

Special Renegade Millionaire Report ...

Could this story about two farmers and their cows transform your business?



A Simple Lesson That Will Lock to Clients YOU for Life

From: Rob Minton

RE: Down on the farm ...

Dear Fellow Real Estate Professional,

Back in 2004, I completely changed how I ran my real estate business.

I decided it was a waste of my time to keep chasing prospects, begging for listings, asking clients for referrals – working my tail off for a few dollars here and there.

I wanted a business that allowed me to sell more homes while working with fewer clients. I wanted a business that made my clients view me as the “expert,” stay loyal to me and buy multiple homes ... all while getting my nights and weekends back. No open houses, no driving buyers all over town.

I don't even know how many family events I missed because I was with buyers, some of whom never even bought. I don't even want to think about how many times I let people I cared about down because of my schedule. As agents, we constantly bend over backwards for clients, sacrificing our time, energy and money, always chasing the next sale. And we do it for one primary reason ...

We're replaceable

Our clients can easily replace us. We realize that there are many other agents competing for our clients' business. These agents would gladly fit themselves into our clients' schedules. If we don't say yes every single time a client asks for something, we feel as though we could lose our client. The feelings are real and justified. We *do* lose clients all the time. Clients are not as loyal as they once were.

We cater to the whim of every buyer, holding their hand, kissing their behind, because we know if we don't, someone else will.

So I recognized that I needed to turn the tables – I needed to figure out how to make my clients replaceable. If a client wanted me to be available 24/7, I would simply let them go and move on to my next client. The only way this would be possible is if I had too many clients.

So what does an agent have to do to have too many clients?

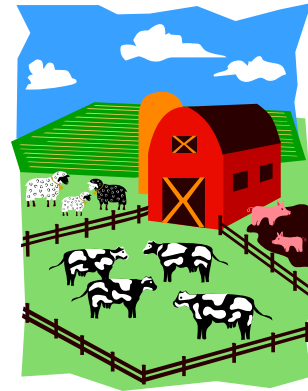
Clients come from leads. To have too many clients, I realized I needed to have too many leads. This puzzle was solved by working backwards, which wasn't taught in any of my real estate classes. So I began to study lead generation strategies and tested several new marketing campaigns. Within a few months, I had more leads than I could handle. This was great, but it created a new problem.

What do I do with all of these leads?

Around this time, I had my first consulting day with business guru Dan Kennedy. I shared all of the numbers in my business and asked him what I should do with these leads.

Dan responded by telling me a story about two farmers. Dan over-exaggerated this story, as he often does, but his point was crystal clear. The story went something like this...

Two guys decide to start their own farms. The first guy runs out and buys a bunch of cows for his farm because he believes that he can turn the cows into profit. The second guy wants to buy cows, too, but he realizes that he doesn't have the proper setup to handle the cows. Instead of racing out to buy cows, he calls a fence company and has a massive fence built around his pasture. Once the fence is installed, he orders cows for his new farm. The first farmer's cows arrive and slowly but surely wander away because he didn't do anything at all to keep the cows in his pasture. The second farmer's cows, nicely fenced-in, stay on his farm and produce income for many years to come.



I was operating my real estate business just like the first farmer. I was spending a fortune to generate all these leads, but I didn't have a way to keep these prospects engaged, involved. I wasted so much money because I let these prospects just wander off. I needed to put a fence around them, so that they could not "escape" to someone else.

The more I thought about this, the more I realized Dan was right. He said that the best fence a business owner could build around his customers was a powerful monthly newsletter. Believe me, I made a note of this advice.

The very next day, I started to subscribe to various newsletters. Some were free, others were paid subscriptions. I figured that if I was going to build a fence around my customers, I might as well build the best damn fence possible.

I began studying various magazines and their circulation numbers. I decided to focus on the magazines with the highest circulation numbers. I figured these magazines sold well because their readers enjoyed the information delivered.

To make sure your newsletter is read and valued, you need to study other successful newsletters or publications. What newsletters have the highest subscription numbers? First, you would need to study

subscription rates. Second, you would need to study single-copy sales rates. These rates would give you an idea of what the market values. You should pay attention to what the market values. What are some of the key components in these magazines? Can you use these key components in your newsletter? Could they become part of your template?

