

# MARKETING MANUAL



Getting Clients Has  
Never Been This Easy

THE  
*LeeArnold*  
SYSTEM OF REAL ESTATE INVESTING





# MARKETING MANUAL

Getting Clients Has Never Been This Easy!



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## Marketing Manual

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# Marketing Manual

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# Introduction

Welcome to the Marketing Manual for Success and congratulations on becoming a business savvy investor. There comes a point in every businessperson's development that they realize they are a MARKETER. It does not matter what you think your primary business is. IF you are in business you must become a marketer first if you want to stay in business!

With this manual, you'll learn all the tips and techniques for getting the word out about your services. You'll also get some great examples of print copy that you can use in your own advertising.

First, we need to divide who you plan to approach into two different categories: *Those You Know and Those You Don't*.

*Those You Know* consist of people in your family or friends and close acquaintances. *Those You Don't* are obviously the people to whom you are going to market who don't already have a relationship with you. How you approach both will be wildly different, but with the goal of the same result: a sale of your services, which will result in a far better financial position than they are currently in today.

Before we get to various marketing strategies, you need to learn how to market yourself. If you don't believe in what you have to offer, or you don't believe that you're a salesperson, then how will anybody else believe it?

**IF YOU ARE IN BUSINESS, YOU MUST BECOME A MARKETER FIRST IF YOU WANT TO STAY IN BUSINESS!**

## Extra, Extra Read All About It...



There are three reasons why people have a hard time selling themselves. First, they negatively associate selling with people who call them up on the phone during dinner and try too hard to sell a product they don't want. Second, they have already dealt with the bitter-

ness of rejection. And third, they don't want to seem egotistical. They believe it's not polite to pat yourself on the back.

Consider these responses to each concern:

First, *you* control the nature of the sale. If you don't want to come across as obnoxious, then don't. You can be convincing in your selling technique without being unbearable or insufferable. Second, rejection is part of the process. Not everyone is going to jump for joy at what you have to offer, but it's the people who do,

that you focus on. You can't allow fear of rejection to overrule the excitement of success.

Third, it's not egocentric to promote yourself and your product. If you have a skill or product that you really believe in, let people know about it. I'm constantly sending out informational pieces about my workshops. I believe my product is one of the best in the nation and therefore, I feel like I'm doing people a service by letting them know about it.

**Sell yourself.** If you don't, no one else will do it for you.

## Types of Marketing We'll Discuss

Throughout this manual, I'll be discussing various ways you can make your marketing efforts successful and fruitful. It doesn't matter who you are, what you know, or what you don't know, you can always improve your marketing style and flavor.

This book will give you powerful, money making techniques and ideas that will increase face-time with your clients and will continually and significantly build your bottom line.

No matter what your marketing budget is, there are ways to make sure your name and product are in

front of the right customers.

To begin, you need to learn how to make the phone ring. Then you need to know how to take that caller from being vaguely interested to becoming a hard-core buyer. This book contains many tips and techniques that will accomplish this, along with a huge range of examples to work with.

The information in this book will work with virtually all kinds of advertising, including:

- Print Ads
- Classified Ads

- Direct Mail
- Email
- Sales Letters
- Websites
- Flyers
- Brochures
- Sales Calls

With your product, and this manual full of time-tested trade secrets, you'll have no reason not to hit the ground running.

I wish you luck and success in all your marketing endeavors.

## Quick Word About Your Audience

With the advent of the internet, the entire country is potentially your audience. This can make it difficult to stay focused as a Marketer. Compound this with the fact that niche marketing, like yours, lends itself to having to work harder at locating the perfect audience and you can begin to understand why every good marketing campaign must begin with a strong understanding of your audience. This is one of the best ways to ensure your success.

Today's marketing audience is a vast array of diversity. Consider

some of these statistics:

- 87.9% of the North American population is accessible through the internet and therefore accessible by you.
- Adults 50 years old and above represent the Web's largest constituency, comprising one-third of the total 195.3 million Internet users in the U.S.
- 70% of people make purchasing decisions to solve problems. 30% make decisions to gain something.
- 80% of sales require 5 follow-up calls after the meeting. 44% of salespeople give up after 1 follow-up.
- Nurtured leads make 47% larger purchases than non-nurtured leads.
- The Average American Spends 40 Minutes Per Day on Facebook.
- 92% of all customer interactions happen over the phone.
- 30-50% of sales go to the vendor that responds first.
- Each year, you'll lose 14% of your customers so never stop prospecting.



# Marketing Definition: Making the Phone Ring

## First: Establish Your Message

If you don't know what your overall message is, then there is a very good chance that your customer won't either. Therefore, decide what your message is and what the overall benefits your customer can expect from your services and your product. In the case of a private money broker your message should sound something like this:

*We meet the investors need for financing of income property by;*

- *Understanding the deal and the needs of the investor.*
- *Finding the best lender to meet the investor's need.*
- *Taking care of the detail for the investor.*

## Call To Action

It is your job to motivate the client to do something. Believe it or not, if you don't spell it out, if you don't give them a step-by-step road map from A to B, you're likely to lose them.

## Second: Create a Great Offer

When someone reads your sales letter or hears your pitch in person

or over the phone, you need to offer them something which stops them in their tracks and makes them say, "I'd be a real idiot if I passed this up!"

One of the ways you do this is by making them an offer they would be foolish to refuse. How do you do this? By appealing to their "Let's make a deal" mentality.

The first thing to remember is people love the word "Free" and anything that is associated with it. It's right up there with the word "Me" or "You."

Create a perceived retail value for your product. Then show a big mark-down from its original price. You could say the product is normally \$1,997 but you're knocking off \$1,000 and giving it to them for only \$997. You see this happening all the time in the self help industry: "Buy this book and follow our step by step guide. You will save thousands!" People think they are getting a screaming deal by doing it themselves.

Also, anything you can add to your product as a freebie gives the customer a feeling that they are walking away with more than what they purchased. You could throw in a booklet or white paper as a

free add on. When I closed on the last home I purchased, the title company gave me a 5 gal. bucket filled with cleaning supplies, a paint roller and paint brushes.



How Are You Making The Phone Ring?

Always try to sweeten the deal.

## Third: Design a Call to Action

Although many people have different terms for marketing, or different ideas on how to do it, the clincher in the whole process is the Call to Action (CTA). If you don't have it, the money you've poured into your marketing—the printing costs, the logo design, the branding—will all be for naught because you have left the potential customer hanging without a purpose.

It is your job to motivate the client to do something. Believe it or not, if you don't spell it out, if you don't give them a step-by-step road map from A to B, you're likely to lose them.

Tell them to pick up the phone and call you. Tell them to fill out the form at the bottom of the page. Tell them to enter their credit card. Tell them what to do, and you'll be surprised to find that they actually do it!

## What You Expect is What You Get!

Your success is determined long before you get your first phone call or face-to-face appointment. You've positioned yourself for success long before you licked your first stamp and mailed your first sales letter. Your expectations have already destined you for success or failure.

When I interview sales people or agents, the one thing I look for, more than their years of experience, is whether or not they expect to succeed. It's not a question that I ask either. It's plainly visible in how they speak, how they carry themselves, even in how they sit across the desk from me. If they expect to get the job, if they expect

to make the close, then they're automatically hired.

