

The Newsletter Program

How to Build Relationships Deepen Rapport and Add Half a Million Dollars a Year to Your Real Estate Business... Without Making a Single Cold Call!!!

In October of 2000 I was on vacation with the four most important people in my life. My Bride, our 14 month old Daughter Madison, and our mothers.

We arrived on a Saturday. Monday morning we walked along the shores of the Atlantic Ocean. The temperature was in the low 70's, the sun was bright in the sky the breeze was light and fresh rolling off the water.

As the four most important people in my life walked along the white sand, I trailed behind. On my stupid cell phone. Trying to keep one lousy deal together. Because I was broke... and had to keep one lousy deal together.

To make matters worse the client I was begging to stay in the deal was a jackass! So instead of enjoying vacation, being in the moment with my family, a moment that would never be replicated... I was on the phone with a jackass.

In May of 2004, Madison was four years old. She had a field trip for preschool. The class was going to a local pizza place in Valparaiso called Gelsosomo's. She was so excited!

I was an agent at Re/Max at the time and business was really good. I had deals going on left and right. People probably thought the cell phone was a permanent appendage on my body. It was one of those Nextel flip phones with two way walkie-talkie feature. That thing was glued to my head all the time!

The Re/Max office was located inside a building with five or six other businesses. In the hallway was a row of soft drink and vending machines. Across from the machines was the bathroom. I remember it clearly to this day. I walked into the bathroom and was saddled up to the urinal with the phone pinched between my cheek and shoulder.

As soon as that call ended Stacey called in, "How'd it go she said?"

"How'd what go?"

"Picking up Madison. Did she have fun?"

My heart stopped. I immediately felt numb from head to toe. I looked at my watch, it was 11:50am. I was supposed to pick Madison up at 11:30!

"Oh my God! I forgot!"

“Yeah right. How’d it go,” Stacey replied hoping I was joking around.

“Honey, I really did forget,” I said with a choked voice.

Stacey was in her car and about ten minutes from Gelsosomo’s. She picked Madison up. Luckily a couple of the mom’s stuck around with Madison.

Madison was sitting on a bench at the front of the restaurant waiting for her Dad. He never came. The first words she said when Stacey walked in the door, “Why did Daddy leave me here?”

That night I cried myself to sleep.

I grew up in a broken home. My parents divorced when I was young. The memories of my dad during my childhood are painful. He’d show up late to pick me up. Drunk half the time. Once, my dad took me with him to the bar. I rode on the lap of his stripper girlfriend to Bud’s Bar on Central Avenue in Lake Station Indiana

We sat at a table with two other couples. They attempted to set the world record for the most cigarettes smoked before noon at a bar on a Saturday morning. I was nine.

When I became a dad I vowed to be the best ever. I’ve done a decent job, but there have been moments when the ball was dropped. Madison is now seventeen. We joke about it, but unfortunately she still has the memory of daddy leaving her at the pizza place.

And then of course there was the night of December 9, 2012. Stacey and I were on vacation in Mexico with good friends of ours. On the first night, while preparing for bed, Stacey looked at me with tears in her eyes and asked, “Should we get a divorce?”

I was stopped cold. Numb from head to toe. I didn’t know what to say. After a few hours of talking and crying, crying and talking we aired our grievances.

Stacey thought I had lost interest in her. Around that time I had been spending a lot of time working. And when I wasn’t working I was talking about work. Or reading business books, newsletters, etc. She needed more from me. And she was right.

In my constant quest for happiness, freedom, and autonomy... my family is still by far the most precious to me. I’m willing to go to the ends of the earth to provide for my family. Sometimes all that’s required is a little attention. Genuine and focused time together.

As you know the real estate business has no concern for you or your family. The demands put on us as agents is getting more and more difficult to facilitate. Our clients treat us like trained monkeys. Their loyalties becoming harder to corral.

When I finally made the decision to once and for all create a lifestyle business, the first thing I did was to organize my database. The second was to outline a plan for proper and consistent communication to the database. And third was to implement a printed monthly newsletter.

We finally got the newsletter off the ground in January of 2014.

Our business jumped from 151 Homes Sold to 206 Home Sold!

We went from \$742,250 in commission earned to \$1,008,000.

Month by month I worked to improve the newsletter. The real estate content included is less 50% of what's in the newsletter. The articles I write have created an incredible wave of feedback. Our trivia contest produces tons of participation. Of course it doesn't hurt that we give \$25 gift cards away, and then spotlight the winner in the next month's issue.