Here are the top 10 subscription magazines/newsletters:

(Circulation Data obtained from Circulation Data provided by Audit Bureau of Circulations - www.accessabc.com)

	<u># of subscribers</u>
AARP Magazine	22,270,073
AARP Bulletin	22,270,073
Readers Digest	10,228,531
TV Guide	9,016,188
Better Homes and Gardens	7,268,424
National Geographic	5,468,471
Good House Keeping	4,623,113
Family Circle	4,372,813
Ladies Home Journal	4,108,619
Woman's Day	4,060,610

Here are the top ten single-copy magazines:

(Information obtained from Audit Bureau of Circulations – www.accessabc.com)

Cosmopolitan	1,945,296
People	1,561,386
Woman's World	1,407,355
First for Women	1,262,581
In Touch Weekly	1,227,350
US Weekly	978,285
Family Circle	867,008
O, The Oprah Magazine	866,884
Glamour	861,006
National Enquirer	812,686

What I just included is extremely valuable information. Can you see it?

Let's take Reader's Digest and study this magazine. Now, the reason I'm focusing on Reader's Digest is because it is one of the largest subscription magazines. This means that consumers pay to receive this each and every month. Also, because this is one of the top-selling

subscriptions, you can feel pretty certain that the people receiving it actually read it. This is something you should pay attention to when preparing your monthly newsletter. In fact, I would suggest you study and learn from the format of each monthly magazine. They have a formula that is proven. From my quick review of this magazine, I noted that each issue seems to have the following:

Articles surrounding the following topics:

- 1) Finances
- 2) Family
- 3) Health Care
- 4) Stress/Clutter Organization
- 5) Celebrity Interviews

The magazine also has the following sections:

- 1) Quotes
- 2) Jokes/Funny Stories/Comics
- 3) Mental Challenges
- 4) Readers Comments

In addition, the magazine features multiple advertisements and photos.

Let's now take a look at TV Guide. Here are the Departments they feature each week:

- 1) Moment of the Week
- 2) Hot List
- 3) You Tell Us! – Comments from Readers
- 4) Behind the Scenes
- 5) Cheers & Jeers
- 6) Roush Review – Review of TV shows
- 7) TV Listings
- 8) Celebrity Gossip – similar to People Magazine

Both magazines also include photos. These photos are used to increase readership and improve retention. The photos are entertaining. In addition, it should be noted that both magazines feature multiple advertisements, running the gamut.

If you take some time and study these two magazines side by side, you might note a few similar items. For example, you will notice they both feature the following:

- 1) Interesting photos
- 2) Comments from Readers
- 3) Celebrity info
- 4) Interesting or entertaining articles
- 5) Advertisements

What does this mean for you? It suggests that you should model your monthly newsletter with similar articles and sections.

Now, I'm not suggesting you copy any of their material. I'm simply suggesting you learn from their format. You could lay out a newsletter with various sections. My newsletters include many of the items outlined above. The reason you should study these magazines is because they are proven winners. They have recurring readership and are read by their subscribers. By following this format, you know in advance that your newsletter will be effective.

After studying dozens of newsletters and magazines for information like the above, I examined my list of findings and sketched out a template for my own monthly newsletter. My goal was to incorporate the commonalities of the best newsletters and magazines.

For the next three weeks, I woke up a few hours early EVERY DAY and worked on my newsletter. And let me tell you, it wasn't some rinky-dink newsletter. It was jam-packed with content. When the first issue was finally finished I was so excited. I printed it and mailed it to my database, and, believe it or not, the phone started ringing.

In addition, I sent my newsletter to everyone I knew. Before long, they started talking about it. "Hey, I received your newsletter and" This opened up many conversations and helped me to move more of the leads generated into home sales, which meant that I had turned the tables on my clients. My monthly newsletter became a tool I could use to replace clients. I no longer needed to kiss everyone's rear end. I could actually say "No" to a client.

Now, you're probably skeptical that one simple newsletter could be so powerful, but it's true: My business took off when I finally found a way to "stay in front of" my clients and prospects with a branded, consistent communication tool that was not a hard sales pitch.

I delivered a hard-copy newsletter to my clients' mailboxes each month – jam-packed with content that they couldn't wait to read, that they eagerly awaited month in and month out. I spent 20 to 30 hours

a month on my newsletter. **It became the foundation of my business and my main strategy for communicating with my database.**

The newsletter was like buying insurance for my database. I'll bet you carry insurance on your most valuable possessions, such as your home and your car, don't you? Well, in business, your database is your most valuable asset. You insure this asset by sending a newsletter each month. You keep the cows inside the fence, protected.

In writing this report, I did some quick math and realized that I've written a monthly client newsletter for the past five years. This is over 60 newsletters – all following the template created from my original research. This newsletter has been so powerful that I have received many letters, cards and notes about it:

"You provide a great insight into a great number of concepts we take for granted. When I read your newsletter every month, I always read it with a legal pad and pen next to me for the many action items I get inspired about."

Chris Thomas

"Keep up the good work with the monthly newsletters. We find them quite valuable and often laugh as well."

Dan & Dawn Sell

"Thank you for the welcome. Your organization looks to be what I have been searching for in my quest for real estate success. Your team is very professional and down-to-earth people I look forward to working with. Your newsletter is very well-done and informative."