Where you place your attention and your expectations always sets the foundation for your future. If you think you're going to fail or you doubt the outcome of your efforts, then all your attention is going to go toward the obstacles, barriers, and the tedious aspects of owning and operating your own business. Your motivation will plummet. Your want will wane. Basically you'll fail long before you even approach your first client.

However, if you anticipate the close, if you see it long before you

get on the phone or arrange a meeting with your client, your attention will follow. You'll focus on the exciting parts of having your own business. You'll view the hurdles as steps to success. Your attention is on the ultimate goal.

So, before you pick up that phone or arrange your first meeting, begin with the certainty that you will succeed. You will help them get a loan, or you will help them out of their financial mess by buying their house. Regardless of the outcome, you decided it long before you started the process. In short, you expected success!

## Follow Through

The easy part is getting excited about something. You get sold on a service or product, yet as time goes on, your excitement begins to wane. You lose your drive and drop the ball. You didn't see the benefit (because you didn't use the product or work the program) and you don't want to blame yourself, so you blame the ineffectiveness or dysfunction of the product.

Have you ever done this? We're human. Most of us, myself included, have committed the sin of not

following-through on a project or program and then turned around and placed the blame somewhere else.

Unfortunately, not following-through puts you on a slippery course of inaction. It becomes habitual and you'll find that reasoning yourself out of working at something is much easier than actually working at it. The problem, of course, is that in the end you have nothing to show for it.

Follow-through is one of the most

important practices in business. Sending out letters, putting ads on Craigslist, or tacking up flyers will mean nothing if you don't call back the responders. Getting the phone to ring is only part of the recipe to successful marketing. **Following-through to the close is the rest.**

If you are on the fence, or you are finding that your drive or ambition is beginning to falter, remember that continual effort always turns into steady growth and wealth.

# Sales: Closing the Caller

Getting people on the phone is one thing, but converting them into a buyer is another. Some people think that it takes a special gift to be a successful salesperson, but all it really takes is want, purpose, and ultimately a steely sense of confidence.

Here's a good example of what I mean. In 2003, The Guinness Book of World Records proclaimed Joe Girard "The World's Greatest Salesman." Apparently as a car salesman, Joe, for 12 years straight, sold more cars and trucks than any other salesperson. In fact, the book reported that he sold more cars individually than most dealers sold total: 13,001 in fifteen years!

The first car he sold was out of sheer desperation. After losing his real estate business because of a major oversight on his part, Joe's family was destitute and in debt to the tune of \$60,000. They had no food in the house. He quickly found a job at a car dealership and

saw each customer as a bag of groceries for his family.

When he talks about that period in his life, he pinpoints one very special characteristic that started him on the road to success.

**Want.**

"My want. That was all I knew. And that want was enough to drive me to say and do enough of the right things to sell that customer a car. I am not saying that that's all there is to it, then or now, but that is most of it.

If you want, and know what you want, you will have most of what you need to be a successful salesman. I mean that. Nobody can be a successful salesman without wanting. Wanting something very much. And the more you want, the more you drive yourself to do what it takes to sell."

Each sale meant another day his family could eat. He had the desire and the motivation and because of that he encountered more and more success which only bolstered his confidence to sell more cars.

Identify your want. You do this by figuring out your USP:

- Unique
- Selling
- Proposition

Questions to ask yourself:



- What makes you unique?
- What are you most proud of?
- Has anyone else made use of this ingredient or component in a USP?
- What are your values?
- Why should someone buy from you?

Once you've come up with your USP, you'll understand a little bit better what it is you're trying to accomplish. What your ultimate 'want' is. What is your particular "bag of groceries?"

Don't go into this with an abstract idea of just wanting more money. Have a distinct reason why you need and want that money.

There is no doubt that you'll make money in real estate, but unless you know what that money is for, you'll have a very limited drive to make a substantial living.

So, decide your wants, understand your USP, and you'll be much more successful than the next guy.

**DEVELOP YOUR USP**

- **UNIQUE**
- **SELLING**
- **PROPOSITION**

# 8 Tips For Great Marketing

## #1: Make People Feel Good About Their Purchase



WHAT WILL MAKE PEOPLE  
HAPPY TO PURCHASE FROM  
YOU?

One thing I know is true: Shopping = happiness! Just ask my wife!

As an advertiser, you have to understand what makes people happy about buying a product. Sometimes it makes them feel like they are glamorous (why else would companies pay large sums of money for a famous spokesperson?).

Some people buy a product because it makes them feel like

they are “moving on up” the social ladder. That’s one of the reasons for the housing crisis. Many people wanted to live the life of a superstar on a pittance of a superstar’s salary, and banks were only too happy to oblige in financing the fantasy. Unfortunately, it was just that... a dream and the sub-prime and Adjustable Rate Mortgages blew up in everyone’s faces.

In your business, you

need to focus on the fact that people like to buy something because it makes them feel proactive. Think self-help books and gym memberships.

When marketing, you need to sell the idea that people are taking charge of their financial life and putting their own money back in their pockets or they are taking steps to better themselves. You can’t go wrong in this approach.

## #2: Write and Test Attention Grabbing Headlines

### Formula for

### Success:

Test, Tweak,

Repeat. Test,

Tweak, Repeat.

People are so overloaded with information. Most people simply skim articles and ads to save time and effort, so you want to make sure to create a headline that will inspire someone to read on.

It’s a trial and error process. I’ll have a great subject line for an email and think, “This one will really get a huge open rate!” But the reality will be that it may only get a

fair response. On the other hand, a subject line I wasn’t really attached to will pull like crazy.

I never know when an idea is good or not until I test it out. A lot of my ideas are related to marketing and what I think is a great idea might not work in the general public. The only way to know if a good idea really is a good idea is to test it with the market you intend to bring

it to. Send out some letters and see if they pull. I’ve gone so far as to hire a test group by running an ad in the newspaper just so I could get real opinions from prospective consumers. This is the only way to see if your idea is any good: Test, Test, Test, Test. Test, Tweak, Repeat. Test, Tweak, Repeat. On page 21 you’ll see some headline examples that have worked for me.

## #3: Turning Product Features into Client Benefits

Write a list of all the features of your product or service, then translate each of these into a benefit for the customer.

One way to do this is to look at each feature in turn and then ask yourself "So what?" Imagine you're a customer; why would you care about this feature? Ask yourself, "What will it do for me?"

Here are a few examples.

### #1 Feature: Your Expertise

Instead of touting how hard you will work for the client, tell them how your efforts will payoff for them. Try, "Use my connections and experience to put the money in your pocket that you are looking for!"

### #2 Feature: Software

Lets say your product comes with software:

This should be one of your biggest feature-to-benefit pulls. You can say, "The software was designed by experts in the field of finance and is meant to efficiently (and cost effectively) replace the need for an expensive lawyer. You (the client) benefit by getting it done quicker and for less money!"



**YOUR FEATURES  
SHOULD BE GIFTS TO  
YOUR CLIENTS**

## #4: Use an Emotional Pull

How you word your sentences, specifically what nouns and verbs you use, can either make or break your sales copy.

The four great motivators are **fear, exclusivity, guilt** and **greed**. When appealing to a customer in writing, you can tie these common emotions into the copy.

