

How to Send Your Newsletter for Free!

When I speak to agents about the newsletter program I get two major objections or pushbacks.

Objection #1: It sounds like too much work!

I certainly understand this objection. This was the very reason it took me over three years to finally get a printed newsletter implemented into my business.

The marketing genius Dan Kennedy has told me for years to start a printed monthly newsletter. And I loved the idea from the first time I heard it. The problem was, the task of actually getting the newsletter up and running sounded very daunting.

I kept thinking that I would at some point block out a week or so of time and sit down and hammer the thing out. But I kept putting it off. There was also an easy excuse. And there always is, in real estate, and especially in life. We can also say we are just too busy. When it reality if we break down our time. I mean really break it down and look at what we actually spend our time on, it's a real eye opener.

And that's exactly what I did. I studied my days. I studied my nights. What was I doing? There are twenty four hours in a day. There are countless people that much more done than I do, so what am I doing that's so darn important, that I can't get around to building real systems into my life and business?

Turns out I was goofing around most of the time. Wasting so much time on trivial or unproductive things that I was finally left with no excuse whatsoever. And even with this unfortunate knowledge in hand it still took a swift kick in the pants from my Bride, before I took the first step.

In studying my time efficiencies, or rather...inefficiencies, I found some startling information. Turns out I was watching up to four hours of television every day. About three hours a day Monday through Friday, and five and six hours a day averaged on Saturday and Sunday. And during football season I was sometimes watching close to nine hours of NFL football every Sunday!

I would watch The Big Bang Theory, Modern Family, Life in Pieces, Alaska the Last Frontier, Alaskan Bush, How to Get Away with Murder, The Walking Dead, Breaking Bad, Homeland, The Affair, Blacklist, Shameless, America's Got Talent, The Voice, and on and on!

Not to mention the movies! Stacey and I love to watch movies! Pulp Fiction, A Few Good Men, Shawshank Redemption, Friday, Step Brothers, Talladega Nights, Kill Bill 1 & 2, Little Miss Sunshine, Man on Wire, Forrest Gump, High Fidelity, Cast Away, The Titanic, Juno, The Dark Knight, The Royal Tenenbaum's, Dirty Dancing, Footloose, E.T., Risky Business...

The movie list can go on and on for pages. But I don't want to take up all your time.

My point, and it's a serious one, is that when you take an honest appraisal of your time. What you will likely find will shock you! We waste so much time, we should be ashamed.

Even when we claim to be "working" or being productive, we typically aren't. Blowing up balloons for an hour for the open house that nobody will come to, is not efficient. Continuously watching YouTube videos for marketing and lead generation ideas for your business... and then never doing a single thing with the information is not "working".

Our time is easily fleeting in a typical real estate day. But it doesn't have to be. We can find things to do all the time. Most of which are not conducive to long-term success in business.

I'm working with several agents from across the country, and some now even in Canada. The theme unfortunately remains the same. Ninety-five percent of my time is spent convincing these agents to DO SOMETHING!

I give them an idea, which always starts with the foundation of the database. "Oh I've heard that before, what else you got?" Of course you've heard it before, but you're not DOING IT!

This business is amazing **if** and **Only If**, you are willing to put in the work! And the best part is, if you are willing to put in the work, and do what almost everyone won't for three years, you can spend the rest of your career doing what agents only dream about.

When I tell people that I sold 468 homes last year working no evenings, no weekends, and no Fridays... they have one of three reactions:

1. An eye roll with a silent, "Yeah right," said to self.
2. An unregistered deer in headlights mouth agape stare.
3. "Oh my God that's amazing, that's what I want!"

The third response is from the only people that I can work with. For you must first believe before you can achieve. If you've convinced yourself that I'm lying, and no such lifestyle business exists in real estate. Then you will be right, and you'll never achieve such a business.

The idea of "sounds like too much work" has to be quantified.

When you consider this obstacle before you: Creating a Printed Newsletter. Your perspective has to be on the long game, on the big picture. Having an instrument in your business to deliver repeatable and reliable lead generation is the answer to almost all your real estate worries.

We all know that most all people that enter the real estate sales business, goes out of business in less than two years. Why? Simple... no systems for consistent lead generation.

So inside this Obstacle of creating, implement, and deploying a printed newsletter, is inherent and substantial benefits. I've proven in my own business that the newsletter increases referral and repeat business. I've proven that with consistent communication to the database, you can EXPECT consistent results. And with the strategy of continuously adding people to your database, both through transaction and action, your results grow exponentially!

With all this information and actual proof of results and a path to the Good Life, what do you think most agents do? Usually what they've always done. Nothing. Why work hard and get things done? Why be strategic and play the long game? Why create a real business? A business that works so they don't have to. I have no fucking idea why! Maybe it's easier for them to be the victim. To complain and moan all day about how bad they have it. How the top agents in the market are "jerks" and "sharks" and whatever. Excuse after fucking excuse.

I can't answer with any certainty why these agents are paralyzed. Frozen. Always with problem, but unwilling to pursue solution. I have no idea why. I only know what it takes to NOT be that agent.

If you're reading this right now. I know you're not THAT agent. So if for a second you say, "It sounds like too much work..." I say, "Then stop watching so much TV, and DO THE WORK!"

Objection #2: That Sounds Expensive!