I spent months researching the best models and practices for building and distributing a newsletter. I studied the psychology of the best newsletters in America.

Why does Dan Kennedy have such a loyal following with his newsletter?
How is it possible that the Agora newsletters produce hundreds of millions of dollars in sales?

As the newsletter got better, the responses and referrals increased.

We've continued month after month working hard to deliver a better and better product. And the results speak for themselves.

Last year we sold 468 Homes and grossed just over \$2,200,000. Well over \$1,000,000 of which was cultivated directly from our database!

I say these things proudly, not with conceit. The business I've been able to build has taken me a long time to finally start to get things right. The mistakes I've made over the years have been plentiful. I have the emotional scars to prove it.

The changes have all been systematic. Delivered through marketing not prospecting.

Yeah I made cold calls when I had to back in the day. Back in the beginning when I was broke. And again in 2010 and 2011 when I was pulling my company from the brink of disaster thanks to the real estate and economic recession. As I've told you before, I worked all year in 2009... and we even sold 72 homes. The staff was paid. The team was paid. And then I was paid... \$100. Yes, it's true! After all expenses in 2009 I netted \$100.

So I'm not knocking cold calling as a means to build your business. I'm just saying it's not me. It's not who I am at my soul. Never enjoyed it. Wasn't something I wanted in my life long-term.

My solution was MARKETING. Learning to communicate on a One to Many level. Creative and effective enough to make the phone ring. It's working!!!

I make NO OUTBOUND CALLS! I work No Evenings. No Weekends. And No Fridays!

These claims are outlandish I know. But every single last one of them are true. Call my office any time 219-531-1111. We are an actual real estate sales company. Just me and my team. Doing what you do every day. Unlike the majority of real estate coaches, gurus, and quick fixers'... we're here doing it in real time every day!

The reason for this long letter is simple. I want to share every last detail of the newsletter program that I've created. The program that has added \$500,000 to my commission total... per year!!!

Inside you will find several copies of our actual newsletter. What you will see is that they are not perfect. They do not look overly professional. They do however... WORK! As you begin to implement the newsletter campaign into your business, DO NOT EVER get stuck on how it looks. The first newsletter included in the binder is the very first newsletter we sent out. Look at it! Not great. But good enough, good enough to build rapport and produce results!

You have full rights to copy anything and everything. Have at it, it's all yours!

And here's the BEST PART...

I'm going to walk you through step by step how I completely offset the cost every month.

I know aside from the upfront "work" required to get the newsletter off the ground... your main concern is the cost to publish and mail. Because, again to reiterate, what I'm talking about here is a printed newsletter. Mailed to the least crowded inbox in your database's life... the mailbox!

There is a real psychological power that the printed word has over people. Coupling that with heartfelt, touching, moving, and inspirational articles, attached to trivia, and personal pictures... the printed monthly newsletter will change your business forever!

The process I've developed for offsetting the cost is really quite simple. I built this group of local business owners, sales professionals, and service providers. We have a referral network together. We share stories, best practices, and of course referrals. I created the group and I am the hub. More on that in a different letter, lol!

Of course everyone in my Business Referral Network receives the newsletter. I started asking them if they were interested in advertising in it. Direct mail to several hundred (now over 2,000) local households of people that know like and trust me. People that would listen if I recommended a furnace guy, or a window washer, a local restaurant, whatever.

One by one they said yes. The stipulation was that the ads had to be Win-Win-Win. Win for the advertiser with inexpensive direct mail advertising. A win for the recipient, because they got coupons, discounts, and incentives to use the advertiser's product or service. And of course a win for me, because it offset the costs involved in such a production.

Just to touch on that again to make sure you caught the full awesomeness of it. The advertisers are required to offer the recipients of my newsletter a coupon, discount, or incentive. Not just a regular old image ad. The value had to be to my database.

The beauty of it is this: Not only are my costs now completely covered by the advertisers... I actually make a little profit from the newsletter each month!!!

And it's snowballing! As we add more and more people to the newsletter list. Not only do we get thank you's all the time for the great newsletter and all the coupons, now people are contacting us out of the blue asking how they can be an advertiser!!!

Now it's time for you to take action!

Start implementing your newsletter program RIGHT NOW!

Once you get the first issue out the door, you must stay patient. This is not a get rich quick scheme. This is a get rich slow and for sure scheme. You cannot do what almost everyone does in all walks of life... starts something and then gives up. Never will you give up! Stay the course and watch your business and life change forever!

Start NOW!
