

Resources

Here Are Some Extra Resources To Help You Take The Next Step...

ByReferralOnly.com Library

Inside the members only area of byreferralonly.com you'll find lots of documents that can help you with your email marketing.

There are FREE Reports, touch point letters, evidence of success and even scripts that can be converted to emails. Just spend some time and take a look at everything that's available for you and use it as is, or adapt it however you may need to.

Look-Listen-Learn Click Trainings

Inside the members only area, you'll also find click trainings and look, listen and learn modules. Look for the Thursday Marketing Calls section where you'll find a whole collection of interviews with successful members who are using strategies that get at least a 20 to 1 return on every dollar invested. Mark off some time on your calendar to listen to some of the great ideas you can implement in your own business.

Accountability Coaching

Going to start working on your email marketing? Need someone to keep you on track? Call your accountability coach and share your plan with them so they can help you and guide you through the process.

Business Coaching

If you need a little direction and coaching to make sure you're going to reach your objectives, you may want to speak to your business coach who can point you to the exact resources you need.

The Web Clinic

Need someone to take a look at your website and see what needs to be done to make it a lead generation machine? Jump on the next Web Clinic. Just tell your coach you'd like to have your website looked at and join in on the weekly teleclass for some very specific coaching on what you can do to make your website much more responsive.

Email Mastery!

Want more referrals in you During Unit? Map out the customer experience and start inserting ways you can future pace the process, keep your clients informed and partner with them to help them reach their ultimate goals.

Stop sending out blind carbon copy messages to you clients. Get a GetResponse account specifically for your After Unit and start asking your clients for their specific help periodically. You'll notice your referrals increase right away.

Now that you know how to start using email and autoresponders profitably, it's just about flipping the switch and making email just another one of your business tools.

You wouldn't start a new relationship with someone without getting their phone number. Make email that important. Make sure you are always in the mindset that you're going to get their email address as soon as possible.

Start collecting those email addresses today!

Chapter 11

Start Collecting Emails Today!

What are you waiting for?

The sooner you start collecting email addresses and really making it a priority the sooner you'll start seeing a big -- almost effortless -- increase in your business.

More email addresses from prospects in your before division means you'll have more prospects in your pipeline to work with in the future.

Getting Email addresses in your During Unit means you'll have a direct and immediate (not to mention FREE) link to your clients and their direct and indirect referrals.

You'll spend a lot less time communicating the details of the transaction with them and you'll be able to focus on the relationship to make sure they're having a World-Class Experience.

Communicating by email with the people who know you, like you and trust you in your After Unit is going to show up as more referrals.

It just makes sense that you'd want a way to personally communicate with the most important people in your business, and do it in a way that doesn't make them feel like just one of the herd.

Now you've got all the tools -- just choose where you want to start.

Want more emails in your before unit?

Visit <http://www.emailmastery.com> and pick out a pop-up window, an interactive banner, or a registration page to put on your website. You'll notice the difference right away because you'll be making compelling offers that attract the right prospects, and automatically sift, sort and screen out the Five Star Prospects.

Pick the campaign that suits your target market, spend a few hours getting it all set up *one time* and you'll have an automated email magnet constantly at work for you, while you focus on delivering a World-Class Experience to your clients.

Email Mastery!

Referrals to other cities
Move into a larger home
Move into a smaller home
Move from 2 story to single level
Pay off debt
buy a new car
Send their kids to college
Remodel their home
Got laid off
Got married
Got divorced
Growing family
Change school districts
Job promotion
Help out coworker
Help out family member
Tired of commuting
Dream vacation home
2nd home
1st time homebuyer
Paid no closing costs
Tired of being a landlord
investment properties
Bought a home with no money down
New website - What do you think?
email this story to the people in your address book
Home buyer seminar
Forward 25 ?'s to ask their realtor
Relocating out of state
Avoid moving twice
Neighborhood specific

Email Mastery!

Paid no closing costs
Tired of being a landlord
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Bought a home with no money down
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Home buyer seminar
Forward 25 ?'s to ask their realtor
Relocating out of state
Avoid moving twice
Neighborhood specific

I'm sure you'll see, sending periodic messages to your clients asking them for help like this will make a big difference in the number of referrals you get from the people who know you, like you and trust you.

Just make sure your messages are short, personal and expecting a reply.

Don't talk to the forest, talk to the individual trees and they'll respond!

Email Mastery!

--

Hey Dean,
this may be the last chance to take advantage of the low interest rates. Who do you know that we could help? Let me know.

Elaine

--

Hey Dean,
we've got 10 homes right now that fit our "zero downpayment" programs. Who do you know that wants to buy a house, but is having trouble scraping together a downpayment? Let me know.

Newman

--

You can also use your getresponse.com account to send evidence of success type stories and prompts for your clients to stimulate their mind so they can picture people who they could refer to you.

Here's a list of possible situations someone might know at any given time.

- Referrals to other cities
- Move into a larger home
- Move into a smaller home
- Move from 2 story to single level
- Pay off debt
- buy a new car
- Send their kids to college
- Remodel their home
- Got laid off
- Got married
- Got divorced
- Growing family
- Change school districts
- Job promotion
- Help out coworker
- Help out family member
- Tired of commuting
- Dream vacation home
- 2nd home
- 1st time homebuyer

Email Mastery!

As you know, tax season is around the corner and to help you prepare for it, I am sponsoring a seminar regarding how to get ready.

I would love it if you would bring a friend who would also benefit from it and is planning on buying a home in the next 6 months. Please think of who comes to mind and let me know.

Kramer

--

Hi Ray,

I just wanted to share with you that I'm having a home buyer's educational clinic. Can you please let me know who are the next 2 people you know who want to buy a home in the next 30-60 days so I can prepare them for homeownership?

Fred

--

Hi Barney,

I've sold 4 of my 6 listings in less than 30 days. Who is the next person you know that wants to move and would like to sell quickly for top dollar?

Wilma

--

Hi Betty,

If there is someone in your life that you care for that you would love to see them own their own home, and you just don't know how to introduce them to me, just give me a call and together we will figure out how to help them.

Jerry

--

Hey Dean, we've got a great new program for 1st time buyers. Who do you know that is renting that has talked about wanting to buy a house? Let me know.

George

Email Mastery!

One of my clients just refinanced for debt consolidation and saved over 8000 per year! Who is the next person you can think of who may benefit from a debt consolidation refinance.

Thelma

--

Hi Richard,

I just helped a client refinance and remodel their kitchen and bathrooms, and save 300.00 per month as well! Who do you know who may like to update their home that just needs someone to show them how.

Brit

--

Hi Barb,

We have several 15% down loan programs for rental properties. Do you know anyone who has talked about buying a rental property.

Ron

--

Hi Dean,

I am putting together a seminar regarding credit reports and it is going to be on Feb. 20th.

