

The Accelerated Real Estate Lead System - The new way

THE ACCELERATED REAL ESTATE LEAD SYSTEM

A Unique Approach to
Real Estate Agent Consulting



Mike Paul

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1 The Broad View

Thanks for picking up this most unique business strategy that will prove simple and easy to use... in fact, as long as you can read and follow simple step by step over shoulder instructions.. You can do this.

Who am I? I am Mike Paul. For 13 years I sold residential real estate for the largest firm in my city. After selling for about 9 years I moved more into training agents for a living for the same firm. I know how real estate agents work, think, and run a business. I was around to see the upside of real estate pre 9/11/01 and also experienced the struggle to regroup post 9/11/01. When it comes to the way agents grow their business, why are these dates so important?

In order to give you a clear picture of how the typical agent thinks, it is really important to dissect the events that impacted business after the 9/11 attacks, so for your benefit, I will cover this briefly.

1.1 Where it all started - The philosophy

Keep in mind this example I will use is the easiest to understand, but know that the real estate industry ties right in. I will bring the purpose of this example around making this a concept that not only makes sense but no-one can deny. Once you grasp this one thing, you will know why your services are in such demand.

Prior to 9/11 the hotel business thrived. Hotel companies had business year round because americans loved to travel. This industry reaped the benefits of low gas prices, families eager to travel, low unemployment

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rates, and an ideal overall environment for the hotel/motel business. Then the horrific 9/11 attacks happened.

Families whether American or not were all affected. From a hotel owner standpoint, they felt the pain overnight. And the pain continues today. The hotel business's picture of ease turned into a picture of desperation. No longer were rooms being booked. All attempts to advertise more, give better service, cut prices were all in vain. This grim picture forced "referral companies" to evolve. Like the villain in a children's story, these companies raised their head and began to take advantage of the small business owner, in this case the hotel owner.

Internet referral companies, you ask? Hotels.com, Travelocity, Hotwire and the list goes on. Why are these companies so bad? I am not saying they are bad, but I will say the whole concept is deceiving. Here is how they worked the hotel owner which resulted ultimately in the everyday consumer like you and I paying for it.

Back to our story. Hotel companies and owners post 9/11 did not know how to generate leads other than the old and outdated ways that were obliterated by the events of 9/11. The referral company took root in a local market and said to the hotel owner ... " Mr. Hotel owner, I can get your business back..." Naturally the hotel owner's interest was peaked.

Referral company said "I can bring you customers and fill your rooms back again. All you have to do is pay me a "referral" fee in return. " Hmmm.... " the fee is small and some business is better than no business, right?" The hotel owner agreed and that's all the referral company needed.

Here's what happened next...

The hotel owner got customers back as promised. They dished out a small fee but were still grateful. Things seemed to pick up... But one day the

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hotel owner got a call from the referral company. “ I see your business is starting to pick back up, hotel owner... because of the increased revenue, if you want to continue to fill your hotel rooms we need to increase your referral fee.” What could the the hotel do other than humbly agree... after all, they needed the business. And the story continued with gradual increases in “fees.”

How did this relate to the consumer? Well, with added expenses came price increases for the consumer. In essence, the referral company may have advertised “book online and we will find you hotels rooms at 50% off!” 50% of of what? How could this be true?!

I remember attending a Century 21 convention in which hotel rooms were offered at a discount to the agent. By accident I called the hotel directly and they said I would have to book online through the “referral company” in order to get my discount. I said “No problem, I’ll do that right now...”

“Wait sir!” said the front desk associate... “If you just book through me I can give you an even lower price than Hotel.com. “I’m in”

Here is what happened. The referral company basically sold that “lead” (me) to the hotel company for an agreed fee. In order for the hotel owner to make a profit they had to raise the normal price to a new “normal” price in order to afford the discount that the referral company advertised in addition to paying a referral fee.

Since the referral fee was so high, the hotel could afford to drop their price even lower than the price advertised online... for me... Why?!!! Because they did not have to pay a referral fee to gain my business. All they had to do is have me book directly with them bypassing the referral fee and passing about half the savings on to me(and keeping the other half) making it a win-win for the hotel and I.

1.2 The Real Estate Industry Turns Desperate

How does this relate to real estate? The same exact thing happened in the real estate industry. They were hurting... Referral or affinity companies emerged... they promised the real estate agent leads for a referral fee... the agents agreed... referral companies eventually blanketed the nation... gradually increasing fees as they gained territories. And that's the rest of the story!

Today agents are paying up to 40% in referral fees. In addition, some territories are cornered by referral companies causing those agents to rely almost completely on referrals from these bottom feeders. And you thought that was the bad part? Agents already in most cases have to give their company a split of every home they sell. This can be anywhere 30% - 50% on average. This doesn't even include franchise fees they have to pay as well.

Are you starting to see how this can impact the agent's bottom line and how much they need someone like you to help them get quality leads at a more effective price? This way they can tell the referral companies to kiss their...

There is more....

As agents and entire brokerages began to rely on these price inflated leads to stay in business, fees began to increase and additional yearly fees came into play.

How do I know this?

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It happened in our #1 ranked firm which eventually resulted in the owner selling out to another franchise because they based their whole business model on referral company generated leads. Who are these referral companies? Have you heard of Zillow, Trulia, and now even Realtor.com which, by the way, is also funded by real estate agents.

Tell me how ridiculous this sounds.

The agent works hard to get a listing to sell. That agent's company posts the listing on Zillow. Zillow takes that listing and generates buyer leads. They then turn around and sells those same leads to the same agent who generated the listing to begin with!... or any other agent willing to pay a higher price for the lead.

They are essentially selling the agents' OWN leads back to them! Terrible?? Maybe.. Some could say Zillow is a Genius! They even get agents to submit blog posts on their site... basically getting the agent to fund their SEO content!

Can you see why the typical agent is hurting? Can you see how you can help? What if you could help the agent or, better yet, multiple agents say "bye bye" to referral companies and pocket more commission? Believe me, they need you more than you need them.

Read on...

1.3 How big is this piece of the pie

Here's an interesting fact... There are about 2 million licensed real estate agents in the US right now which translates to about 86,000 brokerage agencies all scrambling over each other for the same business. Did you know this is also a \$186 billion industry?

Now let's pull the curtains back and shed some light on what really happens behind the scenes for the typical real estate agent. According to the National Association of Realtors, real estate agents need to spend about 20% of their gross income in business expenses to include advertising, marketing, and promotion. Being that this is an average, it is easy to understand that an above average producer may spend even more for advertising to sustain and thrive their practice.

1.4 What agents are doing to generate business

What does all of this mean? Well, first let's take a look at the strategies they are using to generate leads. This will fall into two different categories; traditional methods & non-traditional methods. Traditionally, agents use open-houses, newspapers, cold calling, door-knocking or neighborhood canvassing(geo-farming), and SOI marketing.

Sphere of influence(SOI) marketing consists of the real estate agent compiling a list of folks who know them, like them, and want them to succeed. This may consist of friends, family, and close business contacts. The agent will market to this list monthly to ask for referrals.

The second option, simply put, non-traditional marketing for agents consists of *online marketing and advertising*... which consists mainly of paying other sources to do this for them since the typical agent is not savvy with internet marketing. Who do they pay?? Zillow, Trulia, Realtor.com and a handful of other "big-boy" referral companies. Who could they be paying?? You!

Sounds like they have it all figured out, doesn't it? On the contrary, most agents are totally lost. Don't get me wrong... a good portion of them make a decent living but this percentage involves a chunk of the pie being

seasoned agents who have built their business before the need to employ “up with the times” marketing techniques.

These agents have a huge... even mega book of business and this is enough for them for now. But they all know their book of business will eventually dry out which means they need you just as much as any other agent.

Here's the thing. This industry is growing by 9% every year even with down markets. Would be real estate agents are seeking their “forever coveted” real estate license with hopes to make it big in this prestigious industry we call real estate. With that said, these newer agents(any agent within the 5 years) do not have a previous book of business.

They are being forced to advertise and lead generate at a rate that makes most of them a nervous wreck. As stated, even veteran agents are finding out that much of their current book of business is either dying off or simply not sustaining them as it did in the past not to mention the whole referral company fiasco.

2 This is where you come in...

Here's what I mean. Generally, most agents are still using outdated and ineffective traditional strategies to acquire sales. Open houses are no-longer effective for the most part and consists of agents sitting in homes for hours upon hours with little to no traffic(although reality TV paints a different picture.) Of course if you ask an agent who uses this method, they will tell you it definitely works... They say this to save face of course.

Why doesn't the open house technique and other outdated methods work anymore for most markets? These same buyers can view the inside of

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virtually every home on the market utilizing interior photos and virtual tours. In other words, the internet has changed the game.

What about door knocking?.... No. Unless the agents are hoping they will sell a home out of sympathy. Most homeowners today do not trust door to door salesmen. At best, they may feel sorry for the door to door agent and throw them a bone. No agent should want to portray this image.

Cold calling has taken a huge hit with the implementation of the Do Not Call Registry making this technique... well... a waste of time for this type of industry.

SOI or sphere of influence marketing as mentioned above may be the best choice long term for an agent using traditional methods but consider this. Consumers today are less loyal and who wants to be “that GUY or GAL.” You know, the one who walks into a party and it’s like moses parting the red sea! Everyone literally flees to the other side of the room because they do not want to be the prey of the real estate agent.

I hope you don’t mind me being so straightforward.

At this point you are saying, MIKE! Where do I come in? You said “this is where you come in...” right?

Here it is. Agents need you. They need you to not only generate leads for them, they also need you to do this quicker than what they are used to. It’s simple.. This is their pain. That’s all you need to know. Now that you know their pain, you can show them a way to relieve that pain. And if you can do that.... They are sold!

2.1 Geographic Farming Explained

What I am about to present is a method that I have already labeled as outdated and inefficient... but with one simple tweak. With this tweak or slight adjustment we will take this less than ideal concept and put it on overdrive.

Geographic farming in real estate has been used for decades. With this tool agents doorknock, cold call, or mass mail certain neighborhoods, school districts, or zip codes over a long course of time. Like the commercials you see on TV, they don't necessarily make you go right out and buy the product. But... over time, with repeated exposure to these ads you become familiar with certain brands or products.

For example can you tell me who uses the slogan "you can save 15% in 15 minutes by switching to...?"

If you said Geico you've just experienced first hand how this strategy works. Eventually that product or brand "sticks" subconsciously in your mind. And guess what? Just like anything else it's a numbers game. With the right amount of "top of mind" market share, that specific brand knows how many people will pick up their phone when it comes time to compare auto insurance rates because Geico is the first that comes to mind.

