

MARKETING



Let's start at the top and work our way to the details.

First things first:

Freedom is Everything.

We accept the idea that freedom is everything (as long as we're healthy, etc). The first step to freedom is financial freedom. And the first step to financial freedom is debt freedom.

So what about in business.

We accept the fact that we need to build to build a **moat** around our business.

We accept the fact that we need to build a **lovable** business.

We accept the fact that to truly build a lovable business we must practice **One to Many** marketing.

We then, have to accept the fact that the **Newsletter** is THE best platform for one to many marketing.

We also accept the fact that we must build a list (and be always building) - and then, consistently communicate with this list (Proper Communication).

Now, having said all of that the only way to implement a newsletter into your business is to vanquish the Monster.

Get out of your own way.
Get out of your own head.
And, get on with it.

Same theory discussed in the Focus section of this month's (mind-blowing) newsletter.

Good news.

I have a "hack" for you regarding the newsletter. If you're having trouble (all of which is of course ONLY in your mind) with ideas for the newsletter. If you "believe" you are not a "writer" (way too many quotation being used!) - then the very first step is to begin journaling.

In my most humble opinion, journaling has been instrumental in both - the ideas for - and the writing of - my newsletter(s).

With a pen and a pad. Notebook. Actual journal. Or simply, as I do now, a laptop computer and Google Docs. Start writing.

We'll discuss more about journaling going forward. But I task you with and challenge to begin journaling NOW. I'll give you until tonight to think it over. And as early as tomorrow to begin.

SETH GODIN

If you watched the Seth Godin video (and if you didn't, you really need to) he dropped serious marketing napalm!

Let's go through some of the quotes from the notes I took from the video.

“Permission marketing is the idea of delivering anticipated, personal, and relevant messages that people want to get.”

This type of marketing is the exact type of marketing that I utilize to get you into the Real Estate Good Life Inner Circle.

Please keep all of this in mind as you implement and then deploy your newsletter.

****Make sure to check out the copy of GLIC Member John Cunningham’s newsletter attached to his spotlight in this month’s Member Spotlight.****

Here’s a quote from the video that makes me smile from lobe to lobe,

“Patiently building an asset is probably the single most overlooked thing that marketers fail to do.”

HELL to the O!

If that quote doesn’t directly apply to your newsletter, then I didn’t marry Miss Right (first name, Always).

A newsletter is an asset. Sure it takes longer to produce results than telemarketing and trespassing. But the results are directly attached to the word: Lovable.

“People only buy from you (or sell with you) for two reasons: one, they know you exist. Two, they trust you.”

The newsletter does both!!!

Our main objective with our “list” is to:

Make sure they know we’re alive.

Make sure they know what we “do”.

Make sure they know how to do business with us.

Make sure they know how to refer business to us.

Remind and repeat.

*Side note: this is hilarious (life happens moment). My son came into my office (with a sweet look on his eleven year old face) and asked if he could keep the \$4 in change from Santa's Secret Workshop?

"Sure buddy." I tell him.

Ten minutes later he waltzes back in and asks, "Can I buy the new battle pass for Fortnite?"

"I guess. You know the drill. As long as you pay for it."

He leaves and goes to his room. Returning with a handful of cash. A twenty, and five singles. "Here ya go dad." Turns on his heel and heads towards the door.

"Hey, wait a minute. Did you just give me my four bucks back as part of this payment?"

He didn't know how to answer, but he smiled wryly.

"If you did, and that's what just happened, just say so."

"Yes", he giggled. (kids = sometimes lovable)

Okay, where were we?

Oh yeah, me yammering on about the importance of the newsletter in your business.

The newsletter builds trust and reminds people of your existence. Seth would love it if you implemented a newsletter. Just saying.

Seth continues:

"For anyone looking to evoke change... tell a story that resonates to the people hearing it."

This applies to everything you do from now in your marketing. Tell stories. Me. Blue face.

From email marketing, to the newsletter, to the client and transaction stories you MUST begin writing on Facebook.

Here's a quote that I love. Especially now in my life. As I try harder and harder to be authentic and find my true self.

“Our consistent self is behaving the same way in front of our mom and our client.”

And we'll get off the Seth Godin bandwagon after one last quote. A mic dropper, if you will...

“Will they miss you, if you were gone?”

This quote needs to apply to your newsletter, to your marketing, and most importantly... to your life.

Paying 59 bucks a month is a start.

Paging through this masterpiece of a newsletter is a start.

Maybe, even reading it. A start.

But until you begin to implement these ideas, strategies, and principles in your life - nothing changes. It all stays the same. Same as today. Which was the same as yesterday.

Moving on.

Building a moat around your business has many layers.

Most of which is steeped in Neediness. The detachment from.

You know my feeling, we must **eliminate as much neediness as humanly possible.**

If Zillow leads make up anywhere a substantial portion of your revenue, you are needy.

If your broker gives you leads that have a noticeable correlation to your bottom line, you are needy.

If you have a builder as a client, or an investor, or a bank, or...

You get the idea. You want all of these leads. You want all of these closing. I'm not saying to turn any of them down. I'm saying do not be dependent upon them.

Create your own leads.

Build your own marketing campaigns.

Build your own business.
Dig your own protective moat.

A newsletter is the ultimate One to Many opportunity for you to establish a Category of One.

How?

With your stories.
With your mind.
With your thoughts.
With your personality.

Nobody in the whole wide world can copy you being you.

We are in a business of copycats.

Differentiation seems to be more and more difficult for agents to come by. Especially with the commoditization going on with Zillow, Redfin, OpenDoor, fill in the blanks.

Only by being **You** in a category of Your invention or definition and ownership can you build and then maintain a **Moat** around your business.

This ties directly with the Outlier section of this newsletter. The featured Outlier - **Peter Thiel**.

What's the name of his best-selling book?

Oh, that's right! **Zero to One**.

What do you think that means? (you better know - or, I'ma scream!!!)

Moving on.

Here's what dan Kennedy tells me,

"By and large, money moves to status."

Check out this picture of me with ??? (yeah, I know. But, it's the only face I have!)



This picture was taken at a Dan Kennedy conference in 2013. The guy with me, a celebrity.

The point of the picture, according to Dan, is to “borrow” a celebrity for your marketing - if you are not one (yet).

Still don't know who that is?

Google: Body by Jake.

Continuing with Dan's quote:

*“By and large, money moves to status. **NOT** to greatest skill or talent, or highest academic or professional credentials (think - GRS, ABR, GSI in real estate), longest tenure and evidence of reliability by longevity, most capital to wield.*

No. To status. You may cry foul but your protests will fall on deaf ears. Money's mind is made up."

Now, before you throw your hands in the air (and scream like you don't care) and say, "Well, Bart I'm not a celebrity!"

Please keep in mind, the word is status.

For instance, I'm just a regular guy sitting in my home office (lab) with a pen and a pad.

I also have a microphone. A podcast.

I have an agent email "list". A "series" of stories delivered.

A cobbled together website. A blog.

With these, I have status.

Not a lot. Some. Growing.

You have the perfect platform to create and then build status with the newsletter and through Facebook.

How?

By using your authentic mind. By telling your stories. Telling stories that allow for vulnerability.

Think about the reasons you like me. Really think about it.

I know there's a part, likely a big part, that is attached directly to our views being like-minded. You feel like you know me. You can relate.

And for Members like Tom Miller, "It's like we're the same person."

If you like yourself (and I know you do) - and you feel we're a lot alike - then, of course, you like me. And because of my platform, there's status.

That's all the marketing for this month. If you've read this far, **you have what it takes.**