Also, most people are motivated to action by **love, self-indulgence, gain, duty, pride,** and **self-preservation.**

Offering someone the ability to save their home appeals to all of these emotions, so why not use them in your advertising?

Take for example this sentence:

"Modify your loan and save money."

It quickly states the how and why, but it lacks an emotional pull. Now compare that to these sentences:

"Use this top-of-the-line system at a frac-

tion of the cost and stay far away from foreclosure's doorstep."

-OR-

"Worried you won't make next month's mortgage payment? Stop worrying and do something about it! Find out how to lower your monthly mortgage payments AND keep your hard earned money where it ought to be — in YOUR pocket."

Most people are motivated by love, gain, duty, pride, self-indulgence, and self-preservation.

# 8 Tips For Great Marketing

## #5: Right From The Horses Mouth



HOW TO GET A  
THANKS IN WRITING

Nothing sells better than someone's else's positive experience.

A testimonial is key in getting others to buy your product.

In the case of the real estate investment or private money brokering business, solid numbers speak volumes in addition to character analysis.

While it may be nice to hear a glowing compliment from one of your former clients, prospective customers

want to see solid results and bottom-line benefits.

When one of your clients experiences success, ask them to write it down. Make sure you give them instructions and guiding questions:

- How did my services help you?
- How much did you make?
- How much will you save in the

long-run?

Ask your client to answer these questions in a paragraph and then sign the piece of paper acknowledging that they give you the right to use this quote in future marketing pieces.

I've included a form on page 43 that you can use as a starting point to guide your client into giving you a proper and usable testimony.

**REMEMBER,  
YOUR  
ADVERTISING  
IS LIKE AN  
EMPLOYEE  
THAT WORKS  
24/7.**

## #6: Create Urgency

In any sales transaction it helps greatly to create a sense of urgency. Do what every you can to add too or emphasize this emotion in your client. This will help push the customer from "Maybe" to a definite "Yes!"

There are three great ways to accomplish this.

### Time Constraints

Give the client a date when the offer is no longer available. If

you're taking a certain amount off your services or product, make sure the customer knows that this amount has a strict expiration date.

### Supply Constraints

"I only have \_\_\_\_\_ left" can be a magic sentence for people who are on the fence and want time to think about the purchase. If they know you only have a limited supply and that they may miss out on a chance

to save money, they may think twice about passing up the offer.

### The Price is Going Up

This is a powerful way to create urgency. Let the prospect know that with the huge demand in the market, the price of the product will soon be going up. They are getting in on the ground level and can benefit from being one of the first to buy this one-of-a-kind product.

## #7: Practice Makes Perfect on the Phone

Cold calling seems to be people's biggest hang-up (no pun intended). So let's first start by changing what it's called. "Cold-Calling" sounds impersonal and unpleasant. So let's call it "Dialing for Dollars" instead. Putting a positive spin on a difficult task. Here are some tips you can use when dialing for dollars:

1. **Don't get frustrated.** When mining for gold, you have to sift through a lot

of dirt. There is a lot of gold out there. You just have to keep looking for it.

2. **Prepare a script.** However, don't let this become a handicap. Too many people read a script verbatim, and it's quite obvious to the client that's what you are doing. Devise the script as guideline for the conversation, and then allow yourself a little improvisa-

tion. People would rather talk to you if you seem natural rather than rehearsed.

3. **Set appointments.** This lets the person know you value their time.

4. **Be persistent.** 80% of new sales are made after the 5th contact, yet the majority of sales people give up after the 2nd call.



BE PREPARED WITH A SCRIPT YOU CAN USE AS A GUIDELINE

## #8: Power of Referrals

Word of mouth is the golden form of advertisement. It is free and it works like a charm. People trust their friends and family and if you get a stunning review from someone close, it's likely that you'll also get a new client.

One thing about referrals is that if you get one or two, they tend to snowball. Someone has already shown trust in you and that goes a long way.

Here are some ways to ensure a glowing referral:

1. **Know what you're talking about.** Before you start pitching the sale, make sure you can answer most of your clients questions. This will help avoid possible hang-ups.

2. **Ask for a referral.** It doesn't hurt to give your client specific in-

structions on referring someone to you. Don't ask for a list of names, simply say, "Hey if you know of anyone else who would benefit from my services, send them my way." Give them a few cards and follow up with them at a later date.

3. **Give and ye shall receive.** It's called networking. "I'll scratch your

back if you scratch mine" really works. Give referrals for others, and you will be repaid in kind.

**WORD OF MOUTH  
IS THE GOLDEN  
FORM OF  
ADVERTISEMENT.**





## Statistics that will Change How You Sell

- ◆ Retaining current customers is 6 to 7 times less costly than acquiring new ones. Pay attention to your existing customers. The fact that they are engaged with your brand gives you an advantage that you'd be mistaken not to capitalize on. This is all about account management, up-selling and cross-selling.
- ◆ If you follow up with web leads within 5 minutes, you're 9 times more likely to convert them.
- ◆ The best times to email prospects are 8:00am and 3:00pm.
- ◆ The best time to cold call is 4:00-5:00pm. The second best time is 8:00-10:00am. The worst times are 11:00am and 2:00pm.
- ◆ Thursday is the best day to prospect. Wednesday is the second best day. Tuesday is the worst day.
- ◆ Top sellers use LinkedIn 6 hours per week. Do you?
- ◆ In 2007, it took an average of 3.68 cold call attempts to reach a prospect. Today it takes 8 attempts.
- ◆ The average salesperson only makes 2 attempts to reach a prospect.
- ◆ 2% of cold calls result in an appointment.
- ◆ It takes an average of 8 cold call attempts to reach a prospect. Takeaway: Prospecting is hard and most of us hate it. But if you give up on a prospect after too few attempts, you are passing up a potential sale. Be persistent and determined.
- ◆ In a typical firm, with 100-500 employees, an average of 7 people are involved in most buying decisions.
- ◆ The average salesperson makes 8 dials per hour and prospects for 6.25 hours to set 1 appointment.
- ◆ The early bird gets the worm. 50% of sales go to the first salesperson to contact the prospect.
- ◆ Email Marketing has 2x higher ROI than cold calling, networking or trade shows.
- ◆ Email is almost 40 times better at acquiring new customers than Facebook and Twitter. Although this stat is really about email marketing vs. social media marketing, it's a good reminder of the general importance and power of email. It is worthwhile to improve your ability to craft impactful emails with effective subject lines and calls to action.
- ◆ 78% of salespeople using social media outsell their peers. If done right, social selling really works.