Jim Reboudo

"Your newsletter comes along like a 2-ton wrecking ball and destroys all negative thoughts and clears a path for positive and more productive thoughts. You constantly motivate me and give me the tools to use in the field."

Matt Phillips

"And we get so much information and knowledge from the monthly newsletters and audio CDs – it helps us stay on track and inspired to squeeze the most out of work and life every day."

Devin & Chris Murray

"I always look forward to reading your newsletter every month. As a person who reads about 10-15 newsletters a month, I believe I can honestly say that your newsletter is probably the most heartfelt and honestly written newsletter I read every month. Your Client for Life."

Travis Moore

Each month, I poured a ton of content into the newsletter – feature articles, tax tips, strategies for investing, advice for home owners, real estate news and more. This was a HUGE effort for me.

I reasoned that the time it took me to write this valuable sales tool each month was time better spent than if I was sitting at an open house missing yet another family event, or piling buyers into my car and carting them around from house to house. The reason it was productive time spent is because my newsletter touched multiple clients, instead of just one. My newsletter was a "sales asset" that allowed massive time leverage.

Over the years, many agents have asked me what they need to do to be successful. I usually tell them that they only have two things to do to build a profitable business. These two things are:

1. Get new clients
2. Retain existing clients

For some reason, we seem to focus 95 percent of our time, energy and attention on getting new clients while our past clients walk right out of the pasture. You have to agree – this doesn't make very much sense, does it?

I've thought about this for a long time and I think this happens because newsletters aren't easy to put out each month. They take a significant amount of time, planning and effort. When Dan told me the "fence" story, I vowed to make my monthly newsletter the No. 1 priority in my business and it became one of the most profitable aspects of my real estate business.

Hardly anyone has noticed ...

As you know, I coach and consult with hundreds of real estate agents throughout North America. When I started coaching agents, I quickly realized that I needed to put a fence around them, too. I began sending my coaching students an eight- to 10-page *weekly* newsletter

packed with business-building ideas, advertisements, sales letters and other marketing tools they can use in their businesses. I can honestly say that my weekly newsletter (sent via fax) locked many of these agents to me the same way my monthly newsletter locked my real estate sales clients to my brokerage. If you're a member of my Master Marketer Club, you know what I'm talking about.

Hundreds of agents are reading my weekly newsletter, but they aren't copying the strategy in their businesses. For some reason, they experience this, but haven't thought of doing the same thing with their clients.

If you can answer yes to any of the following questions, I strongly suggest that you consider installing a fence around your database...

1. Do prospects view you as "just another real estate agent?"
2. Do you struggle converting prospects into clients?
3. Do you find yourself wishing you had "higher-quality" leads?
4. Are you concerned that your clients will find another agent if you don't kiss their rear end?
5. If you have agents on your team, are you worried that your agents will steal your clients?
6. Do you feel as if you have a lot of money invested into your database and need a way to make sure you get a return on that investment?

If you answered "yes" to *any* of the questions listed above, I strongly suggest you send a newsletter to your database each month. A great newsletter solves every challenge or problem listed.

You have two choices with regard to your newsletter:

1. You can design your own newsletter template and dedicate many hours a month to writing your newsletter. This is exactly what I did and continue to do today.
2. Or you can hire someone else to write your newsletter on your behalf.

The second option saves you time, but it could be costly. Hiring a freelance writer – even an inexpensive one – to write original content for, edit and lay out an eight-page newsletter would probably cost you

at least \$400. You might be able to get a price break committing to, say, 12 months of newsletters, but even a 25-percent discount is \$300 a month and \$3,600 per year.

The first option saves you that expense but eats up your time. Let's face it, if putting out a monthly newsletter was easy, everybody would be doing it. It takes time to find topics to write about. It takes time to research articles, and it takes even more time to write them. It takes time to edit and lay out all the copy.

So while a newsletter is a valuable business-building tool, it may also seem like a luxury you don't have time for. The harsh truth is, however, that it's not a luxury; it's a necessity. Especially these days, when your prospects and clients are bombarded with messages from other media, day in and day out.

Now for some better news ...

You can now get a monthly newsletter “done for you” without lifting a finger!

I coach hundreds of agents all over North America, and I can tell you the **one main difference** between those who succeed and those who fail is consistent follow-up. It's that simple. You MUST have a consistent way to deliver your message to prospects and clients ... no matter how much time it takes.

So what's the solution? Have it done for you.

I am now offering a complete, done-for-you monthly newsletter service. You get an informative, content-filled, entertaining client newsletter I used in my business, but without any of the work. The best of both worlds!