Using this same approach, real estate agents know they will not get immediate results but are promised by trainers and their own brokers-in-charge that the results will come after repeated exposure to the segment of their market they have chosen. In short, homeowners will most likely not have to sell right when the agent knocks on their door... But chances are over the course of a year (or two or three) some will call them back to list and sell their property.

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In fact, good agents will know how many contacts they will have to make and how long they will have to door knock, call, or mail certain neighborhoods before they get a listing to sell, before they get a contract on that home, and how many will actually sell based on that market. They will know this because they will know the average time a typical homeowner stays in their home before they sell in a certain area or neighborhood along with a lot of other data to support choosing that specific area.

Being that this works from a “top of mind” concept of people remembering the agent from repeated “touches”, the customer ends up doing business with whoever they remember. As stated before, this can be done with cold calling, door knocking, or mass mailing. The method works for real estate agents who are patient. For most agents, this long term investment of time and effort does not make sense especially if they need a paycheck yesterday.

Now what if I told you that you could help the agent use this strategy while getting the best of both worlds? Namely, what if they could not only help them command a “top of mind” status with their chosen area, but what if they could also start getting results in a month, week, or even in a day?

We’ve already touched on the other drawbacks of this approach so I will now explain how to bring this old technique to the cutting edge of a little known tool that will not only bring the agents predictable results, but will also bring them lightning fast results!

2.2 The Solution

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Before further explanation, it's important to know that agents are paying Zillow, for example, upwards of \$3000/month in some cases for leads. Yes, like any other technique, buying leads seems to be the fastest and most effective. Right? Not exactly.

Since the real estate market has been flooded by lead vendors selling the same leads to multiple agents, this method has already started to become stale. Agents are starting to realize the money making scheme from these mega sites for what they are. Think about it... How long would you pay inflated prices for leads that are recycled through 5-10 agents. With the diminishing chances of the real estate agent actually producing a sale from these leads, the concept continues to lose its luster.

For example take a look at some of these reviews from agents who have bought leads from these major real estate websites.



Peggy Aldinger, "Peggy Aldinger" Agent

★★★★★ (11 reviews)

Liars and con artist that do nothing but steal your money. Please don't fall for their lies. Your better off knocking on doors. I spent over 24,000 dollars with this company with not even one client to show for it. They just keep milking you with promises that never materialize. Horrible company. They take our listings and sell them to other realtors. Seriously the NAR and CAR should do a class action on our behalf and close them down



Johanna Arce, "johannaarce" Agent

★★★★★ (3 reviews)

I've been with Zillow for 8-9 months.. though I do get leads 95% of them are not serious ones. they are either inquiring behind their realtor's back, or just looking around not interested in buying. I've spoken to my sales rep about this at length and although Zillow does do it's part on sending you the lead, I don't put too much hope in it. I call right away, text, email, do follow ups and nothing, just leads from people who are not serious.

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Danny Loftin, "DannyLoftin" Premier Agent

★★★★★ (13 reviews)

Everyone paying Zillow needs to look at the 'sweeping' change they made on November 9, 2016. You no longer are paying for impressions, but for "Estimated" leads per month. It changed everything about it. I am (was) going to be paying for about 25% of the impressions I had been receiving before the change. I am glad I caught it now before I kept paying that Lexus payment every month. Hey, maybe I'll go buy myself a Lexus with the money. 2016 = 1 sale from a lead, and 1 tenant from a rental listing I put on the site. ROI? Lean or non-existent. Thanks for taking my money for over 4 years and casting me aside for agents who THINK they will generate qualified leads any more. It's just a matter of time. Realtors need to reclaim control of MLS Data Usage.

I hope you get the picture so far. With your new understanding of how agents are conditioned to think they must rely on purchasing ineffective leads, we will now take the telephone approach to geographic farming but without cold calling in order to solve their problem at a fraction of the cost.

First a zip code is chosen. Usually the agent will pick a zip code they are familiar with and agree is a good decision to farm based on market data (for above average resale, desirable price ranges, etc.) Once the area is chosen the farming begins.

Just like the explanation above we deploy a calling campaign to thousands of residents in a specific city or zip code, but not with the method you are thinking. We don't actually call them. In fact we do not even WANT to talk to any potential real estate clients... But they WILL call the agent wanting to become a seller client. How does all of this work? We use two things... the law of large numbers and a sneaky little tool called VoiceMail Drops.

This simple to understand system works like this. Since it is impossible for an agent to call thousands of numbers in a day... or even a month for that matter and since the agent either does not want to or is too busy to make this happen, we will do it for them.

A cloud based software calls thousands of homeowners in the specific zip but the phone numbers of these homeowners never rings. Instead the software bypasses the ring and "drops" an innocent short voicemail

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message into their phone's vm inbox. This secret script for the voicemail message is one that is welcomed by almost every homeowner in the nation. In fact they WANT to hear what is on the voicemail message that will be left for them.

Here's the most powerful part. The system can call 1000 numbers in less than an hour and call 10,000 numbers in just a few hours all on autopilot.

Here is where the results start rolling in.

By the basic law of averages, it is not surprising to get potential home seller clients calling back... but do they call the agent? Yes and No... When they call back they are actually directed to another voicemail system with another pre-recorded message. That homeowner lead leaves a message with their name, email, and phone number for the agent to call back. Now what if that specific lead does not leave a message? Well, we still capture their phone number for the agent to follow up on.

With the right amount of calls leads will most likely start coming in after the first drop. But what about the homeowners that don't call back? Well, remember the concept of farming?

The seed is the voicemail. The homeowner may keep that "seed" for weeks or even months... when the time is right, the crop will grow! The agent will continue to get leads weeks, months, even years later if done correctly. In fact, if done right, that agent will eventually reach a point of critical mass where their business starts to run itself with only a few pushes of the button monthly!

Not only is this extremely powerful... this is easy to do! Just imagine collecting \$500-\$1000 a month from agents who will be already sold on the approach. What options will this open up for you? For me it's more time

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with my family. It's traveling to new places... heck it even just telling my boss to take a hike! Think about it right now.

The system is so easy to work, even my 4 year old son can launch the campaigns for me. After setting the contacts(we get these from fiverr) into the system just once, you just push a few buttons and maybe record some new voicemail messages and that's it! You just pick the campaign and push another button to start the campaign monthly!! This may be the easiest lead generation method you've come across in your life!

We will go through a simple three step process for launching the campaign and generating leads for real estate agents later on. But at this point we'll cover how you are going to get agent clients paying you \$500-\$1000/month.

It's really very simple. You will do the same thing we've already discussed above! Instead of calling homeowners. You will send VM drops to local agents needing your service. And, again, by the law of sheer numbers, you can get leads everyday. It's like turning on the faucet whenever you want more business! And guess what? There is a FREE way to do it!

Here's the approach summed up:

- 1 -Drop voicemail messages into real estate agents' inbox(free method or paid method)
- 2- Wait for leads to call you back
- 3- Check your email for the voicemail messages that agents leave you
- 4- Call back only motivated agents who need your services

It's that simple. Once you have a client:

- 1- Drop voicemail messages into thousands of homeowners' inbox
- 2- Wait for leads to call back

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3- The agent checks their email for voicemail messages that homeowners leave them

4- The agent calls the lead back to get the home listing

Think about the struggles of the real estate agent for a moment. As discussed, the typical agent or even a whole area market is in a mess. Their commissions are being threatened by not only referral companies, but by the simple fact that times change. With changes comes a crossroad. The agent can either adjust with the times... or keep doing the same thing while expecting different results. Those who decide to change will experience some growing pains, but if they stick to it... some (not all) will prevail.

You have their answer. This is not the same ole hogwash they've already heard about buying ad space on Zillow. It's not about landing pages, websites, blogging, or ppc. It's a method they already subconsciously understand. You are just the one who will multiply their efforts and give them the leverage that will make them stand out from the crowd! And that's what you want to do, isn't it? You want to deliver a true service that will genuinely help them.

It's a simple yet powerful technique that is new for the real estate field. This will position you in the best light making you the hero! Remember, they need you more than you need them! Real estate agents have been trying to crack the lead code for ages and you have the solution! All you have to do is make it happen! Think about this... how many \$500/month clients do you need to accomplish your goals? If you're just looking for extra cash maybe one is enough? Or maybe you'd want to scale this thing even bigger!

You've found the vehicle that will get you there. Your competition is low... the tool to make it happen is cutting edge... and now you have an exact roadmap to duplicate!

**** NOTE:** The most important thing to remember throughout this program is the value provided proposition. Yes, we are talking about lead generation, but the broad scope of the project is what you are actually doing for the agent.

Let me explain... With the traditional method of farming an agent's area we have discussed the prolonged time period involved before seeing results. Also, we've discussed the actions that the agent is used to performing before seeing the results... With this in mind, how long would it take a real estate agent to call thousands of homeowners by themselves? How much would it cost them to outsource this to a professional telemarketer?? And if they chose to go the email route... how many emails will ever get opened? What about mass mailing... how many mailers will end up in the trash? Do you follow me?

So, more than the leads themselves, it's the value added that you are mainly selling. If you can get your head around this concept you will have much better results. Think VALUE not Leads. And remember, agents are already doing open houses, paying for print ad space, and many other tactics that do not bring in consistent leads.

3 Setting the stage

Now it's time to send out your secret weapon to call, retrieve, and weed out the quality leads you are in search of. More accurately put, these next

steps will set up the system that will easily get you results with hungry leads calling you wanting to do business with you... no hard selling, very little follow up, and unquestionably no more chasing!

3.1 Compiling your lists

With this method of obtaining phone numbers for real estate agents, it is suggested that you choose a zip code, city, or state in order to keep track of where you are sending the voicemail drops. You do not want to overlap, but you also want to call these areas 3-5 times before moving on to the next(don't worry, it's easy - just push the button again and let the software do it for you.) This way you can keep track by lists. For example: NC real estate agents, NY real estate agents, etc.

This is how easy it is.... Just go to google and search "real estate agents US" or "real estate agents directory." Almost any directory site lists agents' phone numbers. If you're looking for an email, that's a different story being that most do not list their personal email. The beauty of this is you do not need their email! And they almost always list their phone number... and agents usually use their cell phone to conduct business. Here are a few directory sites that I've used.

<http://www.realestateabc.com/>

<http://www.usamls.net/>

Once you have the agent's number, use the steps below(we'll go over this in another section) to start dropping 10-20 voicemails a day using the FREE method.

3.2 Compiling your list - the fast track paid approach

If you are using the fast track method below, it is recommended to purchase a list to maximize your efforts in the shortest period of time. I would recommend fiverr, but make sure you are careful. There are many gigs on fiverr offering astronomical amounts of real estate agent contact leads - for example some gigs offer 60k, 80k, or even 1 million real estate agents leads with contact information.