Who's the first person that comes to mind that would benefit from learning more about their credit and would be interested in buying a home. Hope you are well. Let me know.

Thanks,

Jay

--

Hi Otto

Email Mastery!

that might be moving in the next 6 months?
Johnnie and I have been busy selling real estate & realized our inventory is really low.
We'll do a great job just like we did for you!
Let me know.
Thanks for your help.

Gabey

--

Dear Tom & Mary

I just helped John & Sally save \$400 a month and become debt-free in 24 months. Who's the next person you know who could use this kind of service?

Rene

--

Hi Tom & Mary

Sally just sold her investment property and cut her IRS bill \$20,000 by using our services. Who so you know that also might want to save money when they sell an investment property?

Thomas

--

Hi Sally,

A client of mine just bought a larger home and purchased it with out selling their current home and did not increase their monthly pmt's.
Who is the next person you may know who may need a larger home who thinks they need to sell their current home to buy up.

Riley

--

Hi June,

Email Mastery!

I have a great client looking for a 4 bedroom home in the \$300,000 price range. Who is the next person you know who will be selling a home like that?

Joanne

--

Hi Jen,

As a result of the recent market I have a number of qualified motivated buyers for area or price range _____. Who is the next person you know that is going to move within six months.

Diane

--

Hi Bruce,

Wow! The interest rates have been lowered, prices of homes have stabilized and I was wondering who is the next person you know that has been waiting for good news and is ready to buy their new home.

Linda

--

Hi Rob,

Interest rates are at 7%.

I met with a couple last night for 45 minutes and saved them \$300 a month.

I need your help. Who is the next person you know that is interested in saving \$300 a month also in buying, selling or refinancing a home?

Janna

--

Hi Sharon

I was just wondering if you could help me. Can you think of anyone

Email Mastery!

--

Hi Tim,

Interest rates went up 1% in November in one week. Since then they have come back down to levels very close to that again. Who do you know who spoke about refinancing in the last couple of months, but thought they missed the boat?

Jay

--

Hi Jody,

The home market has slowed down and the opportunities for buyers are improving. Who do you know that was so frustrated by the seller's market of the past couple of years that they suspended their plans to buy a home. Do you think they can use our help.

Brian

--

Hi Nancy,

We have just listed 3 brand new condos in Cape May. Who do you know who would like a "get away" home at the beach for under \$400,000?

Chris

--

Hey Allison,

Wanted to let you know that we now have 5 year ARMS with no loan origination fee and no points at 6¼%. This means if you know someone paying 7½% with a \$2,500 payment they could lower their payments to \$2,175 with the lower rate - a \$325 a month savings! Can you think of someone at work who would benefit from this?

Jay

--

Hi Mike

Email Mastery!

We're having a home buyer class next Tuesday night.

Please send us the name and email address or phone number of the next person you know that would be interested in attending this informative class.

Rick

--

Hi Dean

Are any of your friends, or someone at work relocating, out of state?

We now offer an international relocation service.

If you think this service would be of value please give us their name, email address or phone number.

Rick

P.S. We love working with great people like you.

--

Hi Sony,

Do you remember how confusing it was when you purchased your first home? I am conducting a 1st Time Home Buyer Seminar on _____. Who is the next person you know that I can help who will be purchasing their first home in the next 6 to 9 months.

Paul

--

Hi Kim,

There is a brand new home loan program that allows you to buy a vacation home with 5% downpayment. Who do you know that is the next person/couple that will be buying or selling a home in the next 6-12 mos?

Darlene

Email Mastery!

L

--

Hi Joe,

Who do you know that is retiring or wants to move to a smaller home. We may have the right solution for them in a free report entitled [Making a Painless Transition to a Smaller Home](#).

Please give us their name, phone number or email address so they can receive this free report today.

Terry

P.S. They'll thank you for caring about them.

--

Ralph,

We recently published a report about the 30 questions to ask when interviewing realtors before selling a home. This checklist is ideal for someone thinking about selling their home in the next 6 months.

Which of your friends or colleagues do you think would find this information useful.

Reese

--

Hi Rick

Do you know someone that would like to find out how to purchase a dream home using the equity from their current home without increasing their home payment?

We may have the answer for them. Call me and I'll tell you all the details.

Joe

--

Nancy

Email Mastery!

--

Hey Jen,

I just sold Frank & Jean's house and they need a bigger home. I really need your help! They want to stay in Hillside school. Who's the next person you know in your neighborhood who's thinking of moving?

Lisa

--

Hey Zane

Hard to believe it's tax season again. You know someone right now who is currently renting & may receive a tax refund. Wouldn't it be cool if they knew they could afford to buy a home of their own for about what they are paying in rent?

Call me right now with their name & # so I can show your friend how they can use that tax refund towards a downpayment to buy a home & start building equity for a more secure future.

They'll thank you forever.

Cindy

P.S. Call quick before they just blow their refund on something else

--

Hi Jesse,

Now that Spring is here you are going to start noticing more homes for sale.

I bet you know someone right now whose kids have grown and they are ready for less space.

Please give me a call with their name and number so I can talk with them about how to sell big, buy small and move once.

Take care

Email Mastery!

Joan and I have just completed a new report designed to help folks who are considering the sale of their home or income property entitled, The 25 Essential Questions To Ask Before Choosing a Realtor To List With?

Who is the next person you know now considering a sale, who just might appreciate receiving a report designed to assist in selecting a great agent to assist

Dave

--

Dear Mike,

With the interest rates down, it's a prime time for people with smaller homes to move up to a larger home with more bedrooms and space for their growing families. With a number of move up homes available I've been able to help 3 families this past month do just that. Who's the next person you know who's thinking of taking advantage of this market to move up in the next 6 months that could use my expertise in making this happen?

Jerry

--

Dear Lisa,

One of your neighbors has asked me to help them sell their house and I know how much you love the area. I need your help, who do you know would appreciate the neighborhood as much as you do?
It's a 4 BR colonial for \$300,000.

Todd

--

Hey Todd,

I was thinking of you and the great time we had looking for your home. I'm working with another great family who are relocating to our area. I really need your help. They want a property similar to yours. Who do you know that's thinking of moving?

Jerry

Email Mastery!

I've just published my new web site and I think it's really cool! Check it out and tell me what you think! <http://www.mywebsite.com>

Joe

--

Hi Bob,

I am currently working with a young couple who are looking to buy a home in the 400k to 500k range in either Leaside or North Toronto.

There are very few good homes on the market. So I need your help. Who is the next person you know who is thinking of selling their home in the next 6 months?

We maybe able to sell their home without even putting it on the market. If any of your friends are interested please send me their name and phone #.

John

--

Hi Mark,

We just wanted to let you know that we are in a strong seller's market due to lack of inventory. We have many buyers looking for their dream home and few homes to show them. Who do you know that might be interested in selling their home and benefiting from this long list of buyers.