# Statistics that will Change How You Sell

- ◆ Visuals are processed 60,000x faster in the brain than text. Lesson: Use more visuals in your presentations.
- ◆ After a presentation, 63% of attendees remember stories. Only 5% remember statistics.
- ◆ The most memorable part of a presentation is the last 5 minutes. Lesson: End with a bang!
- ◆ 91% of customers say they'd give referrals. Only 11% of salespeople ask for referrals.
- ◆ Salespeople who actively seek out and exploit referrals earn 4 to 5 times more than those who don't. Referral-based selling is a surefire recipe for success. A referred customer is already pre-sold on the credibility of the sales person, product and company which makes these types of opportunities the warmest sales leads.
- ◆ Nearly 13% of all the jobs in the U.S. (1 in 8) are full time sales positions. Takeaway: Today, salespeople are more important than ever and the sales profession is nothing like the negative stereotype of the past. Sales reps that are smart, nimble, and continuously developing the right skills have a bright future ahead. The takeaway for job seekers? Learn to sell.
- ◆ Only 13% of customers believe a sales person can understand their needs. Too many people in sales still don't get it. It's not about you. It all starts and stops with the buyer. Good sales professionals are like a doctor diagnosing a patient's illness. If you can't uncover your customer's problems and needs you don't stand a chance at selling them a solution.
- ◆ It takes 10 months or more for a new sales rep to be fully productive. Ineffective onboarding practices are an expensive problem for many sales organizations. One idea to reduce time to sales rep productivity is to take a blended learning approach and provide eLearning programs that allow reps to complete trainings at their own convenience.



## Dialing for Dollars Script

Here is an example of a dialogue to use when you are contacting the homeowner over the phone. Several examples of the homeowner's response are provided ranging from negative to positive.

You call, the phone rings, and someone answers...

**Homeowner:** Hello?

**You:** Good afternoon, may I please speak with Joseph?

**Homeowner:** This is Joseph.

**You:** Hi Joseph, my name is \_\_\_\_\_. I'm following up on a (letter, E-mail, Craigslist ad, Landing Page, IbuyHouses.com Inquiry, or whatever source you received the contact from) I sent or you responded too.

**Homeowner:** What letter, Website, Landing Page (or whatever the source you sited)?

**You:** The letter in regards to purchasing your property located at \_\_\_\_\_ (or funding your investment deal that you would like to do, or.....).

**Homeowner:** How did you find out that I own that property?

**You:** Property ownership is a matter of public record. I am just trying to find out if you have ever considered selling and if you would like to discuss it more?



## Dialing for Dollars Script

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**Homeowner:** Well I have been thinking about selling.

**You:** Great, What can you tell me about the property?

**Homeowner:** Answer \_\_\_\_\_ (Write this down and take good notes.)

**You:** How long have you owned it?

**Homeowner:** Answer \_\_\_\_\_

**You:** What did you pay for the property?

**Homeowner:** Answer \_\_\_\_\_

**You:** Why have you been considering selling?

**Homeowner:** Answer \_\_\_\_\_

**You:** (Rephrase the sellers reasons and highlight their pain points.) If I could help you with this would you be interested?

**Homeowner:** Answer yes or no (it does not matter.)



## Dialing for Dollars Script

**You: How much do you still owe on the property?**

**Homeowner: Why do you need to know that?**

**You: I am just trying to help you out here and offer you the most I can for your property. By knowing how much you still owe on the property I may be able to structure a few different offers for you so that you can have a choice in how we structure the deal and you can maximize your return. Does this work for you?**

**Homeowner: OK, I still owe about \_\_\_\_\_**

**You: How will you be using the funds once you sell the property?**

**Homeowner: How is that relevant.**

**You: Well Mr. Homeowner, in an effort to offer you the most possible for your property, I can structure a higher offer for you if you did not need all the cash for the property up front. I will certainly give you an all cash offer for you to entertain but I would also like to offer you more by having you consider some cash now and then payments for a period of time. I do not know what that would look like yet until I know how much you need now.**



## Dialing for Dollars Script

**Homeowner: OK, Well I need to pay off the rest of the loan I have on the property and the rest I would just put in the bank.**

**You: So what interest rate would you be making on your money that you put in the bank?**

**Homeowner: Almost nothing...1%?**

**You: Would you be interested in making more?**

**Homeowner: I am listening!**

**You: I can work out something like this. If you will sell me the house as is, I will give you cash up front to pay off your loan and then I would make cash payments every month for a period of time. By doing this you will make more on the property in the end and I will be able to realize some savings on my initial capital investment. If this sounds like a possibility that you would be interested in, I will go work out the numbers and put it in writing for you so you can see how it works. How does that sound?**

**Homeowner: Can you make me the offer now?**



## Dialing for Dollars Script

**You:** It will take me a little time to work this out. Give me a few days. I called you on this number \_\_\_\_\_ . Is this the best number to reach you or is there another?

**Homeowner:** My cell phone number is \_\_\_\_\_

**You:** Ok, Thank you. I will contact you as soon as I have the offer worked out. What is your email address?

**Homeowner:** Why do you need that?

**You:** Sometimes it is easier to reach out by email when I am unable to call.

**Homeowner :** Ok, it is Homeowner@\_\_\_\_\_

**You:** Thank you. I will do some research and then I will contact you in a few days.

**Homeowner:** That sounds pretty good!



## Dialing for Dollars Script

---

**You: Before I go, I am actually looking for a few more properties to buy. Do you know of anyone else who may be interested in selling?**

**Homeowner: Not at this time but if I hear of anyone I will let you know.**

**You: Great, thank you!**

**This is a very basic script that may or may not cover all of the objections or questions that you may encounter when meeting with homeowners. It is important to keep good notes with regard to all of your meetings so that you can review your discussions with homeowners prior to future meetings.**







## Grabber Headlines

Here are a few headlines you can use in marketing letters, ads, or subject lines for emails. It's important to always grab the reader's attention... the rest of the examples in this manual will show you how to hold it.

**Who else wants.....**

**The secret of.....**

**Save \$100,000 on Your Home Loan Starting TODAY**

**Here is a method that is helping \_\_\_\_\_ to \_\_\_\_\_**

**Little known ways to .....**

**Get rid of \_\_\_\_\_ (problem) once and for all!**

**Here is a quick way to \_\_\_\_\_ (solve a problem)!**

**The \$75 Million Dollar Opportunity You Have No Idea You're About to Miss Out On**

**What everyone ought to know about \_\_\_\_\_**

**Six Types Of Investors – Which Group Are You In?**

**How to get more \_\_\_\_\_ from your \_\_\_\_\_**

**Turn Your Economic Woes Into An Economic Gain!**





## FLYERS & HANDOUTS

*To be handed out to prospects, inserted in direct mail letters, or posted on community bulletin boards.*

Looking for cash to make that  
next real estate investment  
purchase!



## **DON'T BREAK THE BANK!**

Find Out How to Easy it is to  
get the money you need!

If you own investment property free and clear or have high equity you may already have all the money you need and I can show you how to access it!

Even if you don't already own investment property I can help you find the capital to make that next purchase!

**There's no Easier or Better Way.**

**CALL 555-555-5555 NOW FOR A FREE CONSULTATION  
AND FIND OUT HOW TO GET THE CASH!  
YOUR RAINY DAY FUND IS ABOUT TO OVERFLOW!!!**

# DON'T CALL US IF...

...you're content with your investment property providing you the same low rate of return month after month!



...you enjoy dealing with tenants and toilets!

...you don't want to take advantage of this once-in-a-lifetime opportunity to get a higher return on your investment dollars.

...you're incredibly wealthy and don't mind burning through money like it's going out of fashion.

**If you fit any of the above criteria,  
Don't Call 555-555-5555**

**Otherwise let us easily turn your current rental property into a no worry high income producing investment!**



## **BREAKING NEWS**

### **Fund Manager Has Cash**

### **Looking for R.E. Deals**

Do you need Funding for your Real Estate Investment Deals? Gain access to quick and easy acquisition & fix up money today!