First of all, it's not expensive. We have our cost per newsletter down to \$0.88 per copy. And we print in color and use an outside bulk mail company for folding, postage, and shipping.

Second, everything you do in your business must stand up to ROI (return on investment). Everything!

Here's what I know, your database will return a MINIMUM of a 10% transaction return when you communicate properly. Our numbers keep going up and up the longer we utilize the newsletter. We're only in our third year, and we have gone from a 10% transaction return to 14%.

My definition of transaction return is simple. If you have 200 people in your database, you add "proper communication", you can expect a minimum of 20 transactions a year from that database. A ten percent transaction return.

Let's look at the math. In my market our average commission per transaction is about \$5,000. As an example, if we have a database of 200 people producing 20 predictable transactions per year, that's \$100,000 in commission.

If we round up and say that each newsletter costs \$1, our expense would be \$200 per month, \$2400 per year. I would always trade \$2400 for \$100,000.

We're talking about an **investment** in your business, not an **expense**. Please change your mind set on coaching, seminars, conferences, books, information products, marketing in your business, whatever... from here on out. I'm serious! From here on out, we are looking for business investments. Investments that can be held accountable to return on investment.

Here's the overall theme for the long game in your business:

- Continuously add to your list of people to communicate with.
- Consistently communicate with them.

If you do **JUST THOSE TWO THINGS**, your life and business will never be the same! It's a snowball philosophy. It can start as small as a snowflake, but with consistent effort it becomes a snowball. Growing bigger and bigger. Then momentum takes over and you have a real business. A business that works, so YOU DON'T HAVE TO!

With the example above, a handful of those twenty transactions will come directly from the people in your database buying and selling. The rest will be referrals to new people. People you will gladly help buy and sell homes. Then swiftly add them to your database. This coupled with one of the foundational strategies in The Declaration of Greatness (adding two people a week to your database) leads to the most miraculous business and life imaginable!

All you have to do is DO IT!

So we've debunked the "it sounds expensive myth". Now let's make this even more thrilling by actually bringing your cost down to nothing. Zero. Maybe even make a profit just from the monthly creation of the newsletter, without even factoring in all the commission dollars.

Here's how:

You will simply ask for businesses and vendors to advertise in your newsletter.

The first place you will start is with the people that make money from a real estate transaction.

The mortgage lender, title company, home inspector, bank, insurance agent, home warranty, attorney, moving company, landscaper, lawn care, snow removal, window washer, housekeeper, roofer, plumber, interior designer, interior decorator, Menards, Home Depot, furniture store, appliance store, electronics, the list goes on and on.

From there consider friends and family members that have businesses or know people that do.

Then look to your favorite businesses, restaurants, service providers, etc. The opportunities are limited only by your guts and your imagination.

You will almost certainly create enough interest just with businesses that benefit from a real estate transaction, to more than cover all of your costs related to the newsletter.

Do the math and make the offer irresistible. Keep in mind that we want the benefit to be Win-Win-Win. We want the advertiser to benefit with increased business. We want the recipient to benefit from the advertisement, and we of course want to benefit by offsetting our costs.

When I pitched the idea to potential advertisers I made this perfectly clear. In order to advertise in my newsletter, you have to offer something of value to my recipient. I didn't want image ads or the usual boring stuff. I wanted coupons, discounts, and incentives for my mailing list.

For instance, we have a Dairy Queen that offers 10% off any order. A muffler and brake shop that offers 10% off. A title company that offers a free title search. A water park that offers 50% off a season pass. Offer after offer, discount after discount.

Think about what we're talking about here! This is a game changer for your business!

You have an opportunity to leverage One to Many marketing, while simultaneously building and deepening genuine rapport with your article and trivia contests, and you are building a gateway of benefits between local business owners and your mailing list... all while building yourself up as the HUB of it all!!!

Now that you're excited, I know what you're thinking. So what do I charge the advertisers?

Again, please keep this in mind. We want it to be a no-brainer for the advertiser. Do not overthink this or try to outsmart yourself. Your first and foremost objective is to cover your costs, and benefit all those involved.

The size of your list will be in direct proportion to the amount you charge advertisers. For instance our list is just over 1500 people. We charge a regular advertiser \$39 a month. And we have about thirty of them. The size of the ad is just a little bigger than a business card. We have our premium sponsors, that pay anywhere from a hundred a month to several hundred. These include our preferred mortgage company, title company, moving company, home inspector, bank, and insurance company.

We make many each month with our newsletter. So not only do we accomplish the objective of bringing our newsletter cost to zero, we actually make a monthly net profit. This is fantastic, but it is not the first objective, it becomes an amazing byproduct of the overall big picture.

Keep in mind that we sell hundreds of homes a year. Getting a premium sponsor for me is not difficult. You will need to build up to this.

There you have it! Both of your objections have been eradicated! The printed newsletter is no longer too hard of work. And all cost considerations are out the window.

Now get to work!!!

Your friend,

Bart Vickrey
Real Estate Jedi

P.S. One last quick thought. Do not think that you have to come out of the gate with a multi-page newsletter. Just get started with something! Even if it's only the front side of one single letter size piece of paper. That is all you need to start the process. Simple logo or title, genuine from the heart article (feel free to copy any and all of the articles I provided for you), and a trivia contest. Simple! Do it NOW!