

**TOP
SECRET**

Marketing Report

How To Market Like a Ninja, Cash Checks Like a Guru and Take Over Like a Pioneer!

(marketing secrets from the underground world of REAL investing)

Exclusive Report by Erik Stark and Steve Mills

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Based on the results of two high school locker buddies purchasing over 400 properties

About The Authors



Hi, my name is Erik Stark and I'm about to share with you the incredible results my high school locker buddy, Steve Mills and I have had buying and flipping over 400 houses in the last few years. Please note that we are not "gurus". We still operate our real estate business every day with a small team of bad asses that continue to dominate our market and pioneer some outrageous strategies (some heard of and some totally withheld) in the real estate industry. When the REO inventory began to dry up, we were forced to seek elsewhere and while others are struggling and competing for deals, we were dominating and delivering deals on a platter to feed our new business model.

They say that those that can't "do," "teach". Well, after spending over \$150,000 on anything that might have the slightest tweak in our system I realized that marketing in fact has taken a turn for the worst in the world of the internet. Newbies that just did their first three deals and gurus who haven't flipped a house in 3+ years are misleading investors with the "Proven" strategies. What's worse, they are arming every person in saturated markets with the same strategies and info, so you are all fitting right in with the masses. What we are about to share with you has been the result of endless nights of pummeling through material, marketing mistakes turned profitable and being a pig headed, driven entrepreneur searching for the absolute best results for the hard days effort we often put in. WE DO WHAT WE TEACH AND TEACH WHAT WE DO.

Lets get started shall we...

Table Of Contents

Marketing vs Prospecting.....	5
The Three Functions of Marketing.....	7
WHO Your Market Is?.....	10
WHAT Is Your Media?.....	12
WHAT Is Your Message?.....	15
Proven Examples of Highly Effective Marketing.....	17
The Postcard.....	17
Using Money To Create a Response.....	23
Door Hangars.....	24
A Sixth Grade Look At Our Flipping Business.....	25
A Sixth Grade Look At Our 9 Different Seller Marketing Campaigns.....	26
Proven Examples of Highly Effective Marketing...Continued.....	27
Secrets of Using Bandit Signs.....	27
Flyer Marketing.....	30
Newspaper Classifieds.....	31
Creating Effective Craigslist Ads for Buyers and Sellers.....	32
Registering Your Business With Google Local.....	34
Creating a Simple I-Mercial.....	36
How To Effectively Kill It In Direct Mail.....	37
A Summary of Secrets (Print Out and Keep Taped To Your Marketing Wall).....	39
Bonus Chapter* Fortunes In Your Follow Up.....	41

Marketing vs Prospecting!

I would like to clearly explain the difference between marketing and prospecting.

Marketing is creating a message that causes people to respond.

Prospecting is you being that message that must make people respond.

As a prospector, you are severely limited to the extent of what you can accomplish when you have a product or service to promote. If you spend your life prospecting, chances are there will be very little time for you to do anything but, let alone have a life worth living or a business worth owning.

Marketing on the other hand, puts **a message** out there that (in todays day and age of business and default thoughts of scam and scandal) **should smack people out of their subconscious coma and direct a response to your message.** <-----**DONT EVER FORGET THIS. IT IS YOUR JOB WHEN IT COMES TO MARKETING.**

Take this sign for example: This sign sits around town and creates a response. It works when I am sleeping.



DEEPLY DISCOUNTED PROPERTY

CALL RIGHT NOW

855-792-7355

BROKERS PROTECTED

This sign was an interruption in my mind at 10 pm where I immediately got up and started sketching layouts of the sign. I was totally watching a movie with my family and out of nowhere, my subconscious mind reacted to a question I left it with earlier in the day about a commercial property of ours we needed to sell.

This is a great example of effective marketing. The fact that the property is noticeably ON SALE not FOR SALE, lets a potential buyer or passerby pick up their phone and out of plain curiosity, find out what it means to be ON SALE. In the world of business and sales, people do business with those they know like and trust. Thats where my skills and adaptability come in. The sign gets my phone to ring and thats all I need. I have the ability to qualify and close the buyer right there on the phone.

The CALL RIGHT NOW is whats called a call to action. If you don't direct your audience what to do they simply wont do it. People LOVE to be told what to do (indirectly of course).

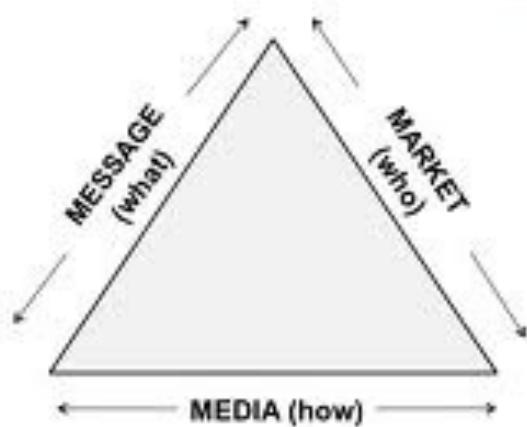
This type of marketing is what breeds results in todays day and age. This was just a thought in my mind at one point. It is what I have trained my mind to produce. Just like the many pioneered secrets I will share with you today.

Before we go into that I want to share the 40,000 foot view of marketing. In the world of marketing you have **three simple functions** (that go VERY deep once you get into **the mechanics**). But these functions allow you to determine what marketing model will best work for you.

Those three functions are:

Market-Media-Message

Marketing Results Triangle



These simple functions are not only necessary for a successful marketing campaign but also create a system once all the thought out details are aligned and producing. Let me digress.

We have a totally automated, 100% operational marketing process for one of our secret best marketing campaigns. There is not much you might be able to tell us that we haven't encountered, tweaked, learned, suffered through or pioneered when it comes to this "market" of marketing. I do consider myself a self proclaimed expert and have turned down \$10,000 offers when it comes to teaching this process in my own market.

This check will explain why.

CHIRCO TITLE AGENCY, INC. 392162

FILE #: 122207F	AMOUNT: \$50,000.00	DATE: 05/09/12	CODE:
PAYEE: -- Michigan Property Superstore Inc	CK #: 392162	ALT:	
[REDACTED]			
[REDACTED]			
PROPERTY LOCATION --			
[REDACTED]			
Assignment Fee			



This was a \$50,000 ASSIGNMENT deal we did where we literally only had to put up an EMD, never had to close and the buyer had no problem giving us \$50,000 to step aside. WHY would I give someone my next \$50,000 for only \$10,000?

Well, not so long ago, our response was crazy low and it required me to look at our process and find out WHY are responses are not returning like they used to. Did we change the letter, did the envelopes feel different? Then I remembered talking with a seller who said they received two letters from our office (which is a PO box) and I thought that it might be confusing possible sellers from calling us. Now I know that sellers get our letters first because our process is so well handled, it goes out the first day its available. I changed the return address on the envelope and they results skyrocketed back to where they ought to be. There is another investor who markets from the same PO box and it was confusing sellers and killing our response rate. The MEDIA was failing to perform at its best because it had gotten complacent to the rest of the markets marketing habits.

That is a system. It operates and functions without me having to over see its constant production but when I see the monthly reports showing the multiple different forms of marketing we do and the leads come back low, I have to look at every aspect of that

system and find the missing link and get it back to recovery. In this case, the MEDIA was at fault.

So the first part of you understanding your marketing dominance is your Market. **Who are you marketing to?** When I sit down to create a system, I look at it from a sixth grade level. If I can't explain this to a six grader and have them have it up and running in less than one day, it needs to be boiled down even more. Simplicity wins.

Who Is Our Market? Who sells their houses at a discount is another way to look at it.

Usually and preferably, we choose high equity, long term owners and absentees with distressed and tired situations. This includes landlords (both local and out of state), FSBO's, estates, divorce, code violations, vacant homes, fire damaged, recently evicted, inheritance. These types of properties are most likely to be bought at a discount and money is rarely a motivating factor.

Your market is your list. The list is where the money is. It is your job to stir up that list and get them to respond to your message so you can give them your offer and turn a profit. A good direct mail campaign can return as high as 30%. What doesn't get closed should be placed in a flawless follow up system.