The only problem with this is that I've never had any luck with huge lists like this. I've literally sent emails and voicemail drops to tens of thousands of these at a time and have never received a positive response(if any response at all) from emailing or calling before being blacklisted for using bogus information.

I would suggest look for realistic sounding gigs that may offer 500-1000 leads for \$5-\$20. Offerings like this are legitimate, accurate, and fresh for the most part. It is also effective to order 1000 numbers at a time being that some of those numbers will be invalid or landlines.

With our strategy, the only phone numbers that will comply with what we are trying to accomplish are cell phone numbers. Here's the good part... most real estate agents today practically run their whole business from their cell phones. Can you see why this niche is perfect for our method? Nevertheless, some numbers will not be cells, but this will work like a charm if you can even get a 50% list of cells out of 1000.

Be sure to email the seller before placing an order. It is very important to know you must be specific with what you want before placing the order. Make it clear to the seller that you want phone numbers for real estate agents - not real estate agencies or investors.... You want real estate agent

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phone numbers. If they offer emails or any other bits of information, take it. Just make sure they include phone numbers in a **CSV format**.

Here are a couple of gigs I recommend from fiverr for compiling your lists of real estate agents.

https://www.fiverr.com/yp_datacenter/provide-you-100000-plus-usa-real-estate-agents-contact-database?context&context_referrer=search_gigs&context_type=auto&pckg_id=1&pos=13&ref_ctx_id=d4fe9ca6-7ac3-4610-8beb-0e0e356ca00c&funnel=40bda32c-2950-4b61-88d1-722f9b340753

https://www.fiverr.com/nihom93/get-you-businesses-phone-numbers-from-us26-industries?context=collections&context_type=pre_defined_default_collection.ownership_true&funnel=fb02c301-02ca-4094-aa6d-eafe4faf8c97

Another paid option is to use a data compiling service like ListGIANT. The list will be more expensive but you can narrow down to cell phone numbers and you'll know that at least 85% are valid. In fact they will replace bad leads for new leads. In addition, they offer 500 free leads to start. Here's the link:

https://trial.listgiant.com/portal-free-leads-trial/?gclid=CjwKCAiAk4XUBRB5EiwAHBLUMUt4DDLyJNL849FnpWOitcX9C2J61leOZMoJ5ZiH3HLOhv-z7KdxAhoCZC4QAvD_BwE

Once you have a paying client:

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When getting your lists ready for agents who have procured your services ListGIANT is still the service I recommend for lists of homeowners when launching your service for those real estate agents.

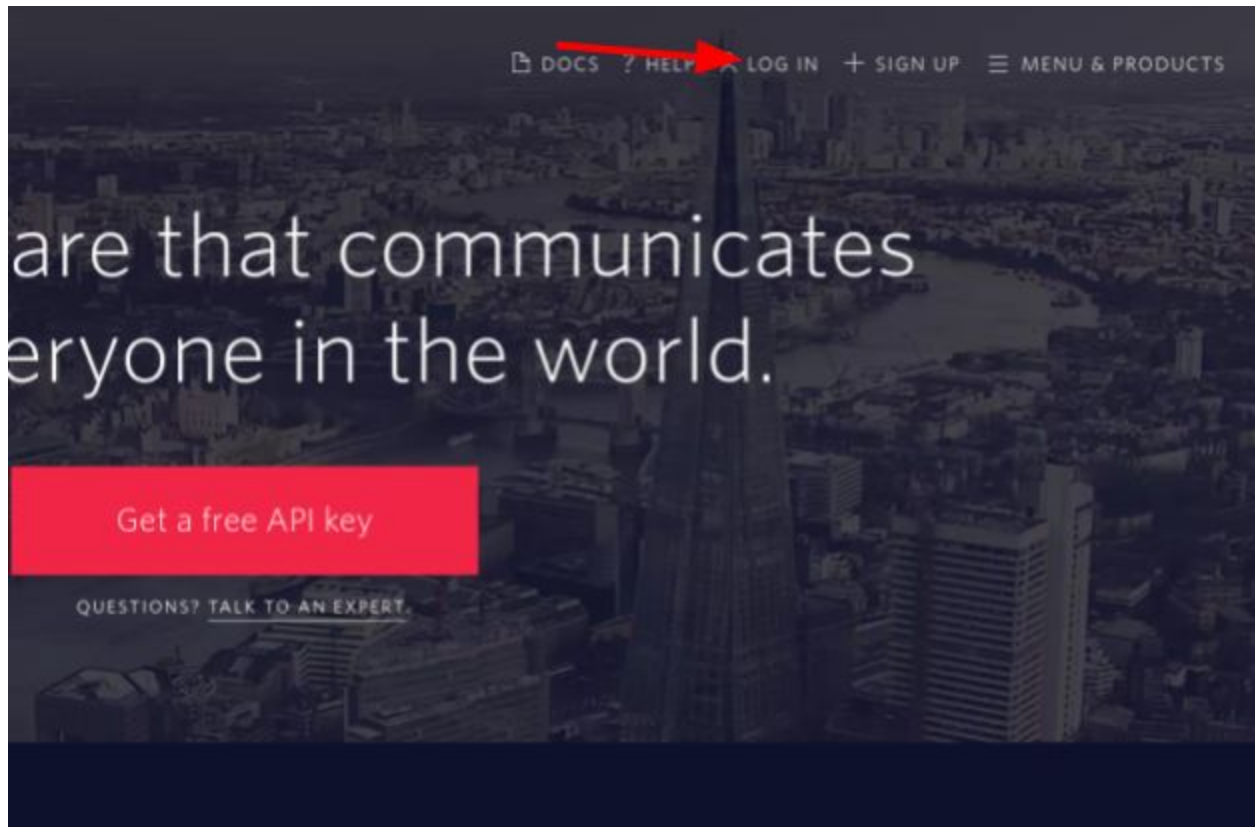
I do not recommend fiver for this being that fiverr can be hit and miss for this type of list data compiling. Again ListGIANT is a bit more expensive, but remember you will only do this part when you have real estate agents clients who has already paid you for the first month. You can charge a set-up fee to make up for the cost of the list(\$300-\$400). Keep in mind that some companies will negotiate on their pricing. For example, one of the users of this program worked out a deal which included 2500 homeowner cell phone numbers for \$250. In this case you can pass the savings on to your client or keep more profit.

https://trial.listgiant.com/portal-free-leads-trial/?gclid=CjwKCAiAk4XUBRB5EiwAHBLUMUt4DDLyJNL849FnpWOitcX9C2J61leOZMoJ5ZiH3HLOhv-z7KdxAhoCZC4QAvD_BwE

With these homeowner lists you can narrow down to zip code or even by specific city. You can even request homeowner cell-phone numbers only. Either way make sure you are getting HOMEOWNER phone numbers for this method.

3.3 Set up a twilio account

1. Go to <https://www.twilio.com/> and click on the “sign up” link on the top right of the home page. Then fill in the short form to set up you account.




2. About a quarter of the way down the page you will see a link that says “buy a number.” Click on the link and choose a number that you like. If you are prospecting local agents its best to choose a local zip code. You can search by number or location. I would suggest clicking the drop down and choosing location. Type in your location (city and state) then choose the number you want to use. This only costs \$1/mo and less than one cent per inbound call. By far, this is the least expensive way to go about this.

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Account Summary


ACCOUNT SID AC559b1b4272e39191c7f58a6cf4f91b88

AUTH TOKEN 

BALANCE **+\$12.30584** Auto Recharge is **OFF**

[Account Details](#)

Recently Used Products

# Phone Numbers Buy a Number	 Programmable Voice View Logs
---	---

All Twilio Products



Communications Cloud


News & Tips

We've got a tutorial for you
Whether you're marketing your application, there's tons of ways to build something new.

● ● ● ●

Buy a Number

COUNTRY  **United States** (+1)  [Can't find the country you need? Please let us know.](#)

Location 

CAPABILITIES ANY Voice Fax SMS MMS

Different numbers have different communications capabilities. Select the ones your phone number needs.

[Search](#) [Show Advanced Search](#)

3. Once you choose your number, press “buy” to the right of that phone number and you are done for now. We will come back to this number later on.

3.4 Set up your voicemail recording

This part will be simple and easy. We'll cover the recording of a powerful voicemail message as well as how to integrate it with your twilio number by hosting the recording on your twilio account. You will record 2 different messages - the *first (optional* - only used with the Fast Track Method below) being the #1 recording you will drop directly into the cell phone voicemail inbox (you will not need this 1st message if you are using the free method) and the second (this is required) will be the #2 recording they will hear after they call you back from hearing your initial message. For this recording you just want it to sound natural while leaving a small teaser. This increases their eagerness to hear back from you.

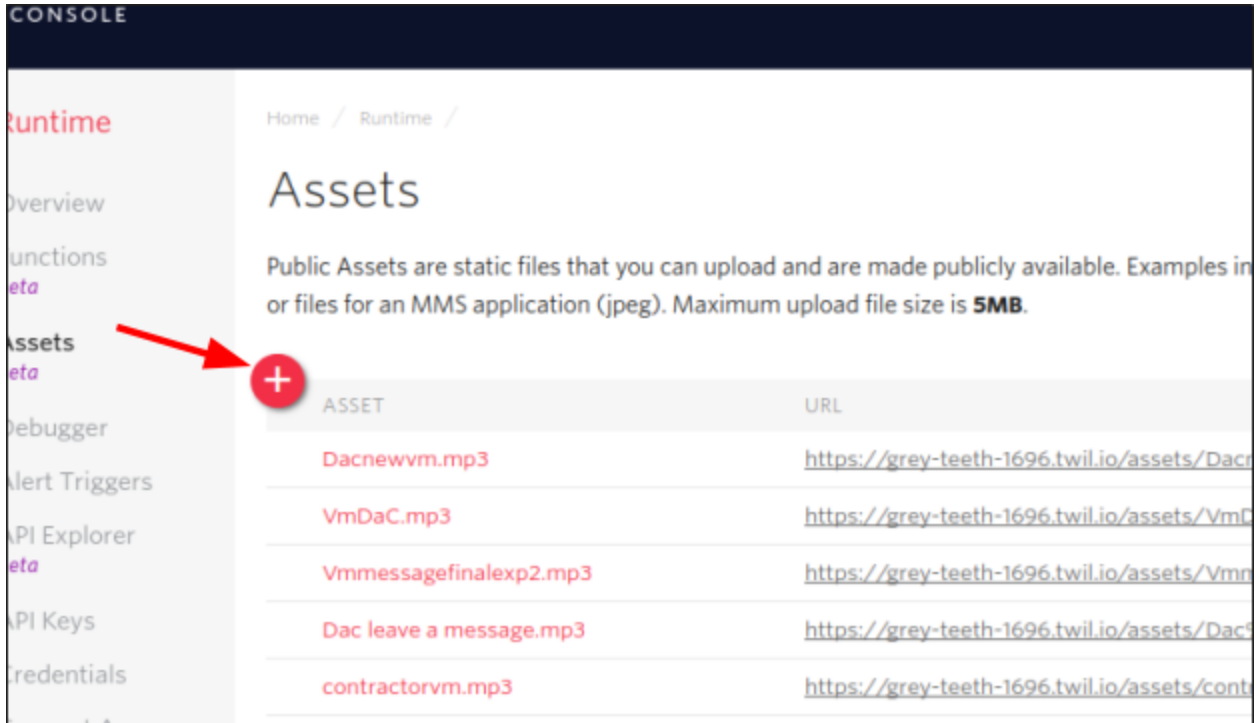
The reason we want to direct all calls to a voicemail inbox(via your twilio number) is to prequalify interest. If someone gets your initial message and takes the time to call back, listen to your next recording, and then leave you a message to call them back... they are interested and highly motivated.