Lisa

--

Hi Keith,

We just helped a client purchase their first condo. They are now enjoying home ownership instead of paying rent.

Who do you know who lives in an apartment?

Lane

--

Dear Joe & Mary,

Chapter 10

Here Are Some Examples Of How To Put It All Together In Your After Unit

Here are some sample messages from a recent Mastery event in Palm Springs...

Take a look through these to see if they stimulate any idea for you, or use them exactly the way they are...

--

Hi Joe,

Recently I met Bob & Kathy Smith, a young couple who have 3 children, a cat & a dog. They really want to move to _____ and are looking for a 3-bedroom, 2-bath home. Who is the next person you know who is most likely to sell their home? Let's see what we can do to help the Smiths. I know they would appreciate your reply.

Dean

--

Hi Joe,

I just thought I would update you on the Smiths'. Remember, they are the young couple who wanted to move to our area.

Last week while they were in town, I was only able to show them 2 properties. There have to be more people thinking of selling.

Is there anyone who comes to mind? I could really use your help

Dean.

--

Dean,

Email Mastery!

Since it's not addressed to Joe directly, the salutation has to be impersonal too, and the message is just not the same.

*Hi Everyone,
I'm having a first time buyer seminar next week at the library.
Who do you know that is going to buy their first home in the next six months that we
can invite to the seminar?
Dean*

It's almost the same message isn't it?

But, that second message will get a fraction of the response, because your clients will think that "everyone" is going to reply, so "I" don't have to.

Interesting isn't it?

I'm sure you see the difference.

Let's look at some examples of how to put it all together.

Email Mastery!

If you're emailing to your clients right now by sending messages from your computer address book using the BCC function so they don't see who else is getting the messages, you're creating that feeling that they are one of the crowd.

They see that the message is addressed to "VIP" and not to them in specific.

They notice that there is no salutation.

They notice that the language and tone of the email is written in group-speak.

They KNOW they're not the only one getting the message and they can just voyeur in without having to really take any action.

Now, contrast that with a message that is addressed to them specifically in the "to" field.

A message that starts out with "Hi Mark" and continues on in one to one language so it appears as if it's only being sent to me.

A message that is short, personal and expecting a reply will get more replies.

A message like this, will get much more attention...and is much more likely to get ACTION!

Imagine if I had a track record of being nice to my friend and client Joe, and one day I send him a message that says:

*Hi Joe,
I'm having a first time buyer seminar next week at the library.
Who do you know that is going to buy their first home in the next six months that we can invite to the seminar?
Dean*

It's addressed directly to Joe, from me.

It's a short, personal message and I'm expecting a reply.

It's hard for Joe not to respond to that message, even if he doesn't know anyone right now, because I've asked him directly.

Now, contrast that with a message addressed to "VIP" that is already clearly not a personal communication.

Chapter 9

How To Use Email To Get More Referrals From The People Who Already Know You And Trust You

I'm going to assume for right now, that you're already using a monthly client newsletter, letters from the heart, and evidence of success cards on a regular basis with your clients every month.

If you're not doing at least that, I don't know what to say.

Start now.

What I do want to talk about right now, is how to use email as a tool to help you nurture your relationships with your clients and ask for very specific help from very specific people. One at a time.

Remember, the whole goal of building a relationship with 150 people is to build a relationship with them as individuals, not as a group.

The most important thing you can do to create that sense is to communicate with them as individuals. Speak to the trees, not the forest.

Remember, if you talk to them as a group...everyone will assume that you're speaking to your "clients" and they'll assume that means the pressure is off them, because someone else will do the referring and no one will ever know the difference.

So, here's how to use email autoresponders to help develop that one to one feeling when you're communicating with your clients.

Step #1 is to set up a getresponse.com account for your clients.

It's just smart.

Email Mastery!

It's much easier for your clients to visualize a specific person by asking them about a specific situation. "Who's the next person you know who's most likely to buy their first house in the next six months?"

It's much easier to visualize Mark and Lisa from the office, than just thinking of a "referral"

So, always ASK. But be sure to ask in a way that's going to get the result you want.

Email Mastery!

But, don't just ask for *referrals*...that's our next mistake.

Mistake #4:

Asking For *Referrals* Instead Of Specific Help

There are actually two mistakes in this one -- Asking for Referrals, and asking for them from people as a group.

It's important that you understand you're building relationships with one person at a time.

You've got to treat them like trees and NOT the forest.

You don't have a relationship with these people as a group. Most of these people have no clue who your other clients are. They don't have a relationship with those other people, they have a relationship with YOU.

When you communicate with your clients as a group...and they can tell you're communicating with them as a group, you create a phenomenon known in social psychology as "bystander apathy."

What that means is when people are spoken to as a group, they always think it's the OTHER people who are being spoken to.

If you ever take a CPR class, you'll learn that if you're the one who is administering first aid and you need help, you don't just yell out "someone call an ambulance" and "someone get a blanket" because everyone will assume "someone" will do it.

Instead, you point to the man in the blue sweater, make eye contact and say "YOU, call 911" and you say to the woman in the leather jacket "YOU get a blanket"

And they will.

It's much harder to deny a direct request. People want to comply with direct requests. We hate to say no.

It's the same when you're asking for referrals.

You'll get much better results if you ask a specific person for specific help.

"Referrals" is fluffy non visual language. What does a referral look like?

Email Mastery!

They want to help you, if only to repay the nice things you're doing for them.

On a side note, when you're being nice, it's best to just be nice. Not nice with an attachment.

I was just talking with someone at the Chicago Main Event who was confused because they didn't get any calls from their clients after delivering a nice umbrella and some flower seeds to commemorate spring. Not even a call to say thanks.

Want to know why?

Here's what I think. Along with the umbrella and the seeds, they attached a note that talked about how wonderful spring is and how the seeds represented a new beginning and would grow and flourish, just like the referrals you give me.

There it is.

Being nice with an attachment.

I'm giving you these distinctions because it's important to do both. Just not at the same time. When you're nice without an attachment, you set the scale of reciprocity in your favor. Subconsciously, they owe you one.

If I do something nice for you, you feel compelled on a deep level (even if only as a sense of obligation) to do something nice in return.

Read Robert Cialdini's book "INFLUENCE: The Psychology of Persuasion" to learn more about reciprocity and you'll see what I mean.

If the ladies in our example had just sent the umbrellas and seeds with a note that said "I was just thinking of you, and I know how much you like to garden, here are some seeds for some pretty colorful flowers for your garden. Enjoy!"

No attachment or expectation.

They would have gotten a ton of phone calls to say thank you.

The reason nobody called is because they felt like they couldn't call because they didn't have anybody to refer them.

Be nice. Be nice. Ask.

And when you ask, just ask.

Email Mastery!

What if you knew that you could generate an extra \$500,000 in the next 4 years from a relationship with just 150 people?

Here's how that works...

You have to adopt the mindset that you are managing your relationships like a portfolio.