In marketing it can often be a matter of timing mixed with the right message. That's why we keep an exceptional follow up system in place because once someone raises their hand for our services WE NEVER LET GO. You can mail someone for a year every three months with a perfect mailing system and then you see the house listed on the market with an agent. That was just a matter of timing. Since you never know when the timing is perfect, you have to have an awesome sequence and follow up system for keeping in front of your market.

Below you will see the different ways we stay in front of people but you can only do this once you identify your market. Our market is anyone who sells a property at a discount. As an active investor, we have discovered our best and most profitable markets are found when we are in the field, driving for dollars and talking with people in these situations. It is a VERY active approach but also direct and has a large impact. Driving by and seeing an ugly, distressed, overgrown house and then pulling over to talk to the neighbor is like arming yourself with a machine gun before a knife fight.

Lets say after you talk to the neighbor you pull over and write out a personal handwritten letter to the owner of the ugly house asking to buy it. When they finally call you are able to verify the information the neighbor told you and also determine how motivated the seller is. You need to find the polite way to tell the seller that the house needs a LOT of immediate attention, especially if they haven't seen it in a long time.

By being armed with knowledge from the neighbor you can create scenarios to help motivate the seller to move since these situation don't clear themselves up on their own.

Knowing your market and what moves them IS what allows you to create a message that lets them put their guard down and allow you to handle the situation. That's why a

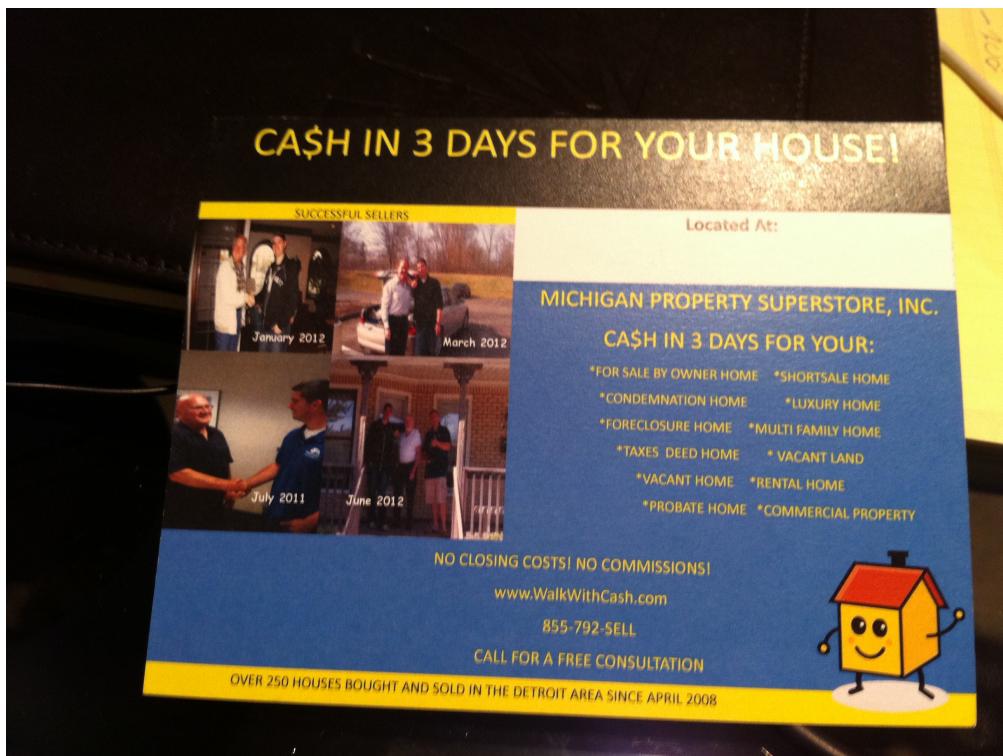
personal handwritten letter to the distressed house you drove by gets the best response. Its personal, directed toward them and has very little variables to overcome.

In direct mail, you are blanketing as many avenues to appeal to the masses as possible all the while staying as personal as possible to get them to respond.

Keep in mind that “your market” is bombarded with over 3000 marketing messages per day. From mail to billboards to phone calls to door knocking solicitation. Sometimes people are open and receptive, but often busy and not remotely interested in what you are trying to sell them. Not everyone can master indirect selling so they use a direct response mailer like a postcard or letter. I don't know if there is such a thing as “perfect letter” but it would take a lot of human psychology to understand how to construct this sort of mailer. As you grow you will learn how to negotiate more out of your list by tweaking and adding headlines, photos, fonts, calls to action and even testimonials.

What Is Our Media? How are we getting in front of potential buyers and sellers?

In our instance we are mainly using direct mail as our source of media. Direct mail must have a few key ingredients to be effective (get your phone ringing). The letter inside first off needs to be discovered. You have certainly heard the saying that says people sort mail over their garbage can. Whatever means you use to get them to read that message has still never been done with a 100% response rate. Postcards that get anywhere from a 2% response rate all the way up to 7% is considered good. Post cards like this one here.



Front



Back

The GREAT thing about the postcard is that it doesn't need to be "opened" in order to get your message read. The headline and "trustworthiness" (and current life situation) determines if you get an immediate response. Its not as personal and professional as a nice handwritten letter but its effectiveness is usually far higher than letters. Whenever you get higher response rates it usually means the quality of the leads isn't as always solid.

Media is important because it depends on your MARKET, and heres why. You could have the absolute best list in the world of pre-qualified sellers. You could have the best salesman write you the best marketing campaign ever in history, BUT if your media is making an internet video to get the message across you could missing the mark. Most people on our lists are older than 43 years old and some don't even know how to turn on a computer so your ad never gets noticed. By using direct mail, it gets your message in the hands of the LARGE majority who have the ability to make the decision. By tackling multiple medias you gain the advantage to appeal to all markets and ages. The hand-drawn mind map shows how all the ones we go after because they get a wide range of responses and effectiveness.

The media can come in many forms and its basic service it provides is to get your message read, objections overcome and a RESPONSE. Anything you can think of that can be sent out that gets a seller to take action on the message is worthy of being a great marketing media.

I often get these 12x18 colorful mailers in my mailbox that has tons of nice new cars on it, with a key taped right to the page. Next to it is tells me I can win a new car or tons of other prizes if my key fits they car ignition they have in their showroom that day, so the message is to come try my key and try it often. That way, the more I am there, the better chance they have of selling me something. I have never visited their office but kept this around cause it is a great marketing idea. This type of marketing encourages a response. It requires action.

There have been many instances where we had been mailing a seller for months and come to find out one day they listed it with an agent. This goes to truly show you people do business with those they know, like and trust. You will not impact everyone right away but over time you will get the masses to contact you.

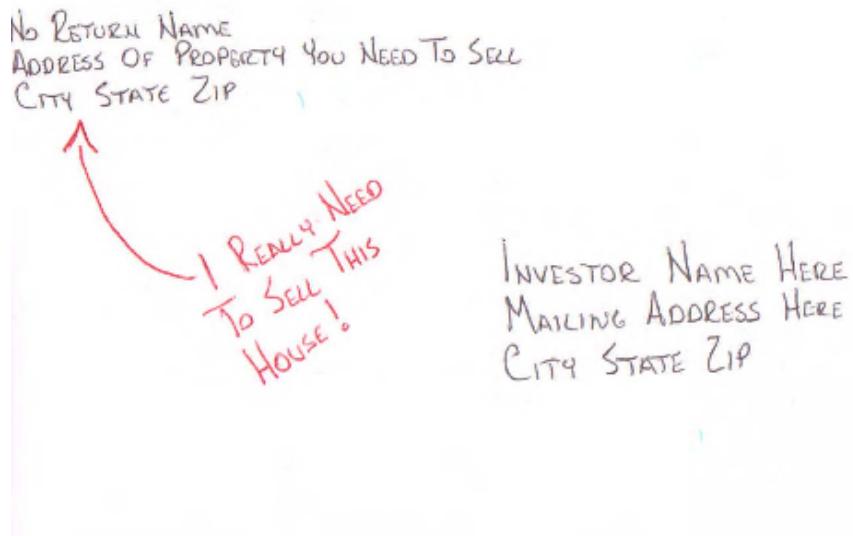
It is important to cover many medias so you are effectively staying in front of all target markets. Internet, mailers, signs, door hangers, newspapers. If you miss just one, your marketing is not full circle and covering all aspects of potential noticeability.