1. (**Optional** - Only used with the fast track method below) Use any MP3 recorder to record message #1. This is the first message is your brief message. Something like this - *Hi, this is _____, I know you were not expecting my call but I just called a couple of other agents and thought I would call you too. I have a way to increase your*

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bottom line be getting homeowners wanting to do business with you... calling you directly. Call me back at (your twilio number.)

2. Use any MP3 recorder to record the message #2 that real estate agents will hear when they call you back after getting your first call message. I like to use any app for android or iphone searching mp3 recorder. If you would prefer a desktop version here is a link.
<https://chrome.google.com/webstore/detail/hi-q-mp3-recorder/cadomijegaocbcmigjgkpacjlgjnaoem?hl=en> Install the app and simply record...
3. Here's the script: *Hi, thanks for calling. I'm not available right now but I think we may be a great fit for making your business life a little easier by getting you a steady stream of homeowners calling you.. wanting to sell their home.. Now I am only looking for 1 agent per zip code and have already left several messages for your competition. Kindly leave your name and number and I'll be in touch.*
4. Simply download the message and send it to yourself via email(if you are using a cell phone application.) Then download it to your computer.
5. Go to <https://www.twilio.com/console/runtime/assets/public> and upload the message by clicking on the red "plus" sign under "Assets" as show below.



3.5 Set up your automatic voicemail to weed out the buyers from the lookers

This set involves a simple way to prequalify your leads. It works like this... The agent gets your initial voicemail (the one that bypassed their ring on the cell phone and went straight to their inbox - we will set this part up pretty soon.) They call the number(your twilio telephone number) you left in that message to get more information. When they call it goes straight to the voicemail greeting you already set up in the previous step.. They leave their info and you now have a high quality lead to follow up with. Let's set up this voicemail system right now.

1. Go ahead and copy the link that was generated from uploading your #2 recording in the previous step. Here's the url again to go back to


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where we left off - make sure you are already logged in.

<https://www.twilio.com/console/runtime/assets/public>

Assets

Public Assets are static files that you can upload and are made publicly available. Examples include files for or files for an MMS application (jpeg). Maximum upload file size is **5MB**.












ASSET	URL
Dacnewvm.mp3	https://grey-teeth-1696.twil.io/assets/Dacnewvm.mp3
VmDaC.mp3	https://grey-teeth-1696.twil.io/assets/VmDaC.mp3
Vmmessagfinalexp2.mp3	https://grey-teeth-1696.twil.io/assets/Vmmessagfinalexp2.mp3
Dac leave a message.mp3	https://grey-teeth-1696.twil.io/assets/Dac%20leave%20a%20message.mp3
contractorvm.mp3	https://grey-teeth-1696.twil.io/assets/contractorvm.mp3
2017-08-04_12'11'22_604.mp3	https://grey-teeth-1696.twil.io/assets/2017-08-04_12'11'22_604.mp3

2. Now go to <https://www.twilio.com/labs/twimlets>. Scroll down until you see “what twimlets are available” and click on “voicemail.”

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What Twimlets are Available?

-  **Forward**: will forward a call to another phone, and optionally forward to a new URL if the call isn't answered or the line is busy.
-  **Find Me**: will ring up to 10 phone numbers in order, until somebody answers the call, and forward to another URL (or Twimlet) if none of the numbers are answered.
-  **Simulring** will dial 2 or more (up to 5) phone numbers simultaneously, and the first person to answer is connected to the caller, and forward to another URL (or Twimlet) if nobody answers.
-  **Voicemail** will ask the user to leave a message, and will email the audio recording to a specified email address.
-  **Simple Menu** will play a message for the caller, and wait for them to press one or more digits, launching them to a new URL (or twimlet!) based on what they press.
-  **Simple Message** will play one or more audio files, say one or more text blocks, or any combination of both.
-  **Call Me** is a simple version of **Simulring** or **Find Me** that only rings one number, and forward to another URL (or Twimlet) if nobody answers.
-  **Echo** simply outputs TwiML passed in via the URL. Useful for building completely stateless apps that place outbound calls.
-  **Conference** allows you to build a simple conference line. The conference may be

3. On the next page scroll down until you see “twimlet generator: voicemail.” In the “email” field enter the email you want to receive the voicemail recordings that agents leave you. In short, when the agent calls you back and leaves you a message - a recording of that message will be forwarded to your email. In the “message” field past the url you copied from in step 1 (#2 recording url) above. Pick “true” from the “transcribe” dropdown.(This will email you the voicemail message from the real estate agent and also transcribe the message into written format)

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Try It Out!

Using our Twimlet Generator, you can build up a Twimlet URL right here:

Twimlet Generator: voicemail

Twimlet Configuration

Email: ←

Message: ←

Transcribe: →

Resulting URL

<http://twimlets.com/voicemail?Email=mikepaul%40gmail.com&Message=https%3A%2F%2Fgrey-teeth-1696.twil.io%2Fassets%2FDacnewvm.mp3&Transcribe=true&>

4. Look right below these fields and you will see a long “resulting url.” Copy it now.

Using our Twimlet Generator, you can build up a Twimlet URL right here:

Twimlet Generator: voicemail

Twimlet Configuration

Email:

Message:

Transcribe:

Resulting URL

<http://twimlets.com/voicemail?Email=mikepaul%40gmail.com&Message=https%3A%2F%2Fgrey-teeth-1696.twil.io%2Fassets%2FDacnewvm.mp3&Transcribe=true&> →

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5. Go to <https://www.twilio.com/console/phone-numbers/incoming> and click on the number you purchased earlier. Scroll to “Voice & Fax.” Underneath you will see the line that says “a call comes in.” Leave “web hook” as it is and paste the “resulting url” from step for into this field. Click “save” and you’re done.

Phone Numbers

Number	Friendly Name	Capabilities
+1 919-336-3117	Cary Bst Res Triangle, NC	Voice, Fax
+1 919-336-3117	Cary Bst Res Triangle, NC	Voice, Fax

* Can send/receive calls to domestic numbers only
† Can send/receive sms to domestic numbers only
‡ This number does NOT support SIP Trunking
(beta) This number is new to the Twilio Platform

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Voice & Fax

ACCEPT INCOMING: Voice Calls

CONFIGURE WITH: Webhooks, TwiML Bins, Functions or Studio

A CALL COMES IN: Webhook

PRIMARY HANDLER FAILS: Webhook

CALL STATUS CHANGES:

CALLER NAME LOOKUP: Disabled

Test it out. Call your twilio number and listen to your recording. Go ahead and leave a test message to see if it gets forwarded to your email.

**** Note:** If the twilio system is too involved with what you are trying to do, keep in mind that there are several companies which offer similar services for a monthly fee. One I would recommend is **CallFire.com**. You purchase a telephone number like above, but they set up and track the lead filtering portion of everything for you. At the end of the month you can download a report to send to your client.

4 Deploying the voicemail drops

Here we'll layout the step by step plan to generate real estate agent clients ready to pay for your services. This is a simple concept with no tech

background needed. In fact, you don't even have to have a background in sales, marketing, or real estate.

Just study the intro in the beginning of this ebook. Remember what the agents need, the pain they are experiencing, and the geo farming technique they are already familiar with. This is what you do from start to finish.

4.1 Drop voicemail messages for FREE

Now since you have the voicemail message that your potential real estate agent clients will get when you drop the "voicedrops" onto their phone, it's now time to show you how to easily send this powerful message to real estate agents the FREE way.

We will utilize a free service called SlyDial. Follow the simple step process below.

1. Simply dial 267-slydial.
2. Ignore the ad that plays and then enter the agent's cellular phone number when prompted.
3. Next you will be asked to leave a message like this: Hi this is _____, I'm calling regarding _____, an agent you're in competition with. I help agents like you increase closings by generating quality leads that call you directly. Like I said, I am only calling you and your competition and will work with one person per area on a first come first serve basis. Give me a call at (state your twilio number)
4. Follow the prompts to deploy the voicedrop.
5. Rinse and repeat

6. Wait for leads with voicemail messages to come straight into your email inbox.

Now imagine just sending 10 of these to 10 agents who are craving your services. What if you spent about an hour or so and called 20 instead? What if you only this this 3-4 days a week? With consistency you will start receiving the leads. All you need is one client to generate a monthly income of \$500 - \$1000/mo.

4.2 The Fast Track Paid Method

This may be worth checking out if you want a shortcut method to call 100's or 1000's of real estate agents at a time. The cost is minimal and well worth the return. \$100 will provide 2000 voice drops which you can either send all at once or sent out over the course of a month as you choose.

You will use this same exact method for sending out voicemail drops for the real estate agent clients you will acquire.

1. Go to <https://leadsrain.com/> and click "sign up" on the top right of the screen. When the pop-up appears choose "Ringless Voicemail" and fill in the rest of the fields.

Contact Us **Call Us! 844-ON-CLOUD** [Login](#) [Signup](#) 

Auto Dialer

e & Unlimited users.