With this service, you'll receive:

- A monthly, **eight-page** newsletter in electronic format that you can customize any way you want
- Feature articles, news stories, commentary, book reviews, quotes, “how-to” advice and more – all **professionally written** by myself and my team (which includes a former journalist and a graphic designer)

- Versatility to deliver your newsletter in a hardcopy version via an inexpensive “bulk” self-mailer, or **e-mail format** by converting to PDF
- **Branding of your business** that will appeal to ALL clients and prospects, but also focus on niches such as investors and foreclosure buyers
- The ease of a **turnkey product**. Your involvement requires literally only minutes each month
- A way to add passive, recurring monthly income to you business by **selling subscriptions and advertising**.
- THE tool that will **establish you as the expert** in your market and dominate your competition

How much time will this save you? How many hours of your time each month would be required to produce a professional newsletter? On top of the time it saves, think about the marketing dollars you could focus elsewhere if you have a consistent and proven client communication asset doing all this work for you.

What would you pay for this valuable tool that saves your time and **locks your clients into you**? Would it be worth the best-case scenario of \$300 per month, as mentioned earlier?

I think it would be, but that doesn't matter. **Right now, this service is available to you for just \$47 per month.** But before you sign up, let me share ...

YOUR SPECIAL BONUS

As a special bonus for signing up for this fantastic monthly service now, you will also receive my **Done-for-Your Weekly E-Zine Service**.

This provides you with a weekly electronic magazine (e-zine) that you can quickly and easily send out to your database. Each week, you will receive, in Word format, a document you can personalize then copy and paste into any e-mail program.

You'll get the same kind of professionally written content as in your monthly newsletter, packaged into quick and effective tool that will keep you in contact with your prospects and clients even more regularly.

This weekly e-zine is the **exact, proven format I use in my business** each week. And it will be yours to use as part of your low monthly fee.

And, if you choose, you could find businesses within your market that would be willing to pay to advertise in your newsletter or your weekly e-zine. This would help you turn your newsletter into income!

Hopefully, you can see just how powerful a tool this monthly newsletter would be in your business. Or, if you are already sending out a monthly newsletter, maybe you can see how getting access to a done-for-you newsletter would save you a ton of time and money.

Basically, you now have three choices:

1. Don't send a newsletter to your database and let your clients wander away at their leisure from your pasture.
2. "Go it alone," and spend the time, energy and money to come up with an effective way to automatically engage your prospects and clients so that you can survive in this business.
3. Put your prospect follow-up and client communications on "autopilot" by having a quality, eight-page monthly newsletter and weekly e-zines completely done for you.

There is no long-term commitment on your part for this service. No contract for you to sign. Order today and you will receive your first done-for-you weekly ezine within 24 hours. After that, you will receive a new done-for-you weekly ezine each Tuesday, and your eight-page newsletter on or around the 20th of each month. You can cancel this service at any time if for any reason you're not satisfied. No questions asked.

Now, you're probably asking "What's the catch?" Well, there is one catch: I am making this offer available to the first 100 agents who sign up now. This is the first time I am offering this service, and the \$47 pricing is a special, limited-time offer. The price of this service will be increased to \$97 a month after the first 100 places are filled.

Sign up for your done-for-you newsletter by completing the form enclosed below. Just fill out the order form below and fax to:

(440) 918-0347

Or, if you choose, you can scan the order form and mail to my team at:

markk@myhomesellingteam.com

Best,

Rob Minton

P.S. Once this service is ordered by 100 agents at this introductory price of \$47 a month, the price will be increased to \$97 a month. So I strongly recommend you fill out the included form right now!

Order Now At the **DISCOUNTED Price**

Yes, Rob, I want my done-for-you 8-page monthly newsletter and weekly ezine, which I can personalize and send to my prospects and clients for consistent, automatic follow-up and communication! **I have read and agree to the legal disclaimers below.**

Your initial charge will be \$47. You will then be automatically charged \$47/month after your initial charge has been made.

You will receive an email every week with your weekly done-for-you ezine, and each month will receive your customizable 8-page hard copy newsletter on or around the 20th. The eight-page newsletter will be delivered in Microsoft Publisher format via email.

* Every effort has been made to accurately represent this product and its potential. Please remember that each individual's success depends on his or her background, dedication, desire and motivation. As with any business endeavor, there is no certain guarantee that you will earn any money.

My contact and credit card information are below.

Name _____ Business name _____

Address _____

City _____ State _____ Zip _____ e-mail _____

Phone _____ Fax _____

Credit card: _____ Visa _____ MasterCard _____ American Express

Credit card number _____ Exp. Date _____

Signature _____ Date _____

FAX BACK TO: (440) 918-0347

**Or scan and e-mail to:
Mark Koestner
markk@myhomesellingteam.com**