This message needs to be consistent for both purposes of branding and people possibly seeing you in multiple places, giving you credibility over the next guy who only uses one media and isn't clear in his message.

Now lets get down to what is possibly the most effective part of marketing.

What is your message? What is going to get them to take action?

To show you what I mean, I am going to break out our infamous [drunk letter](#). This was an idea I had one day when we had a property we really needed to sell. It was sitting around our office for too long. So I gathered up my list of potential buyers, looked at what we had already sent out and then redesigned the whole process so it was sure to stir up some activity. Lets check it out.



This is a scanned copy of the envelope we sent out for our [drunk letter](#) campaign. Lets see how this ponies up against the typical mailer you might be sending. We always have someone with sloppy handwriting address these. The sloppier and more "desperate" looking the more likely it is to be opened. Woman with nice handwriting often "alert" potential buyers by knowing that woman do the fulfillment for investor marketing but when its sloppy and written by a man, it lets them know they have a real opportunity inside. The sloppier the better. The envelope needs to get opened FIRST. Without getting it opened they cannot take action.

The return address. What made this way more effective (we actually have gotten up to 30% response rates from the [drunk letter](#)) was the return address. Most investors, ourselves included always used our office corporate address when sending out mail. It makes sense right. Most offices and business are on a main road, with a suite number or PO box. How often do business send out mail from a residential address? So on this

one, where I knew investors who already received one mailer from us from the address, needed to see a new one or it would get tossed. I decided to send it from the property address we were trying to sell. This allowed us to throw a testy tactic on the envelope and possibly double or triple our responses. By putting I REALLY NEED TO SELL THIS HOUSE, it creates an irresistible reaction to tear open that envelope and see what they can possibly take total advantage of. Try replacing REALLY with DESPERATELY and watch it go up even higher.

Heres how it works so well. The receiver gets a letter in the mail letting him know we desperately need to sell our house. What he doesn't know about us, is that we know he bought one around the corner for more than we are selling ours for. All he knows is he buys houses in the area and just got a letter that has a situation he can totally take advantage of. He assumes there are others who got the letter so he rushes out immediately to go drive by. The instructions inside the letter tell you exactly how to get in touch with me to "take advantage" of the situation. This letter swept through our local market once people started getting ahold of it and it almost burned itself out of use cause everyone knew how well it performed.

But it did what very few marketing pieces ever do. It get an amazing response rate WITH RESULTS. [Grab you a copy of the drunk letter today.](#)

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Examples of Effective Marketing

Lets look at the effectiveness of this postcard. First off let me tell you that we were mailing a very focused list of landlords in multiple areas and sent about 250 of these out every week to test and tweak results. This actually covers a lot of what we talk about in our “what is our message” topic.





When they first get the post card they usually check the addressed to who and who is it from area? Their eyes immediately go over to the left where it says \$1000 CASH. Now they are interested. I don't care who you are or how much you are turned off by marketing, everyone loves \$1000 CASH. Then they turn it over and see CASH IN 3 DAYS FOR YOUR HOUSE AT:

This lets them know we are interested in buying their house they have as a rental (or hopefully vacant). What determines the motivation here is the status of that property and their current life situation. If the property has been vacant, city has been on them about the grass and the spouse hates seeing more tax bills come in, there is a (burden) type of motivation to sell that property. It is not financially driven. It's a problem and we are a solution.

Many people, investors included don't even know how a real estate transaction goes down. They look at it as a serious problem and human psychology says that problems get shoved away until the very last moment of possibility. We explain to them right on the postcard, we buy houses in all situations, EVEN THERE'S (which usually falls under the conditions we have laid out). We let them know we pay all costs and they pay no commissions.

Then they look over to the left again and see our credibility factor. They see that we have bought homes in the last several months with local homeowners just like them. When it's this recent it puts them at ease that we are really doing this with satisfactory

results. One main objection I get from people is, "How do I know you will close?" Indeed a very valid question as we do buy many houses because many investors who dash in and offer to pay more (only cause they are wholesaling it and are willing to take less of a fee) never really close so we end up getting the phone call and simply following through (most of which we are still wholesaling, assigning and never really closing on the property). Fortunes can be made in the follow up if you have the proper system.

Sellers are often very curious as to how you found out about them. We do as much as we can to put them at ease and let them know we are serious about buying their house and show the credibility to do so. Once they trust you, all they want to know is how much will you buy my house for, how much do I get and when do I get it?

These are all terms that can be negotiated but after doing a few hundred of these, I have learned that sellers just want transparency, honesty, commitment and know when they no longer have to deal with the property. Don't forget to turn your private sellers into lenders after you close.

One of the mentors that brought Steve and I into real estate gave his exact same speech to every seller. He was there to "get you the most money, in the shortest time with the least amount of hassle". Granted he was a listing agent and not an investor, this lesson still sticks with me that sellers want the most money in the shortest time with the least hassle.

As investors we are trying to buy all our properties at a fair price. There have been times when we have given sellers more than they were asking because we felt it was fair for us to offer them more than they wanted.

So lets recap this before we move forward.

In marketing you have your key essentials! You have your market (your list you are looking to get a response from), your media (how you are going to get your message across to them) and you have your message (the solution you provide and the reason they should contact you).

There are a million books that give reference to outrageous marketing but as an entrepreneur, it is one of the crucial crucial crucial sources that will determine whether you make money or don't. Study marketing, test new things, find out how to smack people across their face with your message and get them to respond. Study psychology. Understanding marketing is also understanding what makes your market respond to which types of marketing and when.

Lets move onto another very debatable topic in the field of marketing. Whether to fulfill or outsource. I have done both and although it is very easy just to spin the wheel and outsource to a company who has "done it all" and provides "done for you" results, no one is going to understand, care, bring issues to your attention or study results like you or your office. I promise you this. Your marketing is crucial for you to leave in the hands of someone who doesn't know your business or care how it performs. Set up a one room office dedicated just for this. Find an intern who needs the experience and when their time is up, find a new intern and have them train them. Line up your printers, your types of printing paper, go buy QUALITY stamps, test doing things a little sloppy, create suspicion, intrigue the mind, know your offer process, explain it to the team so when people call your team sounds as if they were really trained by you and know how to handle their situation.