Your goal is to manage this portfolio of relationships for a 20% annual return.

Sounds reasonable doesn't it?

Well it's even better than that.

All you have to do to get a 20% annual return is manage each relationship to the level that over a 5-year period they will either do one more transaction with you, or refer just one person. That's ONCE over the entire 5 years.

So, let's look at the numbers...

150 relationships

20% annual return = 30 referred transactions a year

30 transactions x \$4000 average commission = \$120,000/year

That's almost half a million dollars over just 4 years.

Now, can you do even better than that? Absolutely. Just don't underestimate the value of a small group, and don't make this next mistake...

Mistake #3:

Confusing Being Nice With An Orchestrated Referral Process

One of the big confusions people have, and frustrations, in their After Unit, is not seeing the results they want...even though they do all these nice things for their clients.

They send a newsletter, a calendar, a birthday card, an anniversary card and they invite them to their annual summer BBQ, but yet they don't get referrals like they expect.

The big reason, is they are spending all their time being NICE to people, without spending any time or concentration on orchestrating a referral process. That means they're not ASKING for help.

The people with the most successful After Units are the people who concentrate on both being nice to their clients, AND asking for help.

Email Mastery!

When you say each name (silently...to yourself) notice if you can picture them immediately, and more importantly, if you ran into them in the grocery store would you stop and have a friendly and meaningful conversation with them?

If they pass that grocery store test, highlight them with the yellow highlighter.

Now, take a black marker and, as you come across the name of a person you immediately recognize but would run and hide from at the grocery store, scratch them off your list.

Life is too short to be hanging on to people you don't like, or don't like you.

Let them go.

Now, what you'll be left with after this exercise is a much more manageable list of people you have a true Relationship with.

Remember, the whole point of your After Unit is to nurture lifetime relationships and build advocates for your business.

Advocates are the people who will tell others about you and how you helped them.

They'll refer people to you because they know you, like you and trust you.

This list will probably be 150 – 250 people at the most.

It's hard to manage more meaningful relationships.

For people who have the BIG mailing lists, culling it down to such a small group causes a little anxiety at first, and it leads to the next big mistake...

Mistake #2:

Underestimating The Value Of A Small Group Of Relationships

It seems counter intuitive at first glance doesn't it? A smaller group is better than a bigger group?

It's true, because you can have a deeper relationship with fewer people. Quality is better than quantity in the relationship department. Especially when you're looking to build advocates.

It may seem like you wouldn't be able to get more results from a smaller group, but you will.

Chapter 8

How To Avoid The 4 Biggest (*And Most Costly*) Mistakes Most People Make In Their After Unit...

By far, the most valuable part of your business is the relationships you have with the people in your life who know you, like you and trust you.

This is the EQUITY of your business.

It's the one part of your business where you're basically immune from competition, and all you have to do is maintain the relationships you've developed to continue reap the rewards of that equity.

When people first start moving in to working on their after division, there are some common mistakes they seem to always make, so I want to talk a little bit about those mistakes as a context for the rest of our After Unit discussion.

Mistake#1:

Confusing A Mailing List With Relationship

The first thing most people point to when you ask them about their After Unit, is their mailing list or their database.

“I've got a mailing list of 2430 people”, they boast.

The reality is, they may have 2430 NAMES of people, but they can't have 2430 RELATIONSHIPS of any substance.

The best results in your After Division are not in names, but in relationships.

Here's the test.

Take your list of names, and print them out one name per line.

Take a yellow highlighter and start going down the list one name at a time.

Email Mastery!

Save them as auto signatures or in your drafts folder, so you can use them again and again. You're not just writing them one time and never using them again.

The easiest way to do it, is to pick your next client and build the messages with them as the lead group and that way you've got the messages being created one step ahead of your next client, and your next client.

Pretty easy isn't it?

So, go ahead and get started!

Then we'll talk about...

Chapter 7

Here's How To Put It All Together In Your During Unit

Using email in your During Unit is something that you can implement one message at a time until you build a library of messages you can use for all kinds of situations.

The best way to start using email in your During Unit is to draw out your customer experience time line and make a note of where you could possibly use email to future pace the process, to evidence the below the line activity or to update them on what's going on in their transaction.

Let's say you start the timeline from the time someone calls you to come over and help them sell their house.

When could you use email in that timeline from beginning to end?

How about these opportunities:

- ❑ Pre appointment email
- ❑ Thank you for choosing me to sell your house
- ❑ Here's what's going to happen in the next few days
- ❑ Here's what I've done so far
- ❑ Here's what happened this week
- ❑ Here's what the agents who are showing your property have said
- ❑ Here's what other homes have come on the market and sold recently
- ❑ We're getting an offer, here's what to expect
- ❑ Here's what's happening with removing the conditions
- ❑ Here's a checklist to help with packing for the move...
- ❑ Here's how the closing is going to work...
- ❑ I'm so happy everything worked out so well!

See, there are 12 message opportunities you can start with, and you could probably in just a few minutes at a time create those messages to send at the appropriate time during the transaction.

Don't just write those messages to use once.

Email Mastery!

Tap Into Your Clients Extended Relationships

Here's a great way to tap in to your clients address book and get the momentum of all their friends working together to help find a buyer for their home.

I'll bet that most of the time, if you use a virtual tour, you talk about it on the listing appointment when you're stacking up your "then I'll do this..." list.

What if instead of talking about it at the listing appointment and just stacking it on to all the other things you're going to do, you held back on telling them about it.

You could call them the next day and tell them you've got an idea that may help sell their house. It costs \$100 and you're willing to pay for it if they'd agree to send an email about it to everyone in their email address book.

You could get the tour done and prepare a message that comes from your clients to all their friends.

Hi Paul and Kim,

We're selling our house and we could use your help.

Here's a link to a cool Virtual Tour of our house:

<http://www.yourdomain.com/virtualtour>

Would you do us a favor and send this to everyone in your address book?

You never know who might know someone who knows someone who's looking for a house just like ours...

Thanks!

Dean and Sony

So there are three great ideas for using email in your During Unit!

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Now, isn't that a nice note? It doesn't take any time at all after you do it the first time, and then you can use it again and again if you save it as an autosignature.

Think about all the different places you could use a message like that, and work them in to your process one at a time.

Evidence The Below The Line Activity

Just as important as letting them know what you're GOING to do, is letting them know what you have done.

Once you leave a client's house, it may be several days before they see you or hear from you again in the normal course of a transaction.

Most of the activity is happening BELOW the line. That's the part of the customer experience timeline that happens out of sight. You're busy, busy, busy, but your clients don't get to see it.

Sending messages to let them know what you've done offer evidence of everything you're doing. It's like giving them a backstage pass.

It might look like this...

Hi Joe,

Just wanted to let you know you're house appeared on the MLS computer today.

I've checked it for accuracy and everything looks great.