[View Pricing](#)

 adcasting


 Predictive Dialer

zendesk chat

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Signup

DEMO PLAN Predictive Dialer Call Tracking Voice Broadcasting

Text Messaging Ringless Voicemail 

FIRST NAME


LAST NAME

EMAIL

PHONENUMBER

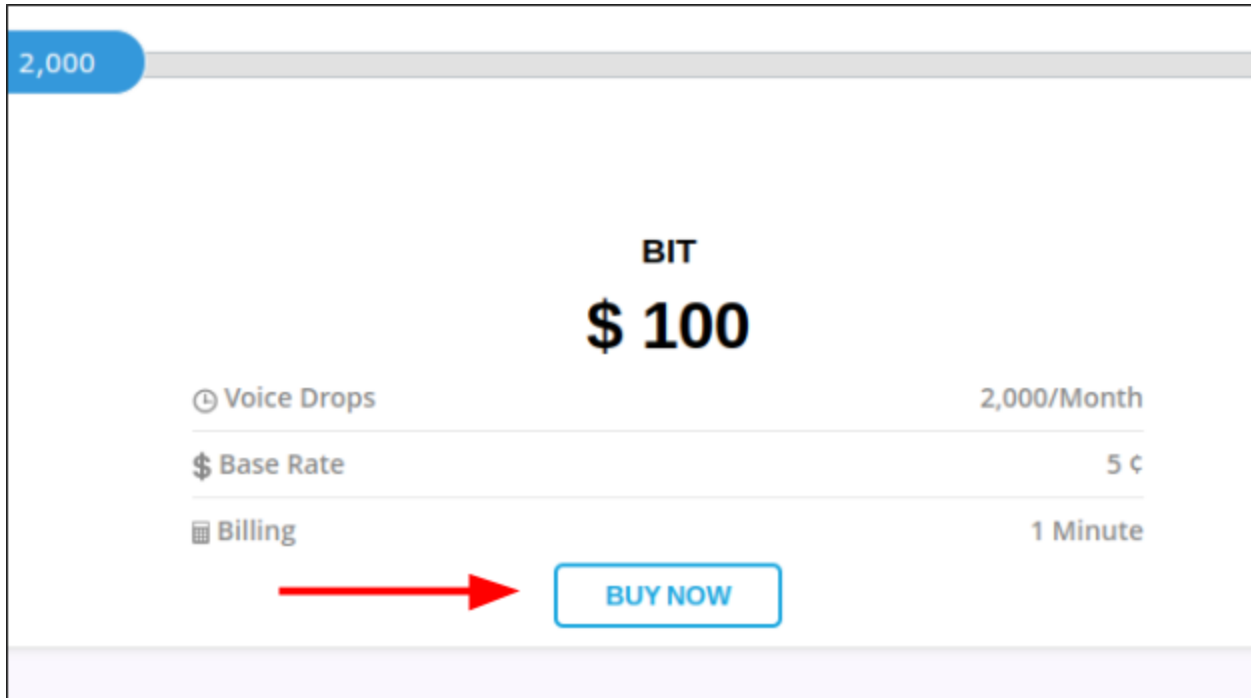
COUNTRY

Accept [Terms & Condition](#)

I'm not a robot 
reCAPTCHA
[Privacy](#) - [Terms](#)

2. Once signed up go to <https://leadsrain.com/ringless-voicemail-price> and click “buy” (it should already default to \$100 but you can choose to purchase more credits if you like.)

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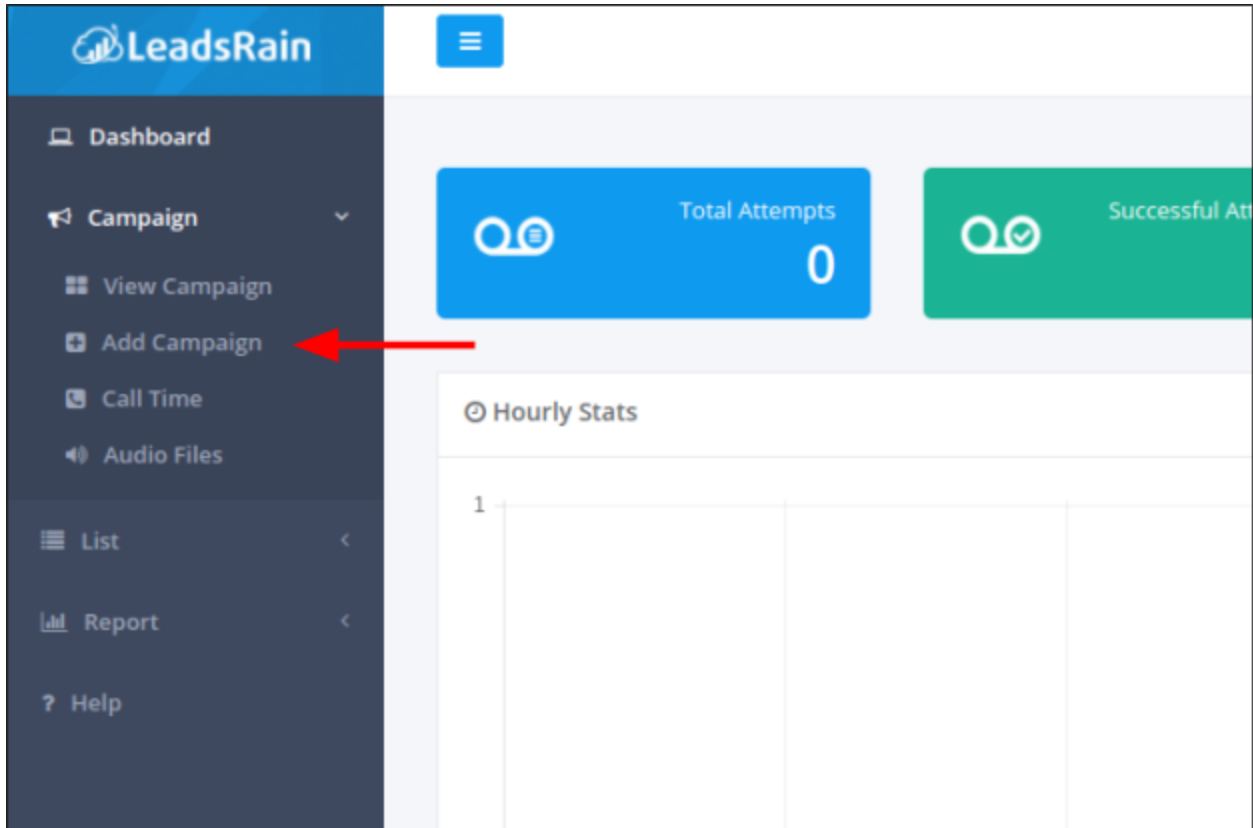


The screenshot displays a dashboard interface. At the top left, a blue pill-shaped button contains the number '2,000'. In the center, the text 'BIT' is positioned above a large, bold '\$ 100'. Below this, a table lists three items: 'Voice Drops' with a value of '2,000/Month', '\$ Base Rate' with a value of '5 ¢', and 'Billing' with a value of '1 Minute'. A red arrow points from the left towards a blue 'BUY NOW' button located below the 'Billing' row.

2,000	
BIT	
\$ 100	
🕒 Voice Drops	2,000/Month
\$ Base Rate	5 ¢
📅 Billing	1 Minute
→	BUY NOW

3. Check your email for your login credentials to access the dashboard.
Here's the link s2.leadrain.com/rvm/#/index/main
4. Once logged into your dashboard click on "campaigns" on the left side of the page and then choose "add campaign"


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5. Fill in the first field with a campaign name of your choice. Then choose “add” to the right of “campaign caller ID” you will then enter your twilio number.

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Home > Campaign > Add Campaign

Campaign Name * 


Campaign Caller ID *


Voicemail File

Phone No's Data

 [Click here](#) for data file columns mapping info

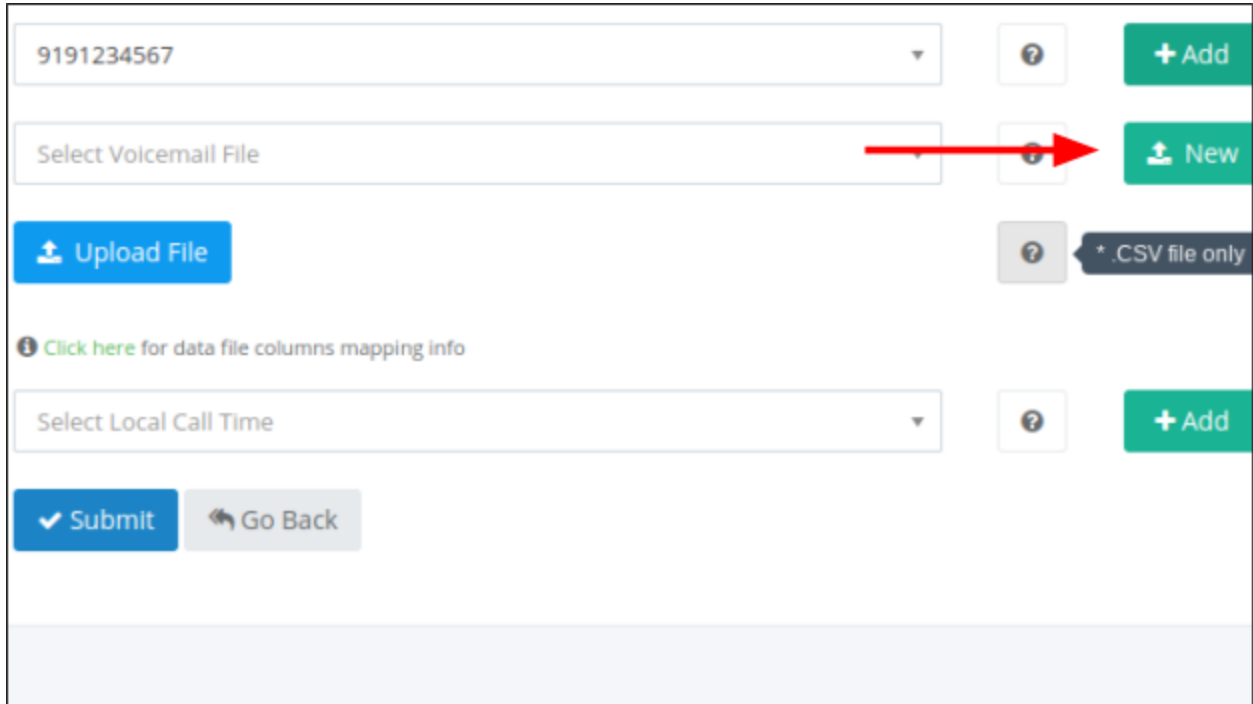
Local Call Time



 [Click here](#) for data file columns mapping info

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6. For this next step you will record another voicemail message that will go out to every agent on your list from fiverr. Just like before, go ahead and use your mp3 recorder app. And use the same script from above.
7. To the right of “voicemail file” click on “new” to upload your mp3 recording #2.