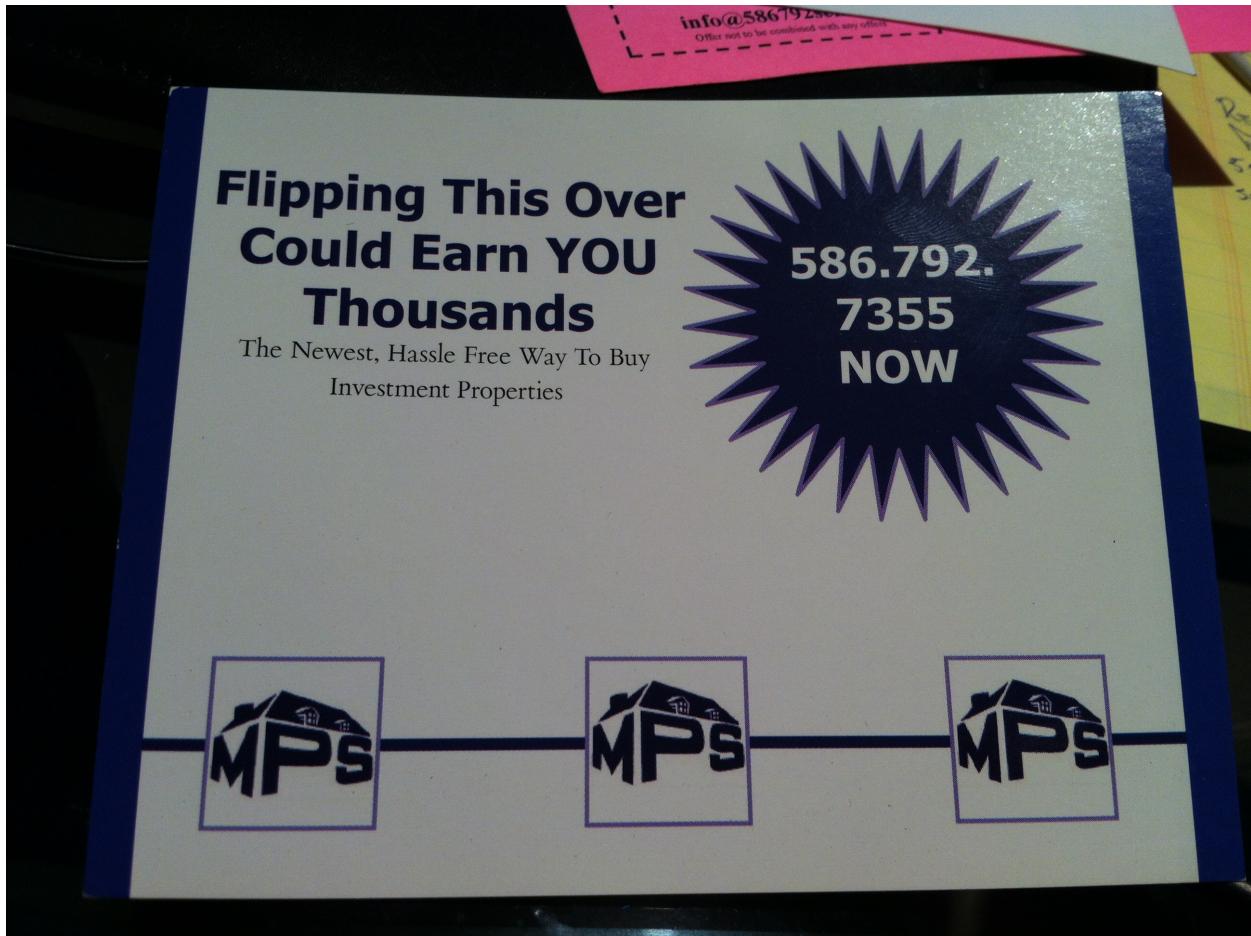
Marketing is the blood line that keeps your cash flow coming in. You can prospect each day and then fight like hell once the opportunity presents itself or you can put one helluva marketing system in place and go back to living a life so when the opportunity presents itself you are laser focused and ready for it.

Let me show you a few of our other marketing ideas, very similar to the direct mail world. These have all been tested and verifiably have incredible response rates.



These are more of laid back, cartoonish style post card. The bright color gets them noticed but it's not something I would send to an owner of a 100 unit apartment.

It asks the question, gives the solution, tells them how and then shows them how to act on it. Its simple and it works.



We used these a few years back before the drunk letter was ever created. We sent postcards to all buyers when we had a wholesale deal and they got a pretty good response rate. If we found a buyer who bought more than one house we stapled a million dollar bill folded in half that read DONT THROW AWAY A MILLION DOLLAR OPPORTUNITY. WE HAVE PLENTY OF HOUSES TO HELP YOU GET RICH. We built a very simple, easy to manage wholesale business with just a few good buyers from this campaign.



Go to the dollar store and buy a few packs of these. They can be written on, left on the ground, used as business cards, they make great fun gifts to give to kids when investors show up with a truck full of kids. You can mail them, leave them at your property, just about any use to get your message read. THIS STYLE OF MEDIA WORKS.

These are also great for leaving on the ground with I PAY FOR REAL ESTATE LEADS and lead people to a website or phone number. The possibilities are only limited to your imagination. People respond to money and if you have a way to make your self seem credible you will have an army of people funneling deals your way that NO ONE in your market has even heard about.

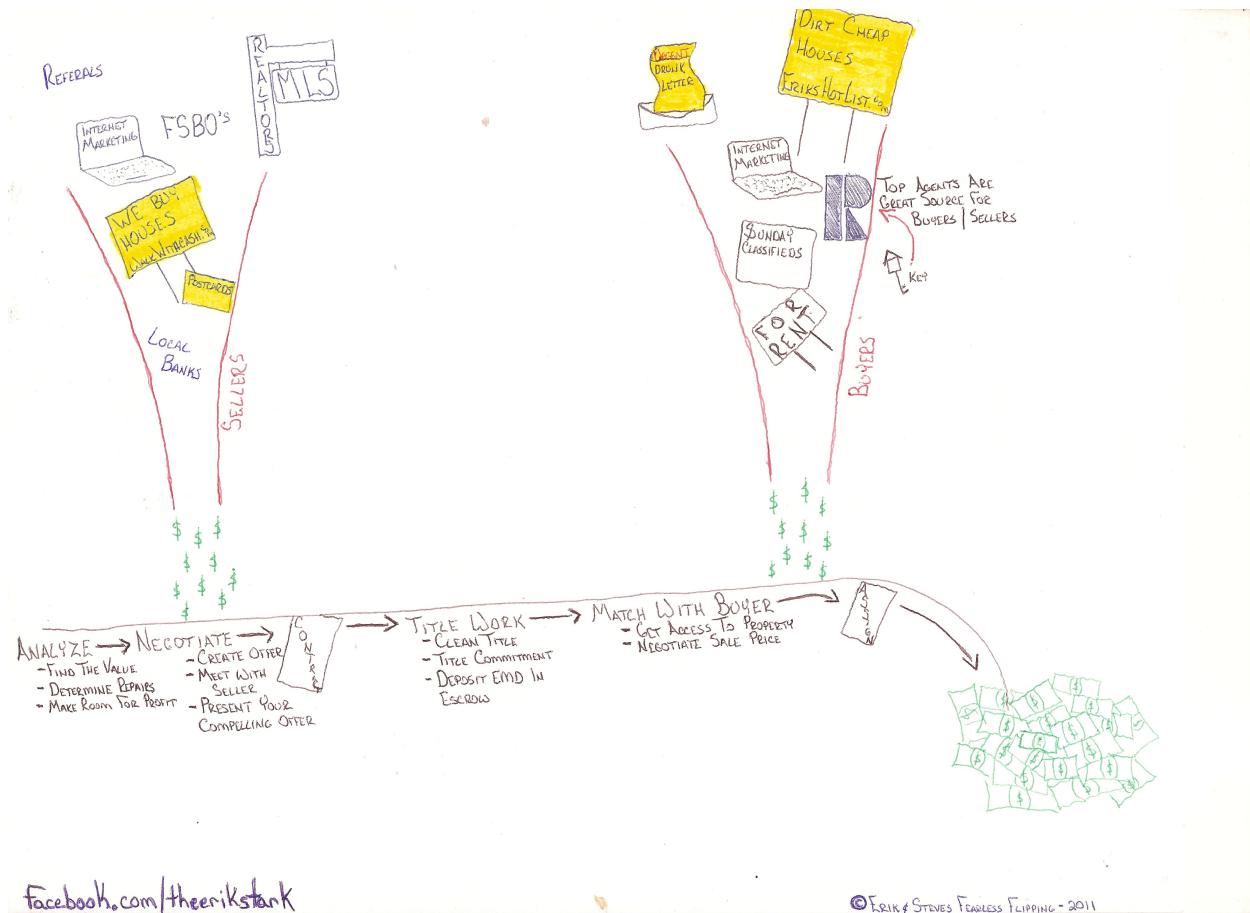


These were my very first door hangers I had made when I first started in real estate. I was just a bird dog at this point making \$500 a pop when I was still working a full time job. These got my phone to ring and allowed me to get enough cash and knowledge to walk away and make real estate work for me.

Its all in one fine show on these. This is more of a prospecting tool than it is for marketing. The market is usually any distressed or vacant house you find. I never left this in the hands of paying someone to put out because I didn't need them on every door. I made friends with landscape crews and garbage men and had them put their initials on them so when I got the lead I knew who to pay for it.