Check it out at <http://www.Yourmls.com/yourlisting.htm> and let me know if you see anything we may need to change.

Talk to you soon!

Dean

Now there are probably several different occasions like that where you can use a short email message to let them know all the things you're doing on their behalf.

Notice how these messages seem personal and friendly, but they're fairly generic and you could use them again and again.

It's a great idea to add these in to your touch point process.

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This is a big deal for them, and they may not be as sure about what's going on as they may let on. They don't want to look stupid.

Now, imagine you had a friend who had been to that restaurant 100 times, could recite the menu by heart, and told you on the way to the restaurant what to expect and maybe made a recommendation for you.

Wouldn't you feel much more confident walking through the line behind them?

It would almost be like you're a regular because you could just mirror what your friend does, and they already told you what to expect.

Your clients need you to be that friend.

They need you to help them understand what's going to happen in advance.

That's where some thoughtful emails will help Future Pace the process. Let them know what's coming and what to expect...so they're not anxious about it.

Think about all the times you could send a little note to let your clients know what to expect along the way.

What if after you listed a client's house you sent them a message in the morning that told them what's going to happen for the next few days.

Hi Joe,

Just a quick note to let you know what's going to happen over the next couple of days.

I'm going to get everything submitted to the MLS right away so we can get in the computer.

I'll be preparing all the feature sheets and getting the word out to some of the top buyer's agents so they know your property is on the market and available to be shown this weekend in case they have some clients coming in to town.

I've scheduled our office tour for Tuesday morning. We'll probably arrive between 9:30 and 10:00 depending on how many homes we're going to look at.

There'll be about 30 people and we'll be in and out in less than 15 minutes.

Just wanted to let you know. Call me if you need anything.

Dean

Chapter 6

How To Use Email To Help Deliver A World Class Experience – And Get More Referrals...

When most people think about email marketing, they think only of their Before Unit.

Email is an incredible time saving tool. It's easy. It's intimate and it's instant.

The great thing about email is, you can set write messages that you'll continue to use again and again and save them as signatures so they're ready to go at any time.

I think it's a great idea to use email to convey all the important data about a transaction, so you can focus your telephone time concentrating on your clients needs and working on the relationship rather than just conveying details.

Here are some easy ways to start using email in your During Unit.

Future Pace The Process

When someone is going through an experience they're unsure of, there's a lot of anxiety around it. Nobody likes to feel out of control.

I always talk about the example of going to a new popular deli/buffet restaurant at lunch time when you've never been there before and everything is new.

The line is crowded, everybody else looks like they know what they're doing, and you're trying to take everything in quickly, trying to find your way around the menu and look at what's in the buffet without holding anyone up or looking out of place.

You don't want to look stupid, and you feel a little rushed and flustered because it's moving so fast.

It's the same way with your clients the first time they go through the home selling process, or the home buying process, or getting a loan.

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competition is doing. Let me know what areas you wish to monitor, and I'll input your criteria into the computers.

Best,
Terry

Message #3: Sent after one week.

John,
Hope all's well with you.
I thought about you today as I sent out a Home Seller's kit to one of my clients. If you plan to sell within six months, ask me for a copy of my Home Seller's Marketing Kit. It contains Purchase Agreements, checklists, title inspection and guarantee forms, sign tips and advice, advertising strategies and templates. Give me a shout if you'd like one – it's free.
Best,
Terry

The good news is, you don't have to reinvent any of this. You can get everything you need to implement these strategies at <http://www.emailmastery.com> -- check it out.

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What these messages are doing - their ONLY function - is to engage your prospects in a dialogue. Notice how the messages are short, personal, and expecting a reply.

The 5-star prospects will respond. If they don't respond after all those messages, it's ok. Some people will respond, and some people won't. Move on.

Remember, you can't CREATE 5-star prospects, you can only DISCOVER them by giving them a chance to reveal themselves.

Let's take a look at what it might look like for sellers:

Front Page For Sellers:

Public Notice: This Website Reveals Home Selling Information That Real Estate Agents Don't Want You To Know:

FREE Real Estate Information

This website contains Instant Online Access to all the information you need to sell your Western Michigan home for the most money... in the shortest possible time... with or **without** a Real Estate Agent

Enter Your Name and E-mail address for instant access:

Name:

Email:

Follow-Up Messages For Sellers

Message #1: Sent after one day

John,

I've attached the special report you requested. By the way, if you would like to see what homes in your area have sold for over the past six months, let me know and I'll email you a copy of The Sold Report.

Regards,

Terry

Message #2: Sent after 3 or 4 days

John,

Let me know if you have any questions about the email report I sent you a few days ago.

By the way, you can get HomeFinder Updates by e-mail of all the new listings that come on the market in any price range and area you choose. That way, you know what the

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When they leave their name and email address, they gain access to the rest of the site.

The good news is, you don't have to completely redesign your website to use these registration pages. You can overlay them on your current site.

Try it. You'll get more email addresses than you're getting right now. I promise.

Ok. So what do they get once they leave their name and email address?

If you're using the buyer registration page, here's what you could send:

Message #1: Sent after one day

John,

I've attached the special report you requested. I have a weekly e-newsletter that lists the best home buys in West Michigan, regardless of what company they're listed with. Let me know if you would like to receive a copy.

Regards,

Terry

Message #2: Sent after 3 or 4 days

John,

Let me know if you have any questions about the email report I sent you a few days ago.

By the way, you can get free HomeFinder Updates by e-mail of all the new listings that come on the market – in any price range and area you choose. Let me know the area you want to watch by email, and I'll input your criteria into my computers.

Best,

Terry

Message #3: Sent after one week

John,

Hope all's well with you.

I thought about you today when one of the home loan lenders I know told me about a new report he prepared talking about the more than 230 different home loan options available to home buyers from zero down to 4% interest. Let me know if you want a copy and I'll get one for you – it's free.

Best,

Terry

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If someone comes to your website and asks for your report, and 10 seconds later, they hear a ding-dong in their inbox.

They go to their inbox and see an email from YOU!

It starts out personalized, “Hi Dean...”, but they now KNOW it wasn’t you that sent it out, and you’ve now tipped them off that every message that comes from you, is NOT a personal message, but is being sent by machine.

What you want to do instead, is delay the sending of the report for one day, so it at least looks like you COULD have come in to the office in the morning, seen their request for the report and emailed it out to them.

But, of course you’re not just going to send the report, you know better than that now, you’re going to send it out with a short, personal message expecting a reply.

Something like this:

*Hi Joe,
Here’s the Free Report you asked for on my website yesterday...
Would you like a free list of homes you can buy in Dallas with zero down?
Just reply to this message and let me know what price range you’d like.
Dean*

(include the free report below this message)

Now, that message looks and sounds like it was sent especially and only to Joe.

Here’s another example of how you could attract someone’s email address with what I think are the most effective way to get email addresses...a registration page.