**Pre-qualify in minutes and close fast!**

**GET YOUR R.E. DEAL FUNDED HERE!**

## **Have You Heard...**

**Fund Managers are once again flush with cash:**

- **They are desperately seeking good investment deals to lend against!**
- **They are offering low investment rates and high LTVs!**
- **They need your good R.E. deal!**

**What does this mean for you?**

**EVERYTHING!**

**Call 555-555-5555 for a FREE Consultation and see if you qualify for an investment loan today!**

# **TIRED OF SEEING YOUR HARD EARNED R.E. INVESTMENT DOLLARS GO DOWN THE DRAIN?**

## Do you:

- ◆ Have trouble collecting rents each month?
- ◆ Dread the late night call from tenants about maintenance issues?

## Have You:

- ◆ Dealt with one too many tenants that skip out on rent and leave your property a wreck?
- ◆ Looked for a way out but can't find one?
- ◆ Exhausted All Your Options?

## Are You:

Looking for a way to maintain that monthly income without all the hassle?

**I HAVE THE ANSWERS YOU ARE LOOKING FOR!**

**Get the Help You Need and Deserve!**

**Call 555-555-5555 for a Free Consultation and Analysis.**





**I WANT YOU!**  
**TO SELL YOUR PROPERTY!**

**Any condition!**

**Any location!**

**Any situation!**

**Call 555-555-5555 Today to**

**Find Out How You Can put CASH in your pocket!**

**Call 555-555-5555 and say "YES SIR"!**





# Marketing Letters



YOUR NAME



# I Buy Houses!

Your Name

Address

Phone

Email

Dear property owner,

Congratulations! Today is your lucky day. You've been exclusively selected to learn how pocket more from your Real Estate investment dollars each month!!

Enjoy the monthly income from your investment property without having to deal with rents, tenants, or toilets. Yes you read that correctly—steady monthly income without the hassle. Just sit back and enjoy your investment dollars at work for you.

Other investors have found the secret to this wealth generating formula and you can be a part of it too, if you act today!

Call 555-555-5555 and I'll show you how YOU too can increase your bottom line while eliminating the issues of being a landlord. NO tricks, no gimmicks just a simple way for you to enjoy your hard earned investment income.

So, what are you waiting for? Call my office today for a free consultation to find out if you qualify.

Sincerely,

Your Name and Signature

Your Name



# Investment Capital Group

Your Name

Address

Phone

Email

Dear OWNER NAME,

As a **savvy real estate investor** you know the importance of having a ready source of investment capital. It is an ongoing challenge for even the most experienced of investors. This is where **I can help!**

My name is YOUR NAME HERE. I am a Certified, Independent Private Money Broker and I have access to the **investment capital** you desperately want and need. I work directly with multiple lending sources to get you the best deal so you can focus your time and effort on your investments.

I specialize in helping investors leverage their current, free and clear or high equity investment property to reinvest through cross collateralization.

Contact me today directly at YOUR PHONE # HERE or via email at YOUR EMAIL HERE so I can help you with your investment capital needs.

Sincerely,

Your Name

and Signature

Independent Private Money Broker

PS. I can help with **ALL** your investment capital needs! Call me **TODAY!**

YOUR NAME



# I Buy Houses!

Your Name

Address

Phone

Email

Dear \_\_\_\_\_,

Hello, my name is \_\_\_\_\_. I am writing you a SECOND TIME regarding your property located at \_\_\_\_\_. To date I have still not heard from you and am still very much interested in purchasing this property. As a point of clarification, I am a real estate investor. I have been buying, fixing and selling real estate for an anticipated profit for the last 17 years. What that means to you is a professional, no hassle selling experience, to an all cash buyer, who can close in a very short period of time. That means cash in your pocket, in as little as 7 days, (Depending on how quickly you respond).

If you are not interested in selling at this time, that is fine. All I ask is that you provide me the professional courtesy of an email simply saying, "I Am Not Interested", and I will remove you from my prospective seller list.

If you aren't sure if you are interested, but curious, shoot me an email or give me a call and I will provide you with an all cash offer within 48 hours of your inquiry. I can assure you that my offer will be below the Current "Fair Market Value", however, I will purchase the property, "AS IS". Meaning, you don't have to fix a thing. I will buy it as it sits. You don't need to clean it, paint it, fix that hole in the sheet rock, sweep the sidewalks, or mow the lawn. I will take it, AS IT SITS. Mold, sagging roof, unruly tenant you can't evict, meth labs, major cosmetic challenges, old, major deferred maintenance, you live out of state—All Fine because AS IS, means, AS IS!!

Please send me an email either way, letting me know your desired direction to YOUR EMAIL HERE, or call me directly on my cell at YOUR PHONE NUMBER HERE.

Sincerely,

Your Name and Signature

**Your Name**



# Investment Capital Group

Your Name

Address

Phone

Email

Dear First Name,

Real estate investors are taking advantage of the improving housing market and the great income opportunities available through investment properties. The challenge is finding the funding! Traditional lending institutions are not lending to investors. They've forgotten that real estate investors work to improve neighborhoods and communities.

So, where do you find the funding?

My name is YOUR NAME HERE, I am a Certified Private Money Broker and I work with private money lenders to secure the funding you need for your next investment property. Non-conventional or private funding is what successful real estate investors use to buy, fix, flip or hold investment properties!

The advantage of private money is that it is asset based. This means the loan is based on the property and not your income or employment. Credit is rarely checked, and when pulled it is only for improved loan pricing. Another advantage is there are far fewer hoops to jump through than there is with traditional financing. Isn't it amazing that the former Chairman of the Federal Reserve, Ben Bernanke, was denied his refinancing loan application! This shows how far the pendulum has swung and conventional banks just don't understand real estate investors. Where is the best place to find private funding?

YOUR COMPANY NAME is dedicated to helping investors secure funding with no-hassles! Please call me at YOUR PHONE NUMBER or email me at YOUR EMAIL ADDRESS to schedule a consultation on how I can help you with your next transaction.