The media and message are clear. Its in your face marketing that you either respond to, throw away or stuff in a folder for the day you are ready to face that music. When you drive by again and see that it's not on the door, leave a note, I STILL WANT TO BUY YOUR HOUSE and I STILL HAVENT HEARD FROM YOU. Looking to buy something around here real soon. Call me.

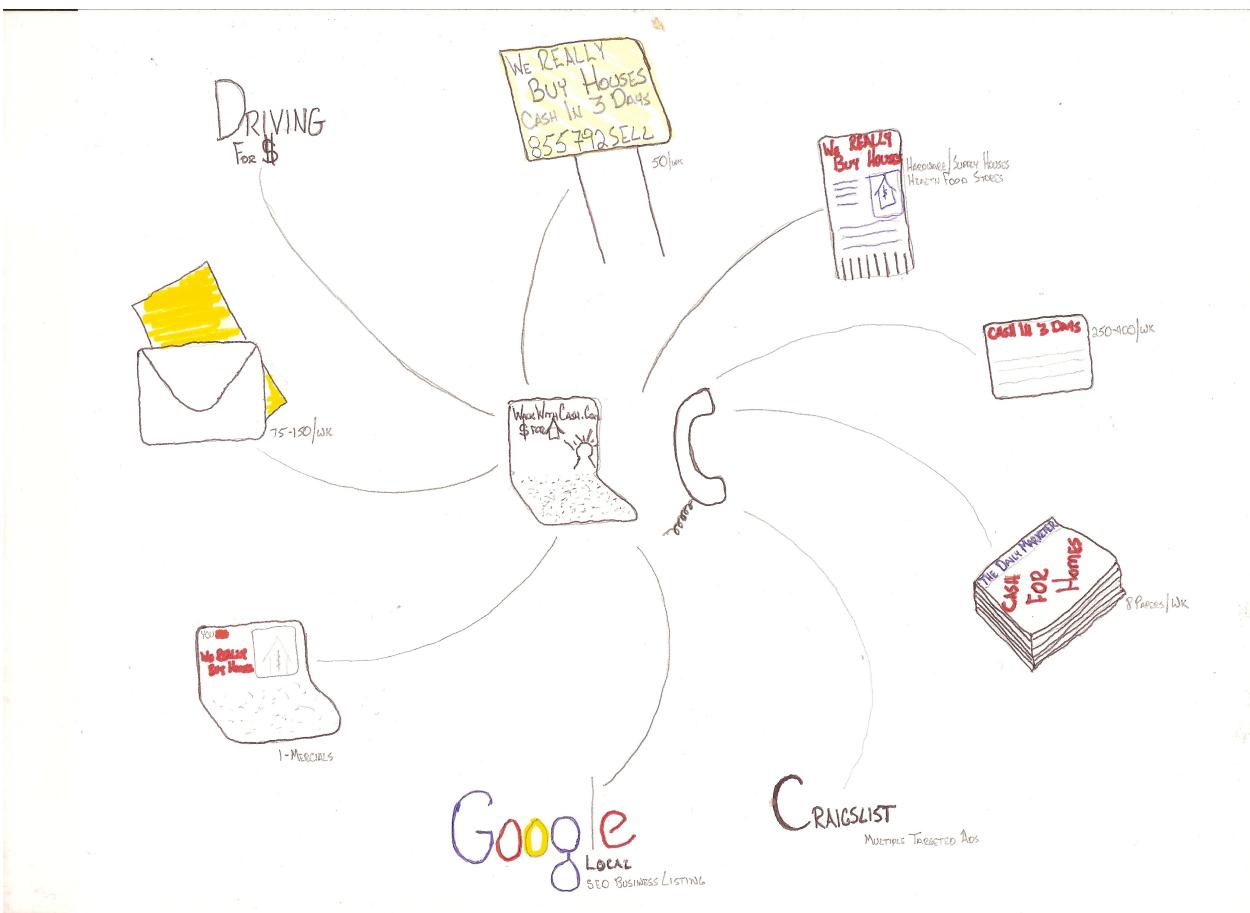
I want you to study this picture. Notice that what consumes the most is the marketing aspect of each funnel. The assembly line stays the same. What is needed to feed it is the funnels that allow the line to keep turning.



This happens to be my favorite napkin drawing ever. It has produced over \$1,000,000 for my business partner and I and still works until this day.

Study it and take each component piece by piece until it builds on massive machine.

These are just the basics to our marketing campaigns. The dynamics is where it is ultimately determined how well your response and success will be.



This is our actual business model for bringing in seller leads. At all times we have at least five of these nine working for us. Usually all of them as most run without us having to give any changes. The only ones that really need managing and tweaking are messages we put out there. Such as the newspaper ad, post card verbiage, updating and creating new videos for sellers. These all play a crucial role in being a dominant force in our community as it is very competitive.

Lets go over these individually...

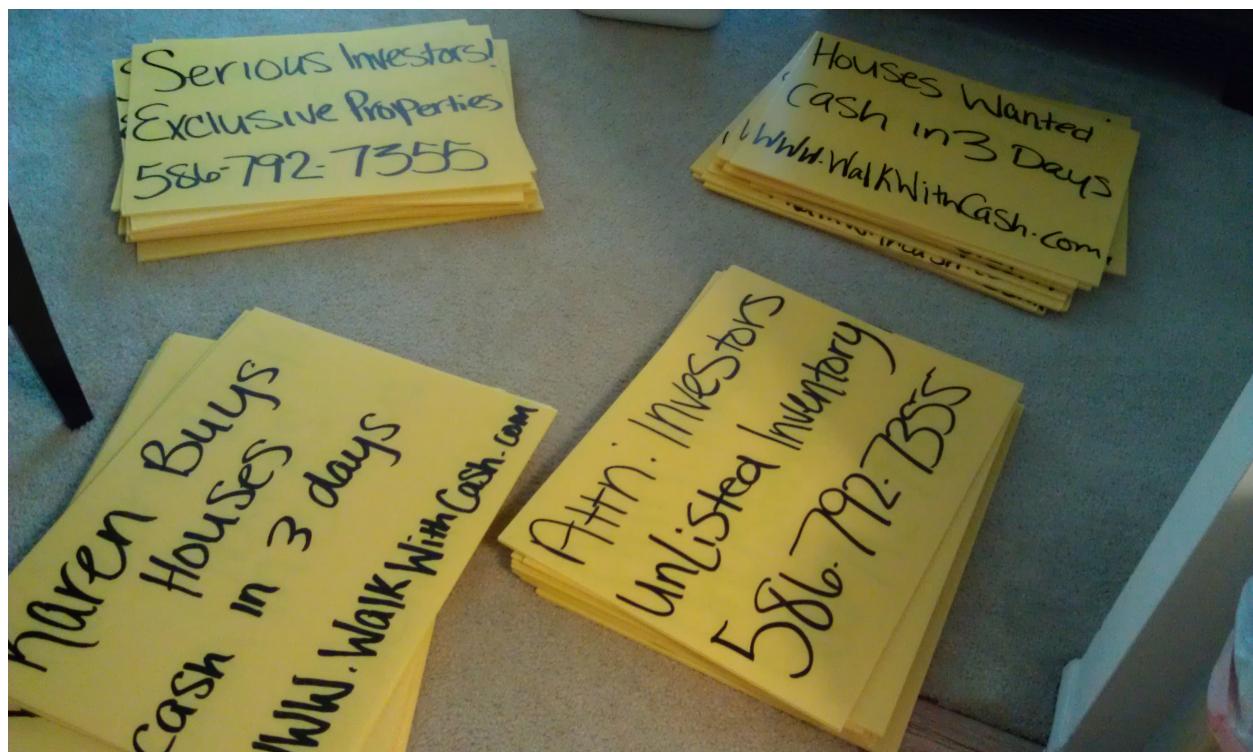
Bandit Signs: You know those pesky signs you see blanketed on every corner. Landscapers, garage sales, political signs. THEY WORK. You only have three-seconds to make a lasting impact on your market, but look at the free exposure you get by the tens of thousands of drivers who pass by. Put them at busy intersections, off ramps of expressways, large supply houses, local REIA events, hot deals in your city. If you can target these to be in areas where investors frequent it is better yet. Targeted traffic is much better than mass traffic, even if the amount of signs are less than the masses.

