWatch or completing Home Loan Reports.

You need to figure out whether it's because you've actually talked with them and they're NOT five star prospects, or if you have a bunch of leads that you haven't made contact with yet. Those are 2 totally different situations.

### **Key Number 4: Total Transactions**

This is the number we're most interested in of course. It's the end we began with. People you are able to help get a house and a loan.

It's a good idea to keep a journal of your transactions with your website, because you'll learn something from every transaction.

So, those are the key numbers you want to measure.

100 people who come in to your site should yield 25-35 requests for Marketwatch or Home Loan Reports.

From there it's up to you!

Once you're comfortable with all the strategies in this owner's manual, and you get some experience in connecting with your prospects, you'll be able to identify the 5-star prospects right away and increase your conversion rate.

Once you do one transaction, you'll be able to do it again and again.

## Chapter 15

# **How To Stay Plugged In And Get Help When You Need It...**

Well, I've tried to give you all the help I can in this owner's manual, but there may still be questions you have, or specific help you need.

I want to encourage you to stay in touch. Don't go through this alone. If you're having a challenge or need some help, just ask for it.

You can call us whenever you need help.

From October to May, we're in Florida and our number is 863-318-0464.

From May to September, we're in Toronto and our number is 905-877-1386.

Sony's cell phone all year round is 863-207-5795.

Don't just sit there with a problem. Call us. We can help.

Get involved in our ongoing training as well....

Make sure you're on the email update list. We'll put you on this list automatically, but if it's been several weeks without getting an email from me, or if you change your email address, let me know so we can be sure to stay in touch.

Twice a month we have teleconference calls where we'll talk about a specific skill, share new ideas and discoveries about what's working.

I always learn something on these calls, and that's what's exciting about being part of a group of highly motivated and successful people.

Take advantage of all that's available to you, and be sure to stay plugged in.

## Quick Reference Pages

1. The 10-Step QuickStart Plan
2. A simple way to track your 7-step follow-up process – print out your lead, then ‘stamp’ a check-list onto it.
3. Removing someone from your get response account
4. Figuring out your numbers
5. *The Science of Persuasion* by Robert B. Cialdini from the February 2001 edition of *Scientific American*

## The 10-Step QuickStart Plan

1. Make sure your website is working perfectly.
2. Set up a system to organize all your leads.
3. Launch your Non-Stop Traffic Plan.
4. Know what you're going to say to prospects when you get them on the phone.
5. Launch your 5-Star Prospect Filter as soon as you start getting leads.
6. Decide on how you'll deliver MarketWatch and set up a step-by-step plan.
7. Decide on how you'll deliver Home Loan Reports and set up a step-by-step plan.
8. Decide on how you'll handle seller leads and set up a step-by-step plan.
9. Pay attention to the numbers every week.
10. Ask for help when you need it.

Sonja Jackson, Ed. D.

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**From:** Sonja Jackson [sony@deanjackson.com](mailto:sony@deanjackson.com)  
**To:** [marketwatch@chanhassenhomefinder.com](mailto:marketwatch@chanhassenhomefinder.com)  
**Sent:** Friday, September 06, 2002 5:50 PM  
**Subject:** New Market Watch Subscription!

The following form contents were entered on 6<sup>th</sup> Sep 2  
Date = 6 Sep 2 17:50:50  
Subject = New Market Watch Subscription!  
Chanhassen = ON  
Eden Prairie = ON  
Minneapolis Suburbs =  
Single Family = ON  
Luxury Homes = ON  
New Homes = ON  
Price Range - \$400,000 - \$500,000 = ON  
Name = Sonja Jackson  
Address = 115 Woden Way  
City = Winter Haven  
State = FL  
Zip = 33884  
Email = [sony@deanjackson.com](mailto:sony@deanjackson.com)  
Phone = 863-207-5795  
B1 = Subscribe

# \_\_\_\_\_ Date: \_\_\_\_\_

- Voicemail
- Email #1
- Call
- Email #2
- Call
- Voicemail #2
- Email #3

## **When You Receive A Marketwatch, Home Loan, or Seller Book Request Into Your Email Inbox...**

1. Go to [www.getresponse.com/login.html?](http://www.getresponse.com/login.html?)
2. Sign in -- username: \_\_\_\_\_ password: \_\_\_\_\_
3. Click on Prospects
4. Click on Mailing List
5. Look for the person's name & email,  
note where they came from eg. ref # "000", "100", or "111"
6. Click in the box next to their name, scroll down,  
Click on little box "removals delete from all lists"
7. Click on "remove selected" button
8. Telephone or email the lead to determine if they're a "5-star prospect".
9. Add to Marketwatch or HomeSearch list or send a Home Loan Report -- or discard.

# Quick Reference For Figuring Out Your Numbers...

## To see how many clicks you're getting from Overture.com

1. Go to <https://secure.overture.com/s/dtc/center/>
2. Sign in username: \_\_\_\_\_ password: \_\_\_\_\_

**Don't forget to put in the "security code"**

3. Click on "reports"
4. Select "account daily summary" to see how many clicks you're getting each day
5. Select "search term summary" to see how many clicks you're getting by search term

## To see how many clicks you're getting from Google.com

1. Go to <https://adwords.google.com/select/?hl=en>
2. Sign in user email: \_\_\_\_\_ password: \_\_\_\_\_
3. You can see from that first page - how many clicks you're getting overall --  
if you'd like to see what each ad group is getting,  
scroll down to the next box and click on "View/Edit"

## To see where your traffic is coming from...

1. Go to [www.getresponse.com/login.html?](http://www.getresponse.com/login.html?)
2. Sign in -- username: \_\_\_\_\_ password: \_\_\_\_\_
3. Click on prospects
4. Click on Mailing List, look at the list in the "ref" column...  
*Usually* 000 is print ads, 100 is Google, 111 is Overture.  
You can double-check your reference numbers by going to  
[www.YourSiteName.com/ref.htm](http://www.YourSiteName.com/ref.htm)