The screenshot shows a web form with several sections. At the top, there is a dropdown menu containing the number '9191234567' and a green '+ Add' button. Below this is a section for 'Select Voicemail File', which includes a dropdown menu, a red arrow pointing to a 'New' button, and a blue 'Upload File' button. To the right of the 'Upload File' button is a grey button with a question mark and a tooltip that says '* .CSV file only'. Below this is a link that says 'Click here for data file columns mapping info'. At the bottom of the form, there is a dropdown menu for 'Select Local Call Time' and a green '+ Add' button. Finally, there are two buttons at the very bottom: a blue 'Submit' button and a grey 'Go Back' button.

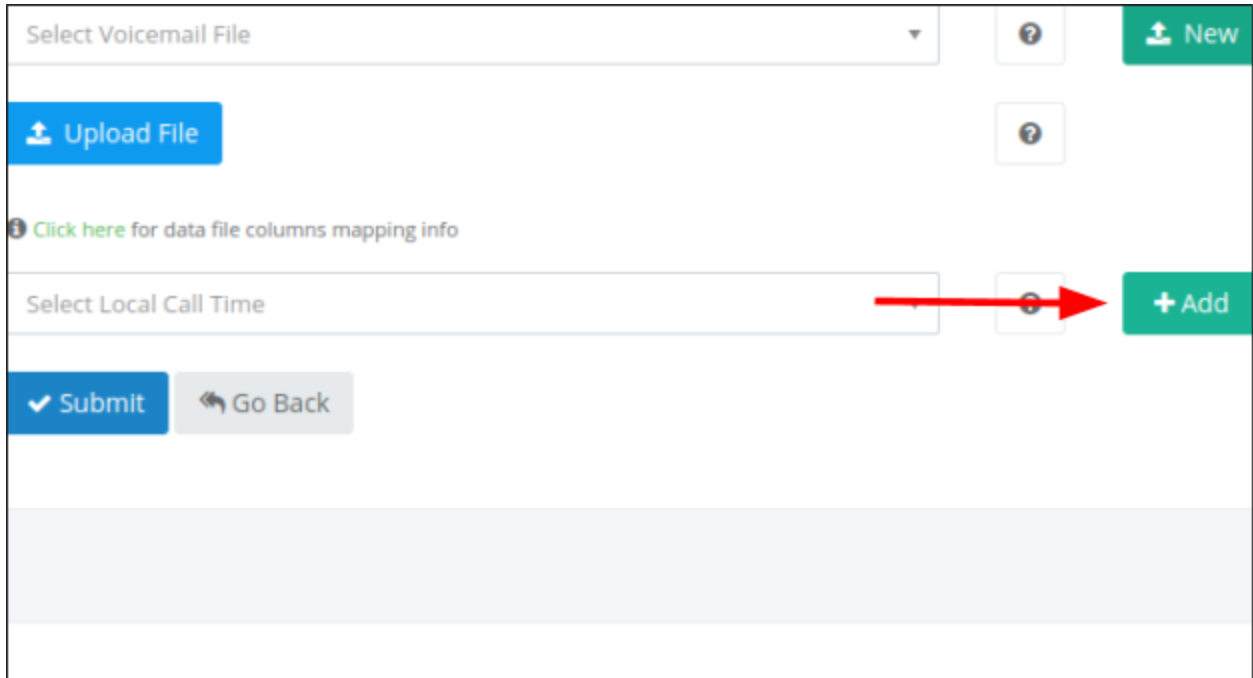
8. Now upload your list of phone numbers where it says “upload file” to the right of “Phone No’s Data.” and make sure it is a csv file. This should already be in the correct format if you asked for it in your fiverr order.

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Campaign Name *	<input type="text" value="TestCampaign"/>
Campaign Caller ID *	<input type="text" value="9191234567"/>
Voicemail File	<input type="text" value="Select Voicemail File"/>
Phone No's Data	<input type="button" value="Upload File"/> 
	Click here for data file columns mapping info
Local Call Time	<input type="text" value="Select Local Call Time"/>
	<input type="button" value="Submit"/> <input type="button" value="Go Back"/>

9. Pick your local call time by clicking “ad” to the right of “local call time”. I would suggest 8:30 -5:00. Click “Submit” and wait for the campaign to process.

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The screenshot shows a web form with the following elements:

- A dropdown menu labeled "Select Voicemail File" with a question mark icon to its right and a green "New" button.
- A blue "Upload File" button with a question mark icon to its right.
- A link: "Click here for data file columns mapping info".
- A dropdown menu labeled "Select Local Call Time" with a question mark icon to its right and a green "+ Add" button. A red arrow points to the "+ Add" button.
- At the bottom, there are two buttons: a blue "Submit" button and a grey "Go Back" button.

10. Next look toward the top of the campaign next to the "settings" tab and press the "Redial Statuses" tab. Click on both blue arrows to move "Voicemail sent" and "Attempt fail" over. This will allow the system to track the success of each vm drop.

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Home > Campaign > Edit Campaign

Settings Redial Statuses Schedule Campaign Campaign Lists

Campaign ID 6802637

Campaign Name * Florist_jewel_liquor_homheal_furn_gas


Active Inactive


Voicemail File * Merchantdac


Campaign Caller ID 9193361060

Dial Statuses

click to activate dial status

VS - Voicemail Sent 

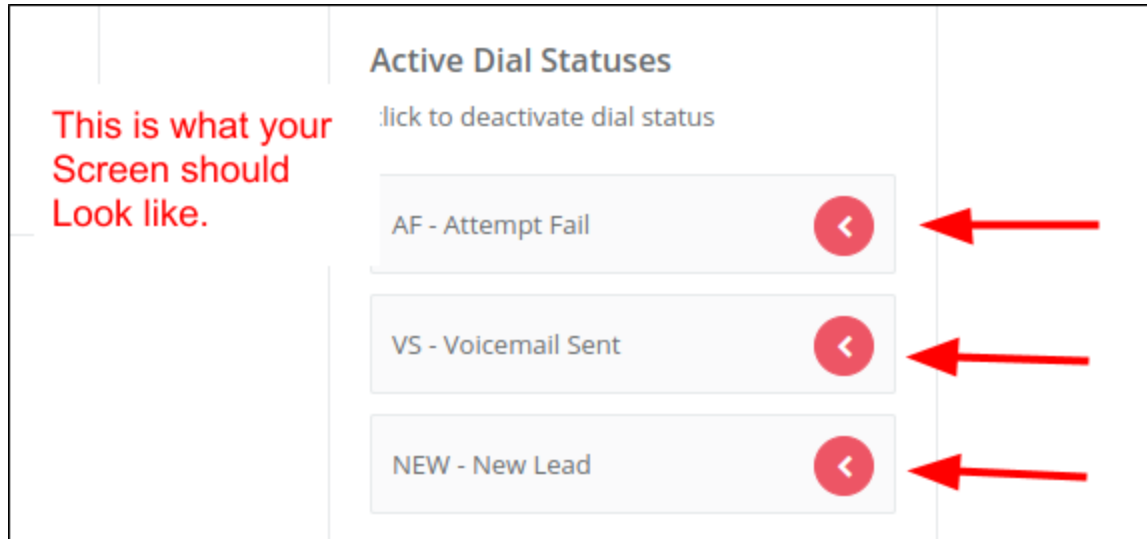
AF - Attempt Fail 

NEW - NEW LEAD 

Active Dial St

click to deactivat

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11. Click on the “Schedule Campaign” Tab. Click to the right of “Schedule Campaign” to turn the campaign on to “active.” Next choose when you want the calls to start with the “Schedule start time” function.

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[Edit Campaign](#)

[Redial Statuses](#) [Schedule Campaign](#) ← [Campaign Lists](#)

Statuses
activate dial status


- Voicemail Sent 
- Attempt Fail 
- NEW LEAD 

Active Dial Statuses
click to deactivate dial status

Home > Campaign > [Edit Campaign](#)

[Settings](#) [Redial Statuses](#) [Schedule Campaign](#) [Campaign Lists](#)

Schedule Campaign Active ←

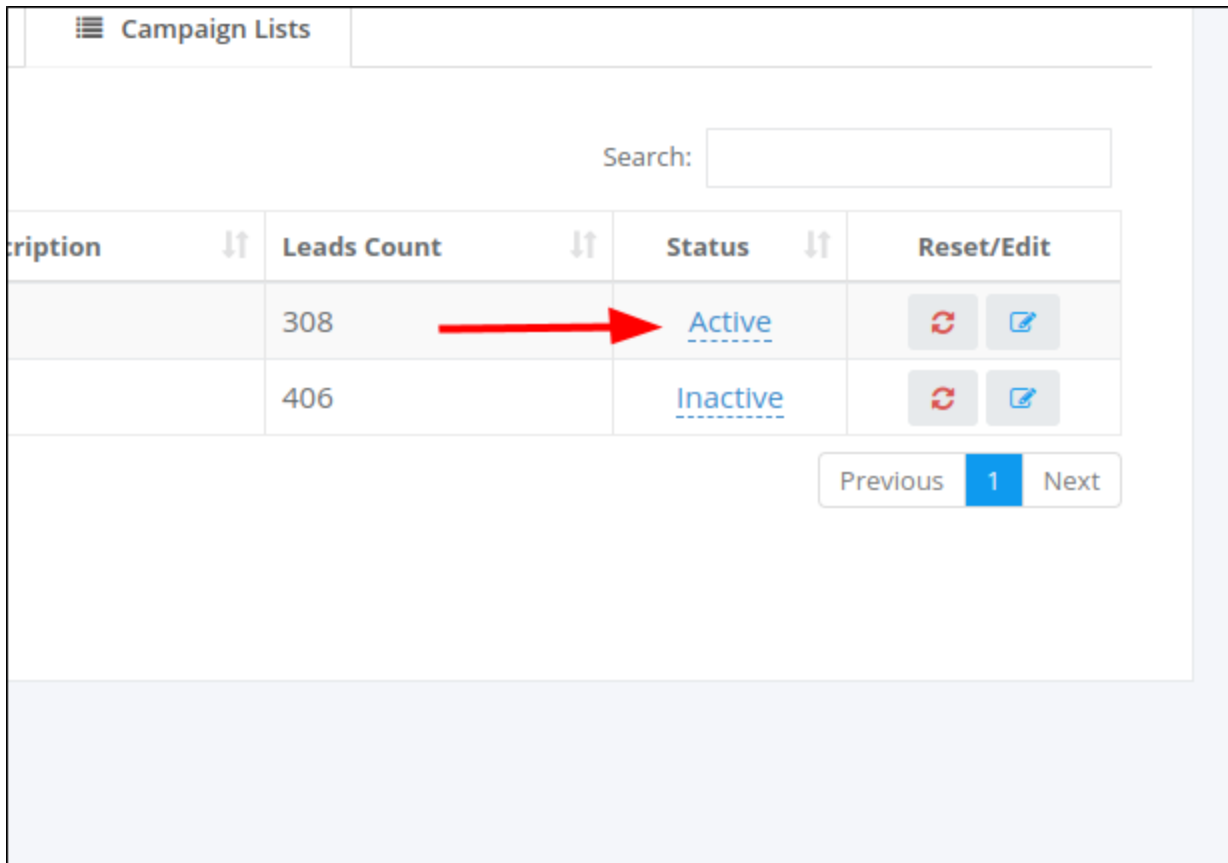
Schedule Start Time 2017-08-31 08:09:23 

Set Campaign Stop Time No





[✓ Save Changes](#) [↶ Go Back](#) [✗ Delete This Campaign](#)

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12. Lastly, click on the “Campaigns list” tab and click on “inactive” to mark the list “active” and your done. The campaign will now launch at your chosen time.



