



Action – Time To Find Out Who’s Serious...

Estimated Read Time: 3 Minutes

www.loanofficermarketinglab.com/blog

Rubber meeting the road time! Remember that list of realtors I had you create yesterday? Now it’s time for action. It’s simple really. If you’re serious about making this work, you’ll make the calls. If you’re not as serious as you thought you were, you’ll find a reason not to.

Making these calls will take maybe 1 and a half hours – 2 hours out of your day. Considering that just 1 serious relationship with a high performance realtor could be worth 1 – 2 dozen closings per year to you, I’m hard pressed to imagine a better use of your time and Return On Investment. Take a look at how easy these calls are:

“Hey there, this is _____ from _____. I saw your ad in (Realtor.com/ Harmon Homes, etc..) yesterday and decided to reach out. Yes, I am a loan officer, I work down the street from you at _____, but I am not calling you about loans, lunch, or trying to smooth talk you into a referral. Rather, the reason for my call is I was about to send you an email here of my newsletter series titled Real Estate Under Construction, it’s a twice monthly series I send out to the local realty community that teaches how to market online, get on the front page of Google, blogging tips and the like...

I was about to hit the send button to provide you with a sample copy, when I thought to myself: You know, I hate SPAM, and I bet you do too... So instead of spamming you, I decided to call you up, respect your privacy, and ask for your permission to send you the newsletter. If you don’t like it, then I’ve included a link at the bottom of the newsletter you can click on to unsubscribe, and you’ll never get another one.

Is it ok for me to go ahead and send that on over?

Does it work? Take a look at our blog post from about 1 week ago when we first revealed this simple script. A blog reader downloaded the script, tried it out, and got 2 loans in 1 day from making the calls.

Maybe you'll get some loans, appointments, or positive replies as well... Maybe you won't. You never know until you try. But the bottom line is this. Let's say you get nothing out of the calls. Did you fail? No you didn't, because you took action!

If you received nothing more than the permission to send emails to a few dozen real estate agents, you've still won. You've won because you have something no other loan officer in the area has. (Most likely) An "opt in" email list to your own personal "dream team" of real estate agents.

These people can make you money, and lots of it. Why wouldn't you want your own personal line of communication with them? Remember, most sales happen between the 5th and 12th contact these days. Do you have 12 legitimate reasons to pick up the phone and call over the next few months?

I doubt it, as it would quickly get you labeled a pest. On the other hand, do you have 12 value added emails that you can send over, dripping on them with usable marketing tips etc? Heck, anyone can put something like that together with a little time and research, and now you have a legitimate reason to be in touch, and often, the agents welcome online marketing tips!

So get out there and do this now. It's your career, and only you can prove that you take it seriously enough to make the calls. Once you're done with the calls, it's over with. These are not calls you need to keep making on an ongoing basis unless you wish to grow your list. (I built mine to about 250 agents. It was like filling my pockets with gold – It paid off big time!)

Once you've made the calls, I want you to send a thank you confirmation email. You might be wondering what you're going to send that fulfills the newsletter promise... You have 2 options available to you:

- 1 – Write up a few short articles
- 2 – Commission someone to write the articles for you (*Writers can be found on Craigslist, Elance, etc for a fairly cheap price*)
- 3 – Join the Lab to use our pre-written content

It's entirely up to you, and no pressure. If you choose to write a few articles yourself (*You can also get good article ideas from ezinearticles.com – Do a search for the subject you wish to write about – Hundreds of titles on every topic*)

Be careful not to plagiarize though if you go that route. Let's not be lazy and copy someone else's hard work. This suggestion is to be used as a tool for getting ideas only, not copy and paste jobs. I've seen others try this only to land

themselves in hot water, as it takes only 2 – 3 minutes to find copied content on the web with CopyScape, and other programs.

If you wish to hire someone to write for you using Elance, Craigslist, or other tools, I recommend you ask the person you consider to send you sample content from other articles they've written. You don't want to end up with content that is poorly written. You should be able to have content created at about \$15.00 - \$20.00 per small article. (*Don't pay less than that – You get what you pay for when it comes to articles.*)

Topics that are hot right now with the real estate community?

- Blogging
- Marketing with Google
- SEO
- Email marketing
- Lead generation
- Database marketing
- Twitter
- Facebook
- Social Networking

The possibilities are endless. I've included a sample newsletter from the Loan Officer Marketing Lab, as well as a sneak peek of one of our latest designs. (Minus the content) that includes a newly incorporated Social media contact box that is pretty slick.

Please don't copy the content from our newsletter though, it's there to serve as an example only. If you wish to purchase a membership to the Loan Officer Marketing Lab to gain access to 6 months worth of newsletters, auto-responders, and over 1,500 pages of additional marketing content, you can email me direct for a very special offer: cweber@averagejoelo.com – I've never extended an offer such as this before, I think I surprised myself when I agreed to the terms!

Don't over think this process. Make a decision and move on. If you choose to write some articles yourself, jump on www.ezinearticles.com and hammer out a few. You only need to send 2 emails per month to your target agents. That means if you find the time to write just 2 articles, you have yourself covered for the while month.

(Include a call to action – no need to send the article in anything other than plain text)

If you decide to hire someone, go visit www.craigslist.com and search the resume's and jobs section. Heck, you don't even need to stay within your own

state, as the work is done electronically. Browse around, find someone, come to an agreement, and move forward. Use: "Copywriter" as the search term.

E lance is similar: www.elance.com – You can post the work you're looking for, and writers will bid on your "job" telling you how much they will write, and for how much. Again, don't try to cheap out on this. You want the articles to contain solid information that leaves the agents wanting more. \$15.00 - \$20 per 500 words is a fair expectation.

If you decide to use the Loan Officer Marketing Lab turnkey resources, then jump on that as well. The point I am making, is regardless of your decision, run with it. The #1 killer of marketing plans I have witnessed has been 2nd guessing, hesitation, and procrastination.

--- ALTERNATIVE PLAN ---

If you do not find the above plan is a good fit for you, there are alternative offers you can make when placing the phone calls. It's up to you to come up with the offer. You've got their attention for a short period of time, you're getting permission to follow up, now what can you offer that will be worth their time.

- *It needs to be valuable to them*
- *It needs to be relatively easy to deliver*
- *It needs to contain a call to action*

Take a look at the sample newsletter on the Day 2 page. Scroll to the bottom of the newsletter... Notice anything? The bottom of the page teases them a bit. Makes an offer, but they have to get in touch with you in order to claim that offer. That's just "makes sense" marketing!

If you need an alternate offer, it's on you to come up with something that is valuable, easy to deliver, and contains a call to action. Without these elements, you'll be spinning your wheels!

Just a quick idea for you. You could also contact your target agents and let them know you're participating in an intensive online marketing training course with the goal of getting your website to the front page of Google quickly – and to generate home buyer leads – Perhaps they want to participate... Just a thought... *(If you use this route, you better hit your goal and get to page 1!)*

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