Imagine a buyer coming to your website and the only thing they see is a front page:

PUBLIC NOTICE: This Website Reveals Home Buying Information That Real Estate Agents Don’t Want You To Know:

FREE Real Estate Information

Notice: This website contains Instant Online Access to information about finding the best homes and condos in Western Michigan... *regardless* of who they’re listed with... with or *without* a real estate agent.

Enter Your Name and E-mail address for instant access:

Name:

Email:

Chapter 5

Here Are Some Examples Of How To Put It All Together In Your Before Unit

Once you've done the work to get lots of prospects visiting your website, you've got to choose a strategy to attract their names and email addresses.

We've set up a special website to give you all the tools you need to do this at <http://www.emailmastery.com> where you can pick from several different pop-up windows, interactive banners, and registration pages.

You just pick the one you want, click on the "customize it" link to customize it for you and add the report to your getresponse.com account.

Here's what it might look like when you put it all together.

Imagine a prospect coming to your website and a window pops up that says:

Free Report Reveals...

A New Government Home Loan Program That Enables Western Michigan Residents To Buy A Lovely Home For Absolutely Zero Down Payment

Receive this free report today. Just enter your name and e-mail address:

Name:

Email:

You know for sure they're going to SEE it.

Some people will want it, and they'll leave their name and email address to get the report.

Now, the thing you want to be careful of, is not to create the perception that it's not you doing the follow-up.

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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 service to them, and offer to help them...they say "Thank you. That would be great!"

Really. That's exactly what they'll say. Try it, and tell me if I'm right...

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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

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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 when we talk to them

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?

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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"

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

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

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.

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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 "Who wants to be a millionaire"

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 Ok -- 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.

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If you're not using their name, and they're getting the information right away, they're going to treat it as just information.

The best thing you can do, is instead of just sending out a report that starts with a headline and goes right into the report, use a short personal and conversational note before the headline almost like a cover letter.

Hi Bob,

Here's the free report you asked for yesterday on my website...

Would you like to find out how much house you can afford with zero down?

We have 6 different programs available, and you can get all the details on a free recorded message at 1-800-800-8000 ext. 231

Let me know...

Dean

Here's How To Buy A House In Boise With Zero Downpayment.
(include the free report below...)

Short. Personal. Expecting a reply.

Much better than just blasting out a free report instantly and following it up with another report and another.

What you should follow up with, are more short, personal notes always expecting a reply.

When you expect a reply from people, and make it easy for them to do it, you'll find far more of them are willing to take the next step than if you just left it up to them.

Remember, people are silently begging to be led. So, be a leader!

Why don't you come on the next WebClinic and let's work on your autoresponder messages together. Call your coach and tell them you want to be on the WebClinic. They'll take it from there.

Right now, you may have a bunch of people coming to your website and asking you, or responding to your APS ads and scripts, asking you to help them. What I want to talk about in this chapter 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,

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I'm always going to people's websites and filling out their email offers (the ones that actually have an email offer) and I always find the same thing. An automated reply, and a series of other automated replies that appear like, feel like, smell like auto replies (read impersonal and dead).

Keep this in mind, when someone asks for information on your website, it's never really about the INFORMATION. It's always about the end result. You've heard that people don't want drills, they want ¼" holes. It's the same way with people on your website.

They don't want INFORMATION on Zero Down Home Loans, they want to buy a house with zero down, and your follow-up with them should always be about helping them buy a house with zero down and not about the information.

The worst thing you can do is just send out an impersonal piece of information like a free report.

And in my opinion, you would be much better off having your autoresponder delay sending out the information by at least 24hrs so you can create the appearance that you put together this information especially for them.

Why would you do that?

Well, autoresponders are great tools. They save you time, and they help you automate the process of following up with a high volume of leads, but they can really be impersonal.

What you really want, is the appearance that you are one person, speaking directly to one person.

To be most effective, autoresponder messages should have 3 critical elements. They should be

1. Personalized
2. Short and conversational
3. Expecting a reply

Personalized means you should use their name. It really helps. Especially if you delay the sending of the message, instead of sending it right away. As soon as someone sees a "personalized" message in their inbox 30 seconds after they request something, they know it wasn't YOU. If they get it the next day, it appears that you came in the next day and responded to their message. It's a little thing, but it makes a huge difference in perception.

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If you're doing a good job of making offers on your website, you should be getting lots of people who share their email address with you while they're at your site. If they do it by asking for a FREE Report by email, or sign up for your FREE Home Buying Nuggets or whatever, the objective is to get them to take the next step right away.

Let's say someone comes to your website, and they see an offer for a free report on "how to buy a home in Boise with Zero Down Payment... Just enter your name and email address"

So they do. Now, what I usually see next is the biggest lost opportunity on your website.

If someone is excited enough about something you're offering to leave their name and email address to get it, never in the history of your relationship with them have they liked you more than that moment. They have taken a step forward and revealed a part of themselves to you.

As soon as they hit that submit button, they're no longer anonymous.

What usually happens is they are sent the Free Report they asked for and it's the biggest lost opportunity you could ever have on your website.

Think about it for a second. The person who has just submitted that information is saying "Hey, I'm interested in a zero down mortgage!" The best thing you could do right now, would be to make an offer to them RIGHT NOW to take the next step -- While they're in forward momentum.

So, instead of sending a message that says, "Thank You, here's your Free Report", you might send them an email that offers them a free list of homes, a free pre-approval, or find out EXACTLY how much house you can afford in just a few minutes.

You might make an offer for your FREE Home Loan Finder service, and your FREE Home Finder Service.

The point is, once you have a prospects email address, you should only be making offers that will get them to share their hearts with you, and it should start IMMEDIATELY. Don't just thank them and send them back to the beginning. Keep them moving forward.

If you make these kinds of offers to people immediately after they've left their name and email address, you'll see a dramatic improvement in the number of prospects who ultimately share their heart with you.

Not everyone will though. So, if you've got someone who shared their email with you, but didn't take the next step, what you do next is very important.

Chapter 4

How To Automatically Sift, Sort and Screen All Those Emails To Find The Five Star Prospects

This chapter is about how to follow-up with your website leads by email.

This is something that I get asked at EVERY Main Event.

So, I'd like to talk about connecting with prospects that come from your websites, as email contacts. The ones who come to your website and decide to fill out your form, or if you've been following the eyeballs + emails + hearts = faces formula, the people who leave their name and email address in exchange for some information you promise on your website.

It's important that you have a game plan for these leads, or it will end up being a big frustration for you. So, here are a couple of tips that will help you build a plan for YOUR email prospects.

Know What You Want Them To Do.

If you don't know what you want them to do next, how can you expect them to do it? You have to keep in mind that every lead you generate, whether just an email address, or someone who has filled out your form, is just the beginning. It's just one step up in the formula.

If they leave an email address, the next thing you want to do is have them share the desires of their heart with you. If they fill out your form and tell you who they are, what they're looking for, and basically ask for your help – your goal is to get them out of a cyber relationship and into a real relationship.