The screenshot shows a web interface titled "Campaign Lists". It features a search bar at the top. Below the search bar is a table with the following columns: "Description", "Leads Count", "Status", and "Reset/Edit". The table contains two rows of data. The first row has a "Leads Count" of 308 and a "Status" of "Active". A red arrow points to the "Active" status. The second row has a "Leads Count" of 406 and a "Status" of "Inactive". Each row has two buttons in the "Reset/Edit" column: a refresh icon and an edit icon. At the bottom right of the table, there are navigation buttons: "Previous", "1", and "Next".

Description	Leads Count	Status	Reset/Edit
	308	Active	 
	406	Inactive	 

The above instructions will put your lead generation efforts on overdrive giving you lead after lead. Whether you are dropping voicemail messages to real estate agents or homeowners on behalf of agents... the results will be consistent and quick as long as you have a list of at least 1000. Increase the list size and experience more leads in proportion to the list size... It's all in the numbers.

And since it's a numbers game, the outcome will look something like this. Keep in mind, the results may differ based on the area, city, or zip you choose. As a general rule though, you will find that out of 500 voicemail drops you'll get anywhere from 10-20 call backs.

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You will get these call backs in the form of recorded voicemail messages from agents who are interested in your service. These messages will be sent to your email with the recording and a transcription of the message if you've set it up as described in the instructions previously.

Out of the 10-20 leads, some will be bogus. You'll have some that just call and hang up without leaving a message. Some will leave you rude messages telling you to go fly a kite - just delete these and move on. The ones that want you to call them back are interested and need your service. Call these back and use the provided scripts to easily present the facts.

**** NOTE: The most important thing to remember throughout this program is the value provided proposition. Yes, we are talking about lead generation, but the broad scope of the project is what you are actually doing for the agent.**

Let me explain... With the traditional method of farming an agent's area we have discussed the prolonged time period involved before seeing results. Also, we've discussed the actions that the agent is used to performing before seeing the results... With this in mind, how long would it take a real estate agent to call thousands of homeowners by themselves? How much would it cost them to outsource this to a professional telemarketer?? And if they chose to go the email route... how many emails will ever get opened? What about mass mailing... how many mailers will end up in the trash? Do you follow me?

So, more than the leads themselves, it's the value added that you are mainly selling. If you can get your head around this concept you will have much better results. Think VALUE not Leads. And remember, agents are already doing open houses, paying for print ad space, and many other tactics that do not bring in consistent leads.

5 Deploying the Calls Once You Have a Paying Client

Once you have a paying agent client you will use the same steps above. The only difference will be the voicemail messages you record and the type of lists you upload into the LeadsRain platform.

First, buy your list from one of the sources mentioned above based on the zip code the real estate agent specifies.(3.2 - Compiling your list - the fast track method)

Second, get your real estate agent client to send you 2 messages in mp3 format.(3.4 - set up your voicemail recording) This time you will use a 2 voicemail recording just like before - one to deliver straight to homeowners in their chosen zip code and one to use for the lead filtering system via twilio (3.5 - set up your automatic voicemail to weed...) Here is what you will use - for this part it is recommended to have the agent send you both recordings with their own voice for personalization.

Recording 1: Hello, this is _____, I am the real estate agent assigned to your area and I wanted to give you some good information about your home and the surrounding market. As of _____, the average home list price is \$_____, the average home selling price is \$_____. This means that sellers are coming off their price an average of _____ dollars. The average time it takes to sell a home is _____ days & the average price per square foot is \$_____.

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To get some more information specific to YOUR home... call [twilio number].... And leave a message with your name, number and address - I'll be glad to give you a no obligation market analysis of your home. I will be in touch shortly. (the phone number will be the twilio number to filter leads for them. You can also track the leads coming in on their behalf this way).

When setting this up using instructions from section 3.5 use the agent's email for forwarding instead of yours. This way the leads will be directed to the agent's email inbox for them to follow up on.

The above script involves the average cost that a home in that area is selling for if you divide the home's selling price divided by the square footage. It also provides data regarding how much home sellers are negotiating in price. And lastly, it tells the homeowner how long homes are taking to sell. Don't worry too much about this data. This will be the job of your agent client to get for you .

With this secret script I have just revealed to you, homeowners will welcome the call. Every homeowner wants to know this precious data and the agent will be positioned in the best light with this "valuable information, non-salesy" approach.

Recording two: This is _____, thanks for calling. For more information regarding your own home just leave a brief message with your name, phone number, email, and address. I will return your call shortly.

This recording is in place just to filter the leads. Remember just like the method for obtaining real estate agent leads, this system will now filter leads for your client so they will only be dealing with motivated leads.

**** NOTE: The most important thing to remember throughout this program is the value provided proposition. Yes, we are talking about**

lead generation, but the broad scope of the project is what you are actually doing for the agent.

Let me explain... With the traditional method of farming an agent's area we have discussed the prolonged time period involved before seeing results. Also, we've discussed the actions that the agent is used to performing before seeing the results... With this in mind, how long would it take a real estate agent to call thousands of homeowners by themselves? How much would it cost them to outsource this to a professional telemarketer?? And if they chose to go the email route... how many emails will ever get opened? What about mass mailing... how many mailers will end up in the trash? Do you follow me?

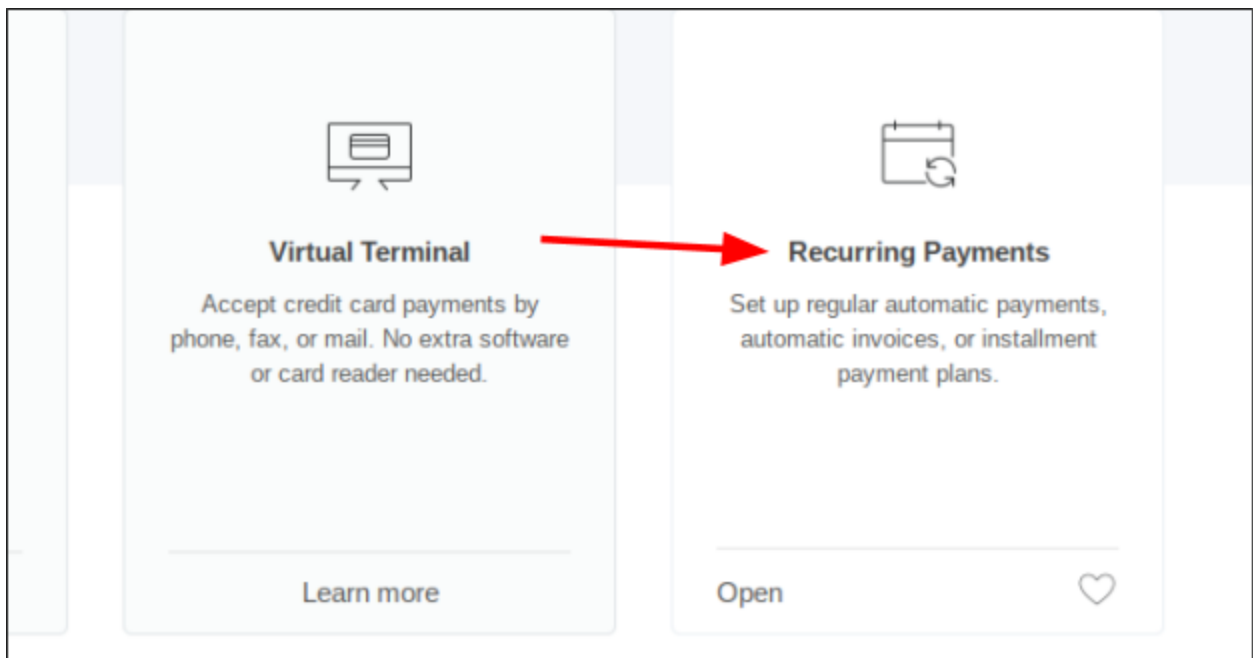
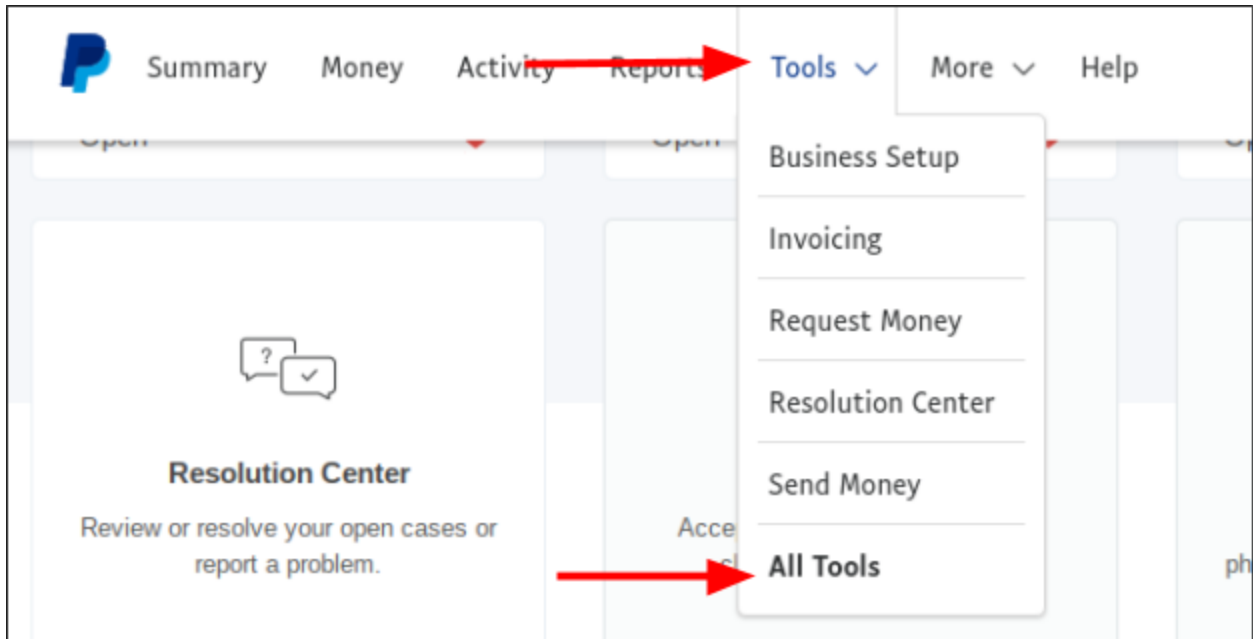
So, more than the leads themselves, it's the value added that you are mainly selling. If you can get your head around this concept you will have much better results. Think VALUE not Leads. And remember, agents are already doing open houses, paying for print ad space, and many other tactics that do not bring in consistent results.