We keep a swipe file of the 25 BEST responding bandit signs but here are a few that just get amazing results for bringing in seller leads

KAREN BUYS HOUSES
Cash in 3 Days
WalkWithCash.com

We REALLY Buy Houses
Same Day Offer
586 792 SELL

ATTN Realtors
I Pay Cash For Homes
586 792 SELL



You only have three lines to make an impact here so making BOLD statements, claims and promises needs to be effective so people respond with the info you provide them. Draw little money signs, stick figures and houses just so you stand out from the rest. People are using bandit signs all over these days and this one little tip could be the difference between mediocrity and overwhelming success.



Use this marker to GET NOTICED. I see people write bandit signs, FOR SALE signs, garage sale signs with pen sometimes and it's no wonder there is no response. These are the dynamics that make the effort actually worth while. Your message cannot be responded to if it cannot be read. Use this on all you're marketing and watch your results skyrocket. Test against a normal small Sharpie if you really want to test this theory.

Go Guerilla... I keep this guy in my back window. It costs me nothing and lets people know I buy houses.



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Next is the flyers we place all over town. Lets go over this.

CASH FOR HOMES

Apartments and Land

We Buy Property in Every Area, Any Condition:

- Estate
- Short sale
- Divorce
- Fire damage
- Code Violations
- Problem Tenants
- Evictions
- Trash Outs
- Problem Properties In Your Neighborhood
- Title Issues
- Vacant Property
- Tax Sale
- Any Area-Any Price-Any Condition



Cash Paid in 3 Days

Recently Inherited a unwanted house? Tired of landlording? Would you like to finally cash out on your rental portfolio? Local property owner looking to purchase 7 more properties in metro Detroit in the next few months. **REFERRALS PAID FOR DEALS CLOSED.** No hassle. Offer in 24 hours. Close in 3 days. We pay all costs. Call or visit right now www.WalkWithCash.com

Cash Property Buyer
855-792-SELL

We put these flyers in every hardware store, health food store, coffee shop, supply house and REIA event around town. We have someone go by once a month and make

sure it is still visible on the tack/message boards and that it has rip tabs left on it so people can take action. These are not a major source for leads but cost effective and they do produce a quality lead whenever we get a call on it.

The flyer itself is VERY effective. The color red, the female holding a stack of cash cause people to look. Then they see the message. Its very clear. CASH FOR HOMES. It explains what situations we work with and then general info on how to take action and how we handle the situation. These are simple and cheap enough for enough the newest of investor to get calls and start bringing in some business.

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You have already seen the **post cards** and know what makes them perform. Feel free to ask around for what might suit your personality but I like our postcard because it answers many of the objections and makes a statement of exactly what we will do. Cash for Your Unwanted Property in 3 Days. IF people are skeptical, they can see we are doing deals each month with the pictures we include and the month the deal was closed. Post cards work. Make them the main focus of your campaign.

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Here are the simple ads we run in the little town advertisers. They produce very focused, targeted ads from a genre that usually only turns to the newspaper for information. These people rarely respond to post cards or letters. They were raised around newspaper being the source.



Again, you only have so many characters to have an impact with your prospect so swiping someone else's performing newspaper ad is a great idea. If not, just write down 25 messages and get your brain working on mix mashing different ideas and messages and you will come up with a great message.

I ALWAYS like the idea of a FREE REPORT. It gives an incentive to take action. If you are touching on a subject they are slightly curious about, then offering something of value up front is a great way to put you ahead of those who just make a claim. You have actually taken time to create useful information (done once and never needed again) for your prospects to act on. Simple, super effective, yet very little people ever do it.

The REAL secret is consistency. You have to have this ad run for longer than one week to know if it works. I was ready to drop our newspaper ads until I seen how many leads it was bringing in each month. They work if placed properly. I always prefer to use the smaller city newspaper circulars than the major city or county wide publications. They are flooded with too many messages and ads, offers, classifieds, world news. The smaller city circular is specific to the city. The message can be different for each city. We run 8 ads in 8 papers between two counties for one month at a time. We watch our responses and see if they decrease, we tweak our message.

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Craigslist Ads: Here is another cheap source that gets results for motivated seller leads. Not so much for quality buyers but it does get results. We cycle multiple different messages through Craigslist two times per week. We make sure three-four different ads are always available and the key is to know who else is marketing and what they are promising. You can overcome a lot of the BIG talk investors claim to make by studying their ad and then creating one that is more personal and professional. We make it very easy to understand how we work and who we are. Most people see that we have bought over 275 houses and see this as a major credibility to perform on our word. As to where others just make a claim to be the biggest investor in town so you should do business with them. I rarely meet people who want to sell to the "big shot". They want the underdog, but someone who can close. Come across as that personal, property buyer NOT the INVESTOR. Who would ever want to sell a house to an investor? It just screams "take advantage of me". After having a hundred private seller meetings I comfortably ask all my sellers why they called me and I hear the same few things over and over...

1. You answered your phone or actually returned my call the same day
2. Your letter got here first
3. You were most sincere
4. You explained to me how it worked so I could understand
5. You actually offered less than the other guy but I just like you more

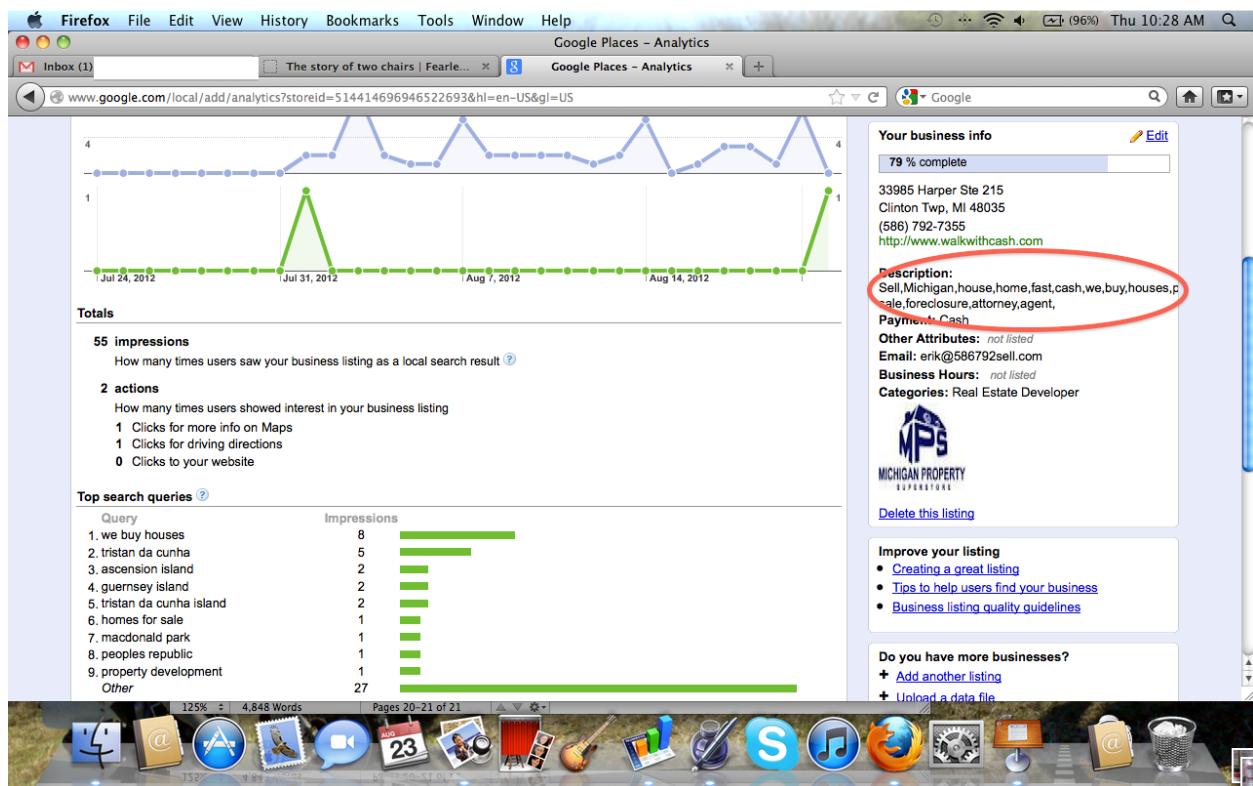
This goes off into a whole other aspect of negotiation and catering to the seller but I SOLVE An UNSEEN PROBLEM others rarely pick up on. The "big shot" comes through

and thinks throwing money around is the sellers answer. IT'S NOT. Read this and see what I mean.