Every communication you have with your prospects should really be designed to advance your prospects to the NEXT step.

It all starts on your website.

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It's important if you're going to use a registration page that you have a compelling offer on the page that lets your prospects know about all the benefits they're going to get by coming in to your site.

Take a look at the registration pages at EmailMastery.com and notice how they make the information in the site seem very attractive.

Once again, test a registration page against both the pop-up window and the interactive banners so you know what works best for you.

Whatever you choose to do, when you make attracting email addresses your top priority for your website, you'll start getting more of them.

So let's talk about what to do with all those email addresses you're getting...

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They have to make a DECISION. They'll either decide they want the information you're offering and enter their name and email address, or they'll decide they don't want it and close the window to get on to the rest of your site.

Don't just judge them without testing them.

Choose one of the pop-ups on EmailMastery.com, test it on your site for 100 visitors and see how many people leave their name and email.

You'll probably be pleasantly surprised, compared to what your current website does.

If you just can't stand pop-ups, or you want to test another cool idea, you can try...

Interactive Banners

The thing that makes pop-up windows work so well, is that it gets seen.

You can get (almost) that same effect by using an interactive banner to make an offer your visitors can take advantage of on your front page.

It's important to use these banners on your front page where you can be sure they'll see it and be compelled to take action.

Take one of the banners on EmailMastery.com and test it against a pop-up window. Try it for at least 100 visitors and compare your results. You'll find out how well the banner works compared to the pop-up and you can make your decision on which strategy to use long term.

There are lots of different offers you can test for both buyers and sellers, so just pick one of the offers and go with it.

There's one more thing you can test for getting a ton of email addresses...

Registration Pages

If you're going to go all the way, one of the best things you can do is try a registration page that **REQUIRES** your prospect to leave their name and email address **BEFORE** they enter your site.

The reason they work so well is because your prospects are faced with having to make only one decision.

Do they want to come in to your site or not.

Chapter 3

3 Great Strategies You Can Use To Start Getting Emails Today (Without Completely Ditching Your Website)

The biggest fear I think most people have once they know the formula for Internet success, and realize their website doesn't follow it, is that they're going to have to redo their whole website.

Not true.

Now that you've got access to EmailMastery.com.

You can use some simple strategies that fit right in to any website and turn it in to an email collection magnet.

Remember, it's not about having a website that has dancing chickens and whirling planets with all the bells and whistles. It's about making sure you meet the number one goal of your internet strategy – getting a name and email address.

Now, you can use any one of these three strategies on your website.

Pop up windows

You've probably seen pop-up windows on other sites. The little windows that pop up on top of the site you're trying to visit.

Maybe you hate them.

It's ok.

These pop-up windows work. They work because they do the one thing that hiding your email offer behind one of the twelve clicks on your front page can't do. They **GUARANTEE** that every visitor to your website is going to see it.

Not only will they see it, they'll **HAVE** to do something about it.

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There are all kinds of things you can offer to prospects, and most people already have great stuff on their website they could package into an e-mail report. Honestly, most of the real estate websites I see have too MUCH stuff with not enough focus on response.

The most important thing you can do to increase the number of people who respond at your website is to make those offers on the FRONT PAGE.

Try this:

Go to your homepage and notice when the page has loaded, just how much of your page is visible in the screen without scrolling down.

What you see there, is the most VALUABLE piece of real estate on your website.

What you see there, is the one single part of your website that every single visitor is guaranteed to see. That's where they all start.

Now, if you have 6,8,10,12 different options for them to click on, and your e-mail offer is behind one of those clicks...you now have only a 1 in 12 chance that they're even going to SEE your e-mail offer.

As soon as they click on any one of the buttons or links on your front page, you're chances of connecting with them have been drastically lowered.

On the other hand, if you make your e-mail offer on the front page of your website, in the immediately visible screen area, your chances of connecting with them by email are considerably higher.

Just this one change to your website can increase the number of email addresses you get by 10 times!

Email Mastery!

better idea of what's happening.

Most people know the number of people (approximately) that contact them each week, or month, and they'll tell me they get "3 or 4" e-mails a week/month/quarter....whatever.

Just knowing how many people contact you doesn't help figure out what you need to do next. If you're getting 3 or 4 e-mails each week from the 5 or 6 people that come to your site, you're doing great!

If you're getting 3 or 4 e-mails a week from 400 people who come to your site, we've got trouble. Big trouble. Your site isn't connecting with people in a way that compels them to want to get in touch with you.

And you'll never know it -- unless you know your numbers!

So, it's usually one of two problems. Not enough visitors, or not enough compelling offers to convert visitors to prospects.

Since you already have a way to predictably get visitors to your site for pennies each, we can focus on the second problem -- not enough prospects.

I can't say this enough. The PRIMARY purpose of your website should be to at least attract the e-mail address of your visitors. If you have that, you can start a dialogue with your visitors, and continue to make offers to them even AFTER they've left your site.

If people come to your site and don't at least respond for something with their e-mail address...you're losing out on at least 50% of the response you could get if you were able to follow-up with them after they leave.

I'm serious.

The chances of someone bookmarking and returning to your site are very low.

You've got to act like you only have ONE opportunity to connect with them, and do everything you can to make sure you do.

How do you do this?

Well, you make offers for valuable information your visitors can get by e-mail.

Offers like FREE Reports by autoresponder, a FREE List of the best homes for sale in a particular price range, a FREE list of homes that just sold in their neighborhood...etc.

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5. Would like us to Help them

It's all about finding people who are willing to help-us-help-them.

Step #4: Winning Faces

Only when you've won their heart will they show their faces. Ultimately...Nothing happens until you meet them face-to-face. What opportunities are you presenting them with to meet you?

Meeting Face to face doesn't necessarily mean a one-on-one appointment in your office. You can use more non-threatening offers like Free homebuyer workshops, tour of homes, group showings and ultimately buyer consultations or home loan consultations.

Using and mastering this 4-step formula will ensure that you have a profitable, well thought-out internet strategy to get as many new prospects as you want.

Knowing The Formula
is just the start...

When people come on the Web Clinic for help with internet marketing, I ask them two questions:

1. Do you know how many visitors you're getting?
2. How many visitors out of 100 do you connect with?

Unfortunately, the answer to those questions is usually "I don't know"

If you're going to create a web strategy that works, you'll have to know the EXACT answers to those questions.

I'm always surprised that most people don't even have a way to know how many visitors they're getting to their site. Not even a counter.

Don't let that be YOU.

If you don't have at least a counter on your site, get over to www.freestats.com and get yourself their free stats program. It takes less than 4 minutes from start to finish to sign-up, set up the tracker and start getting accurate numbers on the visitors that come to your site.