Sincerely,

Your Name

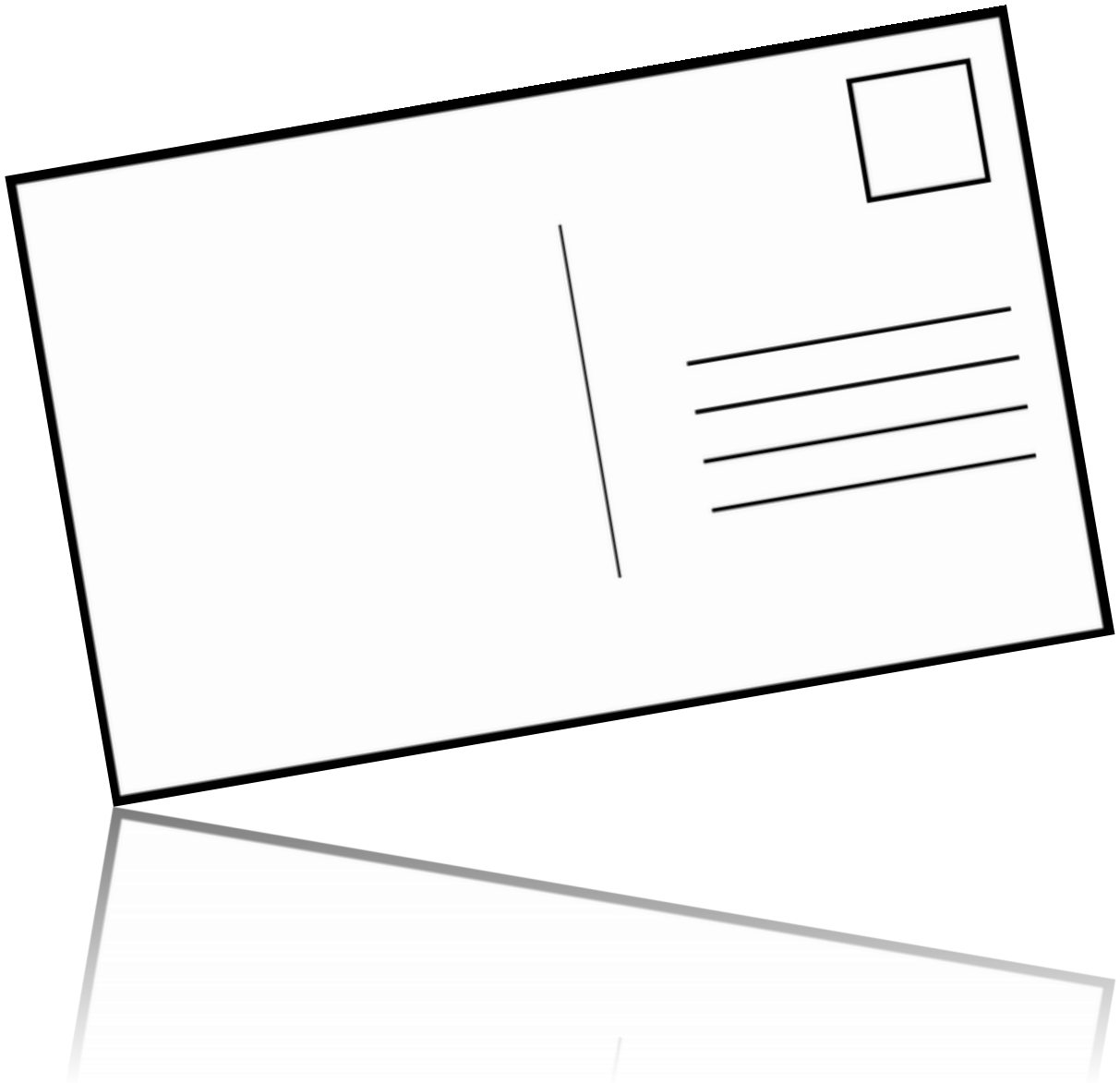
and Signature

Independent Private Money Broker





# Postcards



FRONT

# HOUSES WANTED

## Urgent Notice!!!

I **BUY HOUSES** and I am interested in buying your property at:

Hi,

My name is \_\_\_\_\_, I am a local real estate investor and I buy houses in any condition...AS-IS! I want to buy your house!

Give me a call for a no obligation CASH offer. You have nothing to lose and so much to gain.

NO commissions, no repair costs and no fees Just a fast CASH offer to buy your property.



**CALL NOW: (555)555-5555**

BACK

Your Name  
Your Address  
Your Email

PLACE  
STAMP  
HERE

**STOP!** What you are doing and call us  
NOW if you:

- ◆ Are thinking about selling your property
- ◆ Need CASH now
- ◆ Are just curious about my offer.

**CALL 555-555-5555**  
**And get your CASH NOW!**



FRONT

# **\$CASH\$ FOR YOUR PROPERTY**

*Are You Ready for some Cash?*

If your answer is YES — I will buy your property As-Is!

*Call to find out how you can  
Turn that burden property into*

**ONE LARGE LUMP SUM OF CASH!**

CALL NOW: (555)555-5555

BACK

**Your Name  
Your Address  
Your Email**

PLACE  
STAMP  
HERE

- ◆ **Good Condition or Bad Condition**
- ◆ **Pretty or Ugly**
- ◆ **Vacant or Occupied**

**I WANT TO BUY YOUR PROPERTY!**

**CALL 555-555-5555  
And get your CASH NOW!**





# Newspaper Ads





## Text Ads



**I WANT YOU!  
TO BUY MORE  
PROPERTY**

The government  
is encouraging  
**INVESTORS TO  
SEEK OUT  
PRIVATE MONEY!**

*Let an  
expert help  
you get IT!*

Call Today:  
**555-555-5555**

Your LOGO  
HERE

# SAVE

# SAVE

# SAVE

# BIG \$\$\$

On Your Next Real Estate  
Investment deal!

**NO Hassle**

**NO Credit Checks**

**NO Kidding**

You have done the work to  
find the property now let  
me do the work to get you  
the money!

Call 555-555-5555

For a Free Consultation

## Private Hedge Fund

### Looking for Investors to Deploy Millions

**CALL TODAY**

*IF you have the  
deal we have the  
CASH!*

**555.555.5555**

Free Deal Analysis



## Text Ads

**Did you know that one in every 50 homes is slated to go into foreclosure? Is yours one of them?**

- **Are you scrambling to make your mortgage every month?**
- **Are you deciding between paying one bill over another?**
- **Do you owe more than your home is worth?**

If you answered yes to any or all of the above questions, you're not alone.

Don't be the 1 in 50. Call 555-555-5555 before you make another mortgage payment to see what your options are.



**WANTED: HOUSES**  
**ANY CONDITION, ANY LOCATION**



**DON'T STAY STUCK WITH THAT PROPERTY THAT  
KEEPS DRAINING YOUR BANK ACCOUNT**

**TURN IT IN FOR CASH OR  
FOR MONTHLY INCOME!!!**

**CALL 555-555-5555 NOW**

**\$CASH REWARD**



## Classified Ads

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**URGENT NOTICE!!!!** I want to buy your house. I can buy AS-IS so you won't have to fix anything up. I have cash so I can close quickly. I AM READY TO BUY so call today—555-555-5555!

**NEED INVESTMENT FINANCING?** I have more money than deals! Direct Private Lender, Quick closings Commercial and investment properties only! 3 months to 2 year terms No credit check Asset based lending. Call 555-555-5555 for a free consultation.

**I BUY HOUSES!!!!** Any condition, any location, cash fast, no fees, no costs, CALL NOW! 555-555-5555.

**MONEY TO BUY FIX FLIP INVESTMENT PROPERTIES!** I have money to lend on investment property flips Quick short term money No Credit check! Asset based loans. Investment properties up 65% LTV Commercial properties up to 55% LTV. Call 555-555-5555.

**I DON'T CARE!!!!** What it looks like, where it is located, if it is occupied or not. If you are thinking about selling call 555-555-5555 for details and a free consultation.

**LENDER SEEKING INVESTOR TO MAKE MONEY TOGETHER!!!** If you keep missing those great investment deals because you do not have them money to close them, look no further. I HAVE THE CASH YOU NEED. Call 555-555-5555 to find out how you can get it.