6 Accepting Monthly Payments

Once you have a clients ready to pay you'll need a way to get paid on a monthly basis. Paypal is recommended because of the ease of use and the fact that getting recurring payments is a free service right now. Below are a few steps to show you how it works.

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1. Make sure you have a Paypal business account. Once logged in, go to the top and click on “tools”, then “all tools.” Scroll down and click on “recurring payments.”



2. On the next screen click on “create a subscription button.”

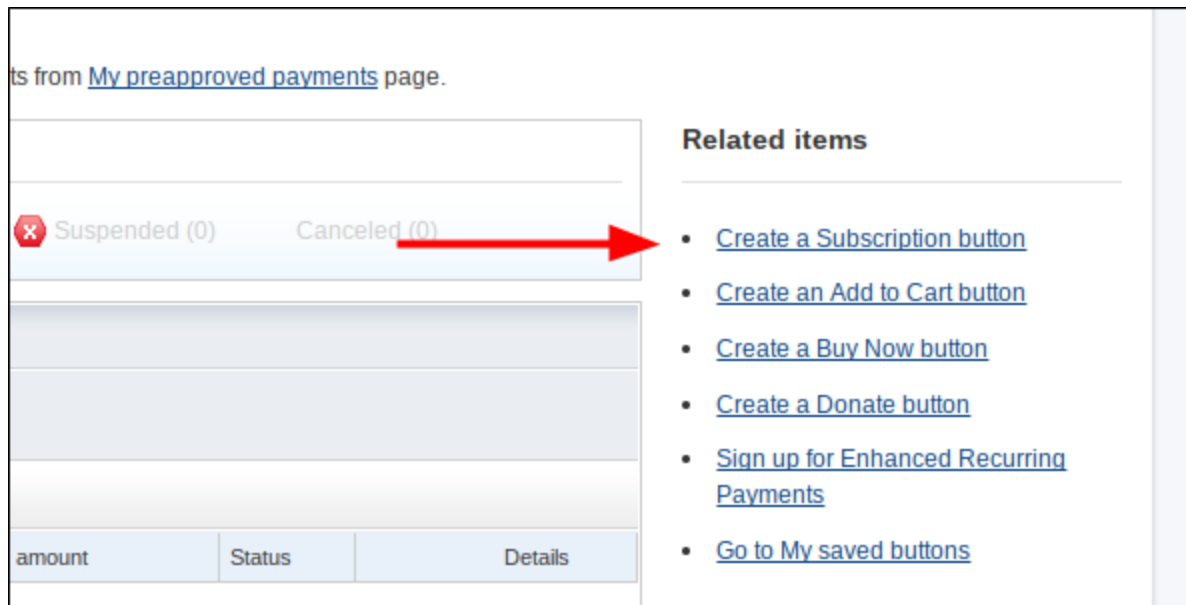
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ts from [My preapproved payments](#) page.

Suspended (0) Canceled (0)		
amount	Status	Details

Related items

- [Create a Subscription button](#)
- [Create an Add to Cart button](#)
- [Create a Buy Now button](#)
- [Create a Donate button](#)
- [Sign up for Enhanced Recurring Payments](#)
- [Go to My saved buttons](#)



3. Fill out the fields as outlined below.

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▼ Step 1: Choose a button type and enter your payment details

Choose a button type ⓘ W

Subscriptions ▼

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name Subscription ID (optional) [What's this?](#)

Client name

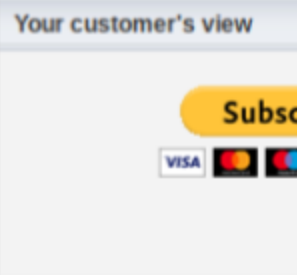
Currency

USD ▼

Customize button

- Add a dropdown menu with prices and options [Example](#)
- Add a dropdown menu [Example](#)
- Add text field [Example](#)
- ▶ [Customize text or appearance](#) (optional)

Your customer's view



Have PayPal create user names and passwords for customers [What's this?](#)

Notes: [IPN and server modifications required.](#)
Auto Return is not compatible with this feature.

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Add text field [Example](#)

▶ [Customize text or appearance](#) (optional)

Have PayPal create user names and passwords for customers [What's this?](#)

Notes: [IPN and server modifications required.](#)
Auto Return is not compatible with this feature.

Billing amount each cycle
 USD

Billing cycle

After how many cycles should billing stop?

I want to offer a trial period

Merchant account IDs [Learn more](#)

Use my secure merchant account ID

Use my primary email address `michaelsensing@gmail.com`.

▶ Step 2: Track inventory, profit & loss (optional)

▶ Step 3: Customize advanced features (optional)

Insert the amount to be billed.

Choose the longest option - 30 months.

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I want to offer a trial period

Merchant account IDs [Learn more](#)

Use my secure merchant account ID

Use my primary email address michaelensing@gmail.com.

▶ Step 2: Track inventory, profit & loss (optional)

▶ Step 3: Customize advanced features (optional)

[Create Button](#) ← Click "create button"

4. Next paypal will generate a link that you can insert into any email. Once you copy this code, just send an email to your client with the code in the body of the email. Your client will do the rest and will be signed up for recurring payments.

4. Right-click and paste your button code into the HTML.
5. Save and publish the page. (The preview function in your editor may not display the button code correctly.)
6. Test the button to make sure it links to a PayPal payment page.

Need more help? [Click here](#) for additional information.

Website **Email** ← Click "email"

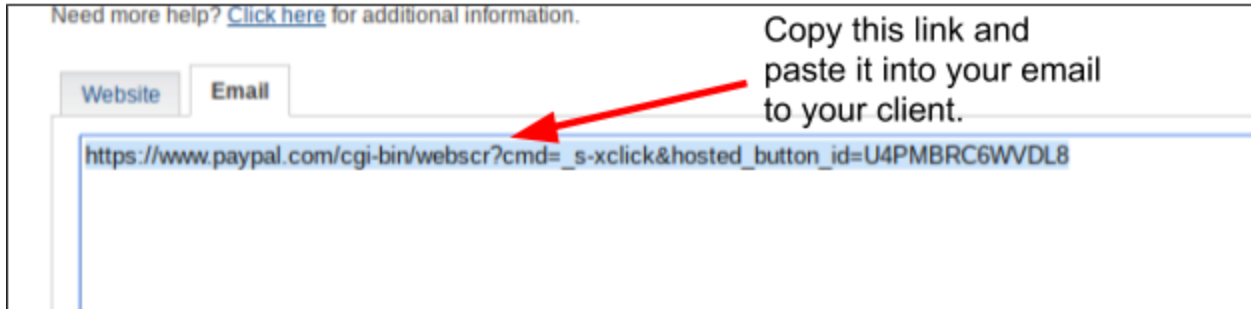
```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post"
target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id"
value="U4PMBRC6WVDL8">
<input type="image"
src="https://www.paypalobjects.com/en_US/i/btn/btn_subscribeCC_LG.gif"
border="0" name="submit" alt="PayPal - The safer, easier way to pay" />
```

[Select Code](#) [Go back to edit this button](#)

Buyer's View

Subscri

VISA



7 Bringing it all together with a plan

We've all heard it before, but few ever carry it through. But you're not most people, you're different or else you wouldn't have come this far. So it's a cardinal rule to set goals. And a goal isn't a goal until it has a time limit on it.

Work in reverse by starting with the end result you want to achieve. Then work your way back with the activities - how many agents you either want to call using the free approach or how many agents you want the system to dial using the fast track approach. Since this may take you "testing the waters" to see what the numbers will yield in your chosen area, try it out for a month. Keep track of the calls made, the callbacks generated, the leads created from the callbacks, and the sales made as a result. Then use these numbers to fill in the blanks:

_____ calls = _____ callbacks

_____ callbacks = _____ leads

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_____ leads = 1 sale

_____ sales = desired income

I would also suggest 2 tiers of pricing. These tiers are based solely on the amount of voicemail drops you will perform on the real estate agent's behalf. For the first tier, \$500 will cover any amount up to 2000 contacts for up to two zip codes. For this option you could send out 500 voicemail drops a week to keep a steady stream of leads coming in for the agent. 2000 Voicemail drops will cost you \$100 which will net you \$400 from that one client for the month.

Keep in mind leadsrain is one of the most cost effective source I could find and you will not purchase any credits until the client pays you up front. The investment equals about 5 cents per call which is about half the going rate from other ringless voicemail services. Since this option is considered somewhat of a low amount, make sure the agent understands this is a long term commitment to see the real fruit come in over time although you will start generating leads for them right away in most cases.

For the second tier charge \$1000/mo for 2000 - 5000 contacts. Again, divide the amount by 4 weeks to send out the voicemail drops evenly. The second tier will net you about \$750 after subtracting your cost of \$250 for 5000 voicemail drops. Remember, you have every reason to feel confident when commanding these prices because agents are already paying lead vendors thousands for trashy leads.

Once you have your lead to sale ratio, you can practically predict how many clients you'll have in a given week, month, or year. With this data sky is the limit! You can make that side income you want. You can make that career you want, quit your day job, go on the vacation you want... Just imagine spending your time the way you want to spend it. Maybe you'd

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spend it with your family... go to your son or daughter's ball game without having to ask your boss for time off. Maybe it's just waking up when you're naturally ready to wake up and not frightened awake by an alarm!

This may seem hokey, but this portion of the strategy is put here deliberately to emphasize the importance of visualizing. Think about your deepest desires as much as you can and think about what you will do to achieve those desires. And when you do this, think as if you already have what you want. The subconscious mind does not know the difference between reality and a thought backed by the emotion of a deep desire.

The act of visualizing as if you already have the thing will condition your mind and deepen your desire which will propel things to line up for the better but it's only almost enough. Next, do the work. Pick the strategy you want to employ and work it to the best of your ability. Then when you know how to work the system, be consistent. Do the activities above consistently without wavering or being sidetracked by anything other than those that will help you reach your goal.

If you are hesitant, nervous, or afraid... remember this. The best cure for fear is action. Do the thing and the results will follow.