Once you've got a way to track the number of people coming to your site, we can get a

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Step #2: Winning Emails

This step is all about structuring your site for its primary purpose...to get e-mail addresses of your visitors. It's important to get those e-mail addresses so you can start a dialogue with them, and build their trust over time. In order to do that successfully, you have to ask yourself... "What do they want?"

What opportunities are you giving them to share their email? Are you using direct response copy to encourage your visitors to request your weekly nuggets, free e-books, free reports by autoresponder? How easy is it for people to respond to your offers?

If you FOCUS on making irresistible offers, and making it EASY, EASY, EASY for people to respond by just leaving their email address, you'll see your response rates go way up. This is one of the key numbers you should be measuring. You want as high a percentage as possible of your visitors to leave their e-mail address when they come to your site.

Step #3: Winning Hearts

Nothing happens until they're willing to share the desires of their heart, and they won't share their heart until they're not afraid of you. What do they really want? What opportunities are you giving them to share their hearts? Things like a sign-up page for your **Free HomeFinder Service** by e-mail, free online pre-approval, free custom printouts of homes in their price range.

Always remember to begin with the end in mind... you want messages like:

"I want a three bedroom 2 bath home in South East, with a garage in the \$150,000 - \$170,000 range...and we'd like to move in APRIL."

"We make \$86,000 a year and we have good credit but we don't have any money for a downpayment...can you help us?"

"How much house can we afford?"

It's not about getting EVERYONE to share the desires of their heart. You're looking for the GREAT prospects.

Remember, it's only about finding the 5-Star Prospects:

1. Willing to engage in a dialogue
2. Friendly and cooperative when we communicate with them
3. Know what they want (and are realistic)
4. Moving in the next 6-12 months

Chapter 2

It All Starts With The Formula For Internet Success: Eyeballs + Emails + Hearts = Faces

When you start out to set up and implement your website strategy, you have to put first things first - you have to win their EYEBALLS by getting them to visit your site.

When they visit your site...you have to win their EMAIL address.

When you have their EMAIL you need a strategy to encourage them to share the desires of their HEART. This level of trust and confidence can only be won through baby steps, and only when you've won their heart, they'll show you their FACES.

You can't skip steps. It's all about BABY steps...don't startle them. Let them move at their own pace. Here's how it works...

Step #1: Winning Eyeballs

This step includes everything you need to do to get visitors to your site. Getting people to fire up their browsers and come to your site because they see something of value.

Your strategy can include simple things like getting your URL on EVERYTHING. Little classified ads, adding an invitation to your APS scripts, half page Harmon Homes ads, infoboxes, e-mail buddy lists, targeted e-mails.

You can also get eyeballs to your website through using search engines and links at other high traffic real estate sites like Realtor.com, homeseekers and homeadvisors.

The important thing to remember is that you need to DO SOMETHING PROACTIVE to get visitors to your site. It's not enough just to build your site...you've got to do everything you can to make sure people know about it, and all the BENEFITS they'll get

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Once you've successfully attracted someone's email address, your website has done its job. Now you're moving in to the most important part of internet marketing – connecting with those “individuals” by name and starting a dialogue with them.

Your website is a monologue.

Email starts a dialogue.

This book is not about how to get more people to your website, but it's about how to get more of the people who come to your website to start a dialogue, and what to say and do with those people so they'll take the next step and ultimately choose to work with you.

Developing the skill of email dialogue with your prospects, your current customers and your sphere of influence is one of the most profitable skills you can develop.

The good news is that it's a skill you CAN develop.

This book is going to show you some of the most profitable ways you can use email and autoresponders in your Before, During and After units.

EmailMastery.com gives you the tools to actually implement these ideas easily in your own business.

So, let's get started...

Chapter 1

Why Mastering Email and Autoresponders Could Be The Most Valuable Skill You'll Ever Learn!

When most people think about marketing on the internet, their first thought is always about getting the latest, greatest whiz bang website complete with all the dancing chickens, whirling planets and their favorite song playing in the background.

If it's new and cutting edge, it must be great!

The most powerful secret about internet marketing is not even your website.

It's about email.

Email is your instant connection to real people one at a time as individuals.

Even more important than having someone come to your website and stay there for hours at a time or bookmark it so they can come back later (anonymously) without you ever knowing it, is that they come to your site and identify themselves quickly.

The industry calls these high content portal-type sites "Sticky".

I'd much rather have a "Slippery" website.

I want people to come to my website, quickly find an offer they'd like and ask for it using just their name and email address. Simple. Just a little baby step.

It's not about having them fill out a 4-page form with their bank balance and their blood type, just to get a free report. "It's about offering something as simple as a free report on how to buy a house in happytown with no downpayment" that someone can ask for from a pop-up window, banner or registration page on your website.

Chapter 7:

Here Are Some Examples Of How To Put It All Together In

Your During Unit – Try adding some of these simple strategies to your During touch points...

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Chapter 8:

How To Avoid The 4 Biggest (*And Most Costly*) Mistakes

Most People Make In Their After Unit... Don't confuse being NICE to your clients with an orchestrated referral process.

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Chapter 9:

How To Use Email To Get More Referrals From The People

Who Already Know You And Trust You – Don't just ask for referrals, tell your clients exactly and specifically how they can help you...

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Chapter 10:

Here Are Some Examples Of How To Put It All Together In

Your After Unit – Try sending some of these messages to your clients and start generating more quality referrals today...

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Chapter 11:

Start Collecting Emails Today! What are you waiting for? Flip the switch and develop the mindset to start collecting email addresses every day!

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Resources:

Here Are Some Extra Resources To Help You – Look at all these Teleclasses, coaching and internet tools to help you take the next steps...

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Here's What's Inside...

Chapter 1:

Why Mastering Email and Autoresponders Could Be The Most Valuable Skill You'll Ever Learn – By learning to engage people in email dialogue, you'll tap in to

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It All Starts With The Formula For Internet Success: Eyeballs + Emails + Hearts = Faces –The quickest way to make your internet marketing more profitable is to apply a winning strategy...

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Chapter 3:

3 Great Strategies You Can Use To Start Getting Emails Today (Without Completely Ditching Your Website) –With a few simple changes you can turn your current website in to an email magnet...

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Chapter 4:

How To Automatically Sift, Sort and Screen All Those Emails To Find The Five Star Prospects – Not everyone who comes to your website or leaves their email is a true prospect. Here's how to tell who is...

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Chapter 5:

Here Are Some Examples Of How To Put It All Together In Your Before Unit – Try these strategies and messages with the people who come to your website and reply to one of your email offers...

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Chapter 6:

How To Use Email To Help Deliver A World Class Experience – And Get More Referrals... Email isn't just for your Before Unit anymore. Here's how to automate some of the day to day communication with your clients, so you can focus on the relationship...

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Email Mastery!

Using email and autoresponders in your
Before, During and After Units

Email Mastery!



**Using email and
autoresponders in
your Before, During
and After Units**

By Referral Only