

Is Your Marketing Breaking Through the Clutter And Making your Prospects Call You, Instead of You Chasing Them? With the right marketing “system” ... they will!

We live in a world where folks are bombarded with over 3,000 advertising messages every day ... so yours had better be different. Your message has to break through the clutter, before it even gets opened!

Does yours do that?

Are you chasing deals, with low profit margins, and spending the rest of your time battling with rehab contractors ... instead of focusing on what you do best?

There is a better way! It's called a marketing “system.” And properly implemented, this system will create a lead generation and conversion machine that will have your prospects calling you, instead of you chasing them. I guarantee it.

How to Break Through The Clutter, With Your Marketing Message.

I'm going to show you how to break through the clutter, grab the attention of your prospect, make them an offer they can't refuse ... and get them to call **YOU!** (I know it's a tall order, but it's also proven.)

Keep reading to learn that **more to less is better than less to more.** Meaning that if you're willing to spend more on fewer “hungry fish,” your response rates will soar.

A Marketing System That Works.

You can build a marketing system that creates residual, passive revenue. It's a system that forces your hungry prospects to call you, allowing you to cherry pick the deals with a higher profit margin.

Here's What You Need:

1. Hungry Fish
2. Irresistible Bait
3. Right Equipment

So, let's look at these one by one ...

Hungry Fish: You only want to talk to the people who **NEED** you. These may be homeowners in foreclosure, burnt-out landlords, divorce situations or probate sales. They may also be expired realtor listings.

Irresistible Bait: This is what you'll need that's so enticing, it will compel your prospect to open it ... they'll just have to!

Irresistible bait always has 3 R's: **Rip. Read. Respond.**
They must be compelled to rip it open, read it and respond immediately!

Right Equipment: This includes a system to find the names and addresses of the hungry fish. It also includes free gifts and an offer that compels your prospect to call **YOU** ... and you convert to a deal.

That's it. In order to create the residual, passive revenue that you want, and to provide you the freedom to do what you do best and to live your passion ... **you must have a marketing system.**

Would You Spend \$20 to Make \$20K?

That's a silly question, isn't it? Of course anyone would, right? But I'm often amazed at how many investors are still resistant to this reality.

Here's what one investing guru and mentor, Ron LeGrand, had to say. "I resisted it like everybody else and thought it was awfully expensive. And I thought the risk was too high."

But when Ron overcame his resistance, here's what he said about his results. "We made \$50k in just one day and grossed over \$170k in our first campaign."

Ron says, "**Don't step over dollars to get to dimes.**"

The moral to the story is this. Even when the cost per lead (fish) is more, when you only go after the hungry ones, your response rates are higher, making your costs lower. Does that make sense to you?

There are many tests that bear this out, but there's not enough space to share here.

An Effective Marketing System Requires a Process or Campaign!

A marketing system that gets the results I'm talking about is **NOT** a one shot attempt! It can't happen. It requires a campaign ... multiple communications with your prospect.

Research also bears this out. Look at the number of **deals that were made** after contacts 1 through 5, in a study done by SMEI:

1 st Contact	2%
2 nd Contact	4%
3 rd Contact	6%

4 th Contact	10%
5 th Contact	81%

This study went on to say that 90% of the people gave up after the 3rd contact.

So, if you want to be among the 10%, who stick it out and close 81% of the deals ... you must have a system that will touch your prospect at least 5 times!

Without a system, you'll get distracted ... and it won't get done. And, with an effective system, it will cost more per lead, but you won't be stepping over dollars to get to dimes.

So, here's to your investing success! Work smarter, not harder -- with a proven system.

(I wrote this for a BIG
name direct marketing guru, whose
name is intentionally omitted.)