**I STILL WANT YOU ....TO SELL ME YOUR HOME!** Call today and let's talk about it! 555-555-5555.



# Client Evaluation Form

When you ask for a testimonial, it's best to first, pick the best of the best clients. You really only want the customers who have achieved the most success with your product or service. Second, gently direct their comments. There is a specific direction you want your clients to go when offering a written testament of your business and the service you have to offer. The form below will help guide them in the right direction.

Full Name (printed): _____
With the information you've obtained from me and my services, what do you envision yourself accomplishing over the next 12 months? _____
When talking to acquaintances, give three reasons why they should absolutely work with (Your Name Here) . 1. 2. 3.
Please tell us how <u>(Your name or Business)</u> has helped you. _____ _____
How has this service help you accomplish your future financial plans/goals? _____ _____
Did this service accomplish everything you envisioned and expected? How? _____ _____
Your Signature: _____
<i>By completing this form you are granting (Your Name) permission to use your name and comments in promotional material.</i>



# YOUR NOTES







# YOUR NOTES





# YOUR NOTES





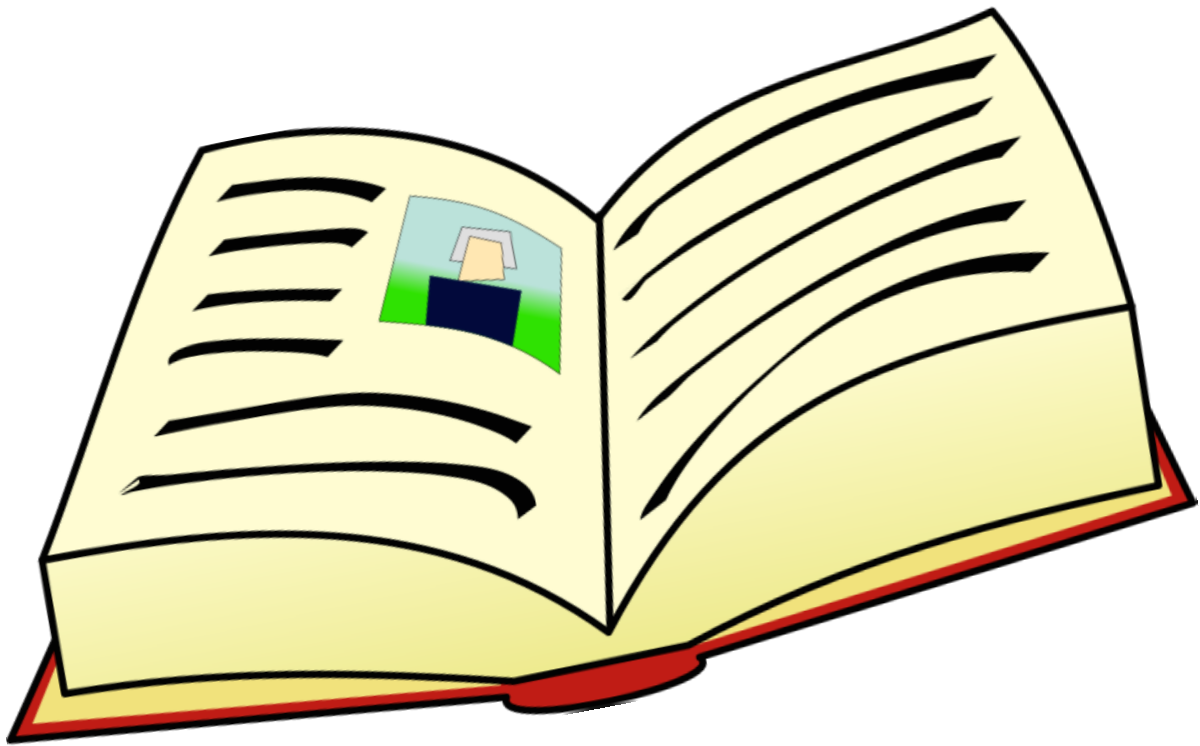
# YOUR NOTES







# Marketing Glossary





# Marketing Glossary

**A/B Testing** – a method in marketing research where variables in a control scenario are changed and the ensuing alternate strategies tested, in order to improve the effectiveness of the final marketing strategy.

**Abandonment** - when a visitor leaves your web site during the transaction.

**Above The Fold** – the section of a Web page that is visible without scrolling.

**Acquisition Cost** - the cost associated with bringing on a new customer.

**Ad Blocking** – the blocking of Web advertisements, typically the image in graphical Web advertisements.

**Ad Space** – the space on a Web page available for advertisements.

**Add URL** – (see *Search Engine Submission*)

**AdSense** – a text-based advertisement service provided by Google.com.

**Advertising Network** – a network representing many Web sites in selling advertising, allowing advertising buyers to reach broad audiences relatively easily through run-of-category and run-of-network buys.

**Affiliate** – the publisher/salesperson in an affiliate marketing relationship.

**Affiliate Directory** – a categorized listing of affiliate programs.

**Affiliate Forum** – an online community where visitors may read and post topics related to affiliate marketing.

**Affiliate Fraud** – bogus activity generated by an affiliate in an attempt to generate illegitimate, unearned revenue.

**Affiliate Manager** – a person responsible for managing an online affiliate program for an affiliate merchant.

**Affiliate Marketing** – revenue sharing between online advertisers/merchants and online publishers/salespeople, whereby compensation is based on performance measures, typically in the form of sales, clicks, registrations, or a hybrid model.

**Affiliate Merchant** – the advertiser in an affiliate marketing relationship.



# Marketing Glossary

**Affiliate Network** – a value-added intermediary providing services, including aggregation, for affiliate merchants and affiliates.

**Affiliate Program** - an automated marketing program where a web advertiser or merchant places banner ads or buttons on their own web site in exchange for a referral fee or commission from actions taken when the customer has clicked the affiliate link to get to the destination merchant's web site.

**Affiliate Software** – software that, at a minimum, provides tracking and reporting of commission-triggering actions (sales, registrations, or clicks) from affiliate links.

**ALT Text** – HTML attribute that provides alternative text when non-textual elements, typically images, cannot be displayed.

**Analytics** - the science of analyzing data for decision making. Analytics is most often applied within financial services, direct and interactive marketing organizations. However, new categories for its application are emerging such as mobile analytics and online video analytics.

**Animated GIF** – a graphic in the GIF89a file format that creates the effect of animation by rotating through a series of static images.

**Anonymous FTP** – an option in FTP that allows users to download files without having to establish and account.

**Application Service Provider** – provider of applications/services that are distributed through a network to many customers in exchange for a stream of smaller payments as opposed to one fixed, upfront price.

**Arithmetic Mean** - a measure of central tendency that is calculated by dividing the sum of observed values by the number of observations. For example: the arithmetic mean for age would be 30 for the following set of observations: John = 20, Joyce = 30, Jim = 40

**Asp Hosting** – Web hosting that supports Active Server Pages, a server-side scripting environment from Microsoft.

**Associate Program** - see affiliate program

**Attrition Rate** - the percentage of current customers who will not be buying next year.



# Marketing Glossary

**Autoresponder** – a program that sends an automatic form response to incoming emails.

**B2B** – business that sells products or provides services to other businesses.

**B2C** – business that sells products or provides services to the end-user consumers.

**Bandwidth** – how much data can be transmitted in a time period over a communications channel, often expressed in kilobits per second (kbps).