You need to define and create who you are and exactly how you will help your market and then lay it out line by line so the potential seller will understand that you solving a need. You are essentially a doctor to the situation. By creating a multitude of ads and testing them for responses you will see if they prefer the BIG html style ad or the underdog that is just here to simply buy the house AND solve the problem along the way. With Craigslist, you have unlimited ads and space but if you look first at what the market of other investors is telling a market of sellers, you can strategically position yourself as the easy solution. I have even put on some of our ads "CALL US LAST! When the rest of the investors cant close call us, we will close in 3 days". It's a soft challenge for people to believe in you right up front by actually saying call us last.

Listen for the unheard and see the unseen and you will go farther than anyone else in your business.

Google Local



Here is a copy of our Google business listing. We also have one for Bing as well but Google by far out performs the rest of the internet world. If you notice a few key points you will see why this free service responds with people taking action. You can watch on a week by week or month by month basis as to the activity your listing is getting. It should be monitored and tweaked every few months top make sure you are still number one for search keywords and all your info is still tweaked for maximization. Attach your videos, testimonials, what ever you can to use this as a lead source for sellers.

You see the area circled in red contains the most common keywords people use to sell their house and find investors. To the bottom left you see Impressions that matched keywords people used to find your site. Some relevant, some not. Don't plan on getting rich by doing this but its one small tool that plays a role in having an effective tool box. I would consider spending time to learn this effective marketing source as it only needs to be set up once then it goes to work for you. Each month you can check your stats and tweak to your liking.

Here are two modules that go over the basics of setting up your google business listing and optimizing it.

Google Business Listing Overview

[http://www.screencast.com/users/mpsuperstore/folders/Jing/media/
afd19ee1-691d-473b-b1b0-e025ae7eb462](http://www.screencast.com/users/mpsuperstore/folders/Jing/media/afd19ee1-691d-473b-b1b0-e025ae7eb462)

Setting Up Google Business Listing

[http://www.screencast.com/users/mpsuperstore/folders/Jing/media/
8b01a983-6297-4d22-9e41-ebe8791b5073](http://www.screencast.com/users/mpsuperstore/folders/Jing/media/8b01a983-6297-4d22-9e41-ebe8791b5073)

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I-Mercials-These are probably my most favorite next to having focused list. They are fun to create and there is no perfect way to create it.

Here is Steve's that is humorous but serious
<http://www.youtube.com/watch?v=nd3NhIO6HS8>

Here is mine that is a little more professional and not truly as credible as Steve's.
http://www.dailymotion.com/video/xd9vn7_cash-for-your-michigan-home-in-3-da_people

I am not a suit and tie person and I perform best when I am in flip flops and sandals. I am also not a camera person but these two videos work to bring targeted leads into our business on a monthly basis.

What matters most with I mercials is keywords and distribution. Today there are literally hundreds or perhaps thousands of site where people can put information such as commercials advertising their business or promoting a message they need to get out there. Mesh this with your websites, some good keywords and google pretty much does the rest for you. There is no right way to do it but I prefer to be normal, un edited and totally transparent. You can also use seller testimonial marketing as a source to drive leads from. Create a template of keywords and information so every time you get a testimonial it is uploaded to all the video sites and they work together as a large campaign, specially key worded to get you results.

Direct Mail

This is where rubber truly meets the road with marketing. It costs money to produce profits with direct mail and if you don't watch EVERYTHING you will spend big money for little results. The color of your ink on your envelope and the way you sign your signature or format your letters play a HUGE part in your success. It is important to track the following information.

- The cost of your list and how much each address is costing you
- The amount of letters you send out each week
- What letter is being sent out with each campaign
- The response you get from the mailings
- Which letters or campaigns work best
- How many calls do you take before getting a deal signed
- How much it costs you to send out a letter or postcard (cost of the address, stamps, letters, fulfillment)

You have to measure the response each campaign returns so if after 6 months of mailing one specific campaign with no results, it might be worth dropping and picking up elsewhere that is returning larger responses.

Your list is where you normally begin. Marketers will tell you the money is in the list. You have to be clever enough to extract the opportunity out of the seller. There are many ways to get your hands on a list and lists come in many forms. Situations of distress, retiring landlords, aging homeowners, divorce, code violations. The lists are endless but the best lists are those not exploited. A few of our lists are so difficult to obtain and expensive that it eliminates 80% of our competition. The remaining 20% suck so bad at marketing and follow up that they rarely return a good response and drop after one campaign.

Marketing and systems have been my pet peeve that keeps me up nights working in the dark to eliminate and rebuild the best process and procedure for being excellent marketers. Real estate works and always will, but if your marketing sucks, then your income suffers. By having a revolving ferris wheel of effective marketing your pipeline never suffers and drought.

You can use places like listsource, realquest or something similar but our best lists perform so well I would not publicly display them in a report like this. You would need to contact me personally and if no threat to my market I could reveal all.

The list is your “farm” if you will. You cultivate it, harvest it, manicure it and actively clean it up and you wind up with a farm that produces harvest each time you proactively go about it. Only three lists fall under these categories to where its almost systematic to market to it and produce profit.

Lets talk about your media, in this case direct mail. Lets keep this as simple as possible and tweak as you go along. Picture yourself receiving mail. Do you go right after the bright colorful mass mailer or do you thumb through and say, "ooo, somebody likes me. A nice handwritten letter". **The more personal you can be with your mailers the better response you will get.** Most people think it is illogical to hand produce 1000 letters per week. Maybe so, but if thats the case, trim down your weekly mailer as most cant handle the response rate of a good campaign.

Handwritten envelopes with blue ink
Invitation style if you can afford it
Love stamps
No return name, just the address on the back flap
No main roads or PO Boxes
Circle the addressees name in red marker for added response

For the letter, I still recommend hand written or hand written production. Yellow letters will produce up to 50% better than printed letters, even if the message is the same.

When you put this much effort into getting access to exclusive lists, picking specific markets and spending money to have the best campaigns in your market, why would you ever leave this to be outsourced to a third party. I cant stress this enough, but this outgoing marketing has **EVERYTHING** to do with your return success rate. Train your assistant to have one full day each week that is just for marketing. There has to be one person who is 100% responsible for the effective fulfillment of your marketing and the sooner you remove yourself from being that one, you can go do what you do best and thats close deals. Find that one person. A motivated stay at home mom, college intern, paid worker who only does this one or two days per week. And explain this as if you were teaching a sixth grader. Show them an overview of your marketing campaigns and why each of them is different. The reason we only use blue ink and why we use love stamps only on the invitation mailer. Let them know why we only use handwritten letters, why we follow up with people living farther away than those that live closer.

Combine common sense with the mentality of an honest marketer and you will see your results spiral upward. Remember to test and record all activity on your campaign so you know what to keep building on or eliminate totally.

To summarize and put all of this into simple wisdom perspective, if you are going to be successful in real estate. When just beginning, it is best to do what we call swipe and deploy. Find out what is working and do that. When the dough starts coming in, you can up your budgets, scale your business and begin pioneering cutting edge strategies to up your responses. Direct mail will continue to produce results just as they always have.

Start by determining what you are willing to spend. **YOU WILL MAKE THE MONEY BACK.** Chances are it will be 10x what you invested. Create 1 campaign and automate it. Start with flyers, bandit signs and craigslist ads. Find a VA to post the ads weekly and

you put out signs each week. Flyers usually only need to be checked up on and replaced once a month. When you feel ready, make an imercial.

What you don't want to do is half ass create a campaign and then every week try to keep up with it. Build it and hand it off. Build it and outsource it. Before long you will have a steady flow of leads coming through your funnel.

Here are a few books you might pick up as beginning reference points of learning marketing.

Outrageous Marketing by Bill Glazer
Principles of Marketing by Maynard
Tested Advertising Methods by John Caples
Copycat Marketing 101 Burke Hedges
The 22 Immutable Laws of Marketing by Al Ries

For good copy writing and psychological communication pick up these.

Hypnotic Writing by Joe Vitale
Kick Ass Copywriting Secrets by John Carlton
Spend free time on GaryHalbert.com

A Summary of Secrets (Print These Out To Keep On Hand At Your Marketing Desk)

- Begin with a **specific target** area (Get A LARGE Zoning Map)
- Use a **VERY focused** list. Large lists are rarely better
- Use **return addresses that are not main roads or PO Boxes**. If it comes from a normal residential address it seems like a person to person
- Real money is made when doing REAL business with REAL people. **Get in the field** and spend time in the neighborhoods you want to take over
- **Be personal** in every aspect of your marketing. Make them feel as if they are the only one you mail
- **Get testimonials** for ALL of your sellers and use this as a source of marketing. Make sure you have the ability to call them if you need help persuading a seller to get back on board with you instead of thinking about it.
- **Create a schedule for your mailers**. Instead of mailing a large list one time, break it down to mail it over the course of 90-120 days. **CONSISTENCY is key**.
- Only send postcards to landlords and absentees. NEVER to a homeowner.
- Track your marketing. You need to know EXACTLY what gets results so you can build on it.
- Best to drop mail on a Tuesday that way it is received by most on Thursday which is more likely to create a response since the weekend is almost there.

*****BONUS CHAPTER*****

The fortunes of your follow up...

This is a total bonus chapter for you and is a whole other chapter of our business that is a simple system that runs flawlessly without us having to be the hand that turns the wheel.

Before we get into the follow up process I want to first discuss following up with your mailers. Forget the rules you heard that people need to hear from you 6 times before they are ingrained. Most people are too busy to think about picking up dinner (that has been a repeat process in their life every night since they were born) rather than our postcard about buying their house in the time of need.

Here is how we handle our mailers.

When we buy a list, we scrub it down once again to make sure it's the most focused list ever. THEN, we create a schedule of how we will begin "attacking" the list. I see many marketers buy a list of 2000 names and mail them all in one campaign. WHYYYYYYYYY! You burn out your list in one mailer and the workload that comes is like an avalanche rather than a steady slow snow storm that keeps the phones ringing consistently. Spread it out over 60-90-120 days. How many names are there? 1200! Perfect. Mail 100 mailers per week for the next 12 weeks. THEN START OVER. You now have a 3 month sequence to produce you some results and at the end of that cycle, begin following up with a second campaign. Take those out of the list that you spoke with already and get back in front of those who have not been in contact with you.

Go with consistency. Set up the system in one week and hand off the tasks so each week you know the system is pumping out 100 mailers. Then next week add another campaign. Now you're at 175 mailers per week. Then add another. Focus on consistency.

The whole idea of burning out my list and expecting an over load of calls from a 2000 person mailer sounds stupid (to me). I would rather bleed that out and expect the deals to

roll in each week, to the point where I can handle the leads with quality and professionalism.

Set up a schedule with your list. Get a calendar and roll out a 60-90 or 120 day plan. Schedule the mailers to go out evenly (or randomly) each week until the cycle starts over. As long as you are mailing an effective list, you will be getting a response and buying more. The moment you stop mailing and think that it's not working you wont be buying anything.

I like to have my mailers on 90 day cycles depending on the size of the list and I generally like to focus on people who live as far away from the subject property as possible. For these types of sellers I don't mind sending an actual handwritten letter by me or hitting them more frequently than the ones who live closer.

Since we are doing multiple campaigns at one time it is easy to get confused as to what lists are being mailed when, with what mailer and at what frequency. I don't expect you to understand this like I do, unless you have an insatiable drive for marketing but in order to even have the slightest idea as to what is working for your direct mail you could be wasting a lot of time and money.

Keep it simple. Like sixth grade simple and create a spreadsheet to go with your list. Or just add a tab on your spreadsheet that has DATE MAILED and MAILED USED so you know what is what and when. If you print your lists and keep them in a file folder, staple a copy of the mailer and write the date right on it.

“Give them quality...Thats the best kind of marketing” Hershey Chocolate Founder

Now, lets talk about the follow up of your office and how handle incoming calls for those who are just curious but not ready to sell.

I LOOK AT THESE CALLS JUST LIKE THEY ARE THEIR OWN MARKETING CAMPAIGN. THESE PEOPLE RAISE THEIR HAND TO SELL THEIR HOME AND WE DO NOT LET GO UNTIL THEY SELL TO SOMEONE ELSE OR WE BUY IT. EVEN IF THEY SAY THEY DO NOT WANT TO SELL...

The moment someone contacts our office to sell, we put them in a contact management system with all the details of the conversation and the notes our assistant needs to know for future follow up calls. We label these hot, warm and cold leads. Cold leads get followed up with every 45 days. Warm get followed up with every 21 days and hot gets followed up with by us personally or our assistant every 7 days. NO ONE GETS TAKEN OFF THE LIST unless we buy or confirm they sell.

We do many things to keep in touch. When we buy a property near a follow up, we call Mrs. Jones to let her know we bought one down the street for X amount of dollars.

Stop by and see the guys, Mrs Jones.

Hey Mrs Jones, just wanted to let you know, we are cleaning up another property in your neighborhood.

Hey Mrs Jones, just wanted to touch base and let you know the guys will be right down the street for the next few weeks handling a project so if you had any trash to throw out, we will have a huge dumpster there.

Anything to be friendly. I do not allow our team to follow up each week and say, Hey Mrs Jones, are you selling yet? When are you finally going to get real and sell your house at a fair price? Before long, you get voicemail and never hear back from Mrs Jones. Mrs Jones wants to know there are still real people who are out there every day who are doing good things and when the times right, Mrs Jones will feel good about selling to those young hard working guys.

I do have a few sellers that I randomly stop by just to have a cup of tea or see if they need anything done around the house. These people truly have no family around and are lonely and when they have small tasks (like set the clock on the VCR or stove) they dont know who they trust to let in their house, so I let them know they can call me. Im sure one day I will buy their house but it truly makes me feel good knowing I am helping someone with even the smallest task. Picture yourself as their grandchild who stops by to make sure grandma has everything she needs to be at her happiest.

You have to get creative or use your common sense cap here. If someone called me each month and said “hey Erik, its Bill! You sellin yet”? I would never answer his call again and he would eventually stop calling. I want my sellers to see my number and say “YES! Erik is calling. Lets see what crazy project or story he has going on now. I wish my kids were more like these guys”. I want to be REAL to these people. Forget about the one size fits all, learned-it-from-a-seminar-so-it-must-work scenario. Use your imagination. Be YOUNIQUE.

I would recommend reading this book over and over and reading it with your team to see who pulls different aspects from different learning styles so you get the full effect. Steve and I will continue to dominate and take over because we are ever so proactive in getting more involved in our marketing and the dissecting of each deal so we know what made it such a great deal. I understand the many learning styles and the simple fact that you can read something until you are blue in the face and not have results doing it and the moment you actually experience it you have success. If you feel you need more info and details, contact Steve and myself on our blog. We also give away tons of free ideas, new concepts, free case studies, monthly prizes and mentoring on our blog at www.FearlessFlipping.com. You can also follow Steve at www.facebook.com/thestevemills. You can also follow me at www.facebook.com/theerikstark. Remember, the elevator to success is broken. You’ll have to take the stairs, one step at a time. We are here for you, but cannot row this boat alone. Get with us. Give your feedback. We TRULY do appreciate it.

For more information about direct mail, marketing, negotiating with sellers, building a flawless follow up procedure, and free real estate wisdom, follow Erik and Steve on Facebook at www.facebook.com/theudemills and www.facebook.com/theerikstark. There is a plethora of free information there for you to learn from.

In no way does publisher allow reproduction, alteration, duplication or sharing this excellent source of information without proper recognition. I will find out. I pay many VA's to watch you.

Enjoy!