**Banner Ad** – a graphical web advertising unit, typically measuring 468 pixels wide and 60 pixels tall (i.e. 468×60). An advertisement that is displayed on a web page.

**Banner Blindness** – the tendency of web visitors to ignore banner ads, even when the banner ads contain information visitors are actively looking for.

**Banner Exchange** – network where participating sites display banner ads in exchange for credits which are converted (using a predetermined exchange rate) into ads to be displayed on other sites.

**Bar-Coding** - a process that formats addresses on the envelope as a bar code which allows postal machines to read the address efficiently.

**Barter** – to exchange goods or services directly without the use of money.

**Base Rate** - the starting price to order names and addresses from a mailing list. If the base rate for a mailing list is \$100/M, then the cost to order 5,000 names would be \$500. This does not include the cost list selections such as \$10/M for a 3-month hotline, etc.

**Beyond The Banner** – online advertising not involving standard GIF and JPEG banner ads.

**Blog** – A frequent, chronological publication of personal thoughts and Web links.

**Blogger** – 1. a person who publishes content on the web using a blog 2. a blog service powered by Google.com

**Blogosphere** – the community of blogs and everything else related to them.

**Blogroll** – a section of a blog page that contains a list of links to recommended blog sites.





# Marketing Glossary

**Blow-In** - a promotion that is loosely inserted in a catalog or magazine. You will often find blow-ins as post card-sized promotions that fall from the magazine when you open it up. These are called "blow-ins" because of the process used to insert the promotions into the publication.

**Bookmark** – a link stored in a Web browser for future reference.

**Bounce Rate** – 1.) In web analytics, the percentage of visitors who leave after viewing a single page. 2.) In email marketing, the percentage of emails in a campaign that are undeliverable.

**Browser** – (see *Web browser*)

**Bulk Mail** - is a quantity of mail that the sender has prepared for mailing in order to qualify for postage rate discounts. The sender must also meet specific USPS requirements in order to qualify.

**Burstable Bandwidth** – a hosting option that allows sites to use the available network capacity to handle periods of peak usage.

**Business Hosting** – Web hosting geared towards the mission-critical functions demanded by business-class customers.

**Button Ad** – a graphical advertising unit, smaller than a banner ad.

**Buzzword** – a trendy word or phrase that is used more to impress than explain.

**Caching** – the storage of Web files for later re-use at a point more quickly accessed by the end user.

**Call Center** - an inbound telephone support or telemarketing department within an organization.

**Call To Action (CTA)** – the part of a marketing message that attempts to persuade a person to perform a desired action.

**Captcha** – abbrev. “Completely Automated Public Turing test to tell Computers and Humans Apart”; a challenge-response testing system; typically an image that contains a series of ambiguated characters that the reader must re-type in a given field.

**Cascading Style Sheets (CSS)** – a data format used to separate style from structure on Web pages.



# Marketing Glossary

**CDN (Content Delivery System)** – a system of geographically distributed servers designed to accelerate the delivery of web pages and files by routing user requests to the server that's in the best position to serve them.

**Click-Through** – the process of clicking through an online advertisement to the advertiser's destination.

**Click-Through Rate (CTR)** – The average number of click-throughs per hundred ad impressions, expressed as a percentage. Calculated by taking the number of times a banner advertisement is clicked (numerator) divided by the number of times that same banner advertisement is viewed (denominator).

**Colocated Hosting** – when one party houses their web server(s) at another company's location for Internet connectivity.

**Comment Spam** – irrelevant comments posted to a blog for the sole purpose of dropping a link to the spammer's website.

**Contextual Advertising** – a method of serving advertisements based on the content (i.e., overall context or theme) of a web page.

**Continuity Program** - a program in which products, such as CDs, books, or videos, are purchased in a series over time. Continuity mailers will often provide free merchandise or deep discounts for the first several purchases in order to generate profitable business from the program commitment.

**Conversion Rate** – the percentage of visitors who take a desired action.

**Cookie** – information stored on a user's computer by a Web site so preferences are remembered on future requests.

**Cost Per Action (CPA)** – online advertising payment model in which payment is based solely on qualifying actions such as sales or registrations.

**Cost Per Click (CPC)** – the cost or cost-equivalent paid per click-through.

**Cost Per Lead (CPL)** – online advertising payment model in which payment is based on the number of qualifying leads generated.

**CPM** – cost per thousand impressions.

**Customer Acquisition Cost** – the cost associated with acquiring a new customer.

**Customer Retention** - the tendency to keep customers buying from you. Customer retention is essential to sustaining business growth and profitability. In most businesses, it costs much more to acquire a new customer than it costs to retain an existing customer.



# Marketing Glossary

**Data Transfer** – The total amount of outbound traffic from a website, typically measured in gigabytes (Gb).

**Dedicated Hosting** – hosting option whereby the host provides and is responsible for the equipment, dedicating an entire server to the client's websites.

**Dedicated IP** – an IP address dedicated to a single website.

**Deep Linking** – linking to a web page other than a site's home page.

**Deep Web** – (see *invisible Web*)

**Description Tag** – an HTML tag used by Web page authors to provide a description for search engine listings.

**Directory** (see *Web directory*)

**Direct Mail** - is a form of direct marketing in which organizations send printed offers or packages to individuals' mailing addresses.

**Direct Response** - a type of marketing or advertising that allows potential customers to respond directly to the marketer to place an order, send a donation, fill out an application, request or supply information.

**Disintermediation** – the elimination of intermediaries in the supply chain, also referred to as “cutting out the middlemen.”

**Domain Name** – location of an entity on the Internet.

**Doorway Domain** – a domain used specifically to rank well in search engines for particular keywords, serving as an entry point through which visitors pass to the main domain.

**Doorway Page** – a page made specifically to rank well in search engines for particular keywords, serving as an entry point through which visitors pass to the main content.

**eCPM** – effective cost per thousand impressions (technically, “effective cost per mille”).

**Electronic Data Interchange (EDI)** - is a set of standards for structuring information to be shared between groups electronically. DMAX is a version of EDI, created by Nextmark, that is used for the mailing list industry.

**Email** – the transmission of computer-based messages over telecommunication technology.

**Email Marketing** – the promotion of products or services via email.

**Email Spam** – unwanted, unsolicited email.

**Exclusivity** – contract term in which one party grants another party sole rights with regard to a particular business function.



# Marketing Glossary

**Ezine** – an electronic magazine, whether delivered via a Web site or an email newsletter.

**Facebook** – a social networking site located at facebook.com.

**Favicon** – a small icon that is used by some browsers to identify a bookmarked Web site.

**Favorite** – (see *bookmark*)

**FFA** – free-for-all links list, where there are no qualifications for adding a link.

**First-Mover Advantage** – a sometimes insurmountable advantage gained by the first significant company to move into a new market.

**Flash** – multimedia technology developed by Macromedia to allow much interactivity to fit in a relatively small file size.

**Forum** – an online community where visitors may read and post topics of common interest.

**Frames** – a structure that allows for the dividing of a Web page into two or more independent parts.

**Free** – without monetary cost.

**Freemium** – a technique where a business offers a free basic product, giving the customer an option to use an advanced version for a premium cost.

**Free Standing Insert (FSI)** - an unattached promotion found in a newspaper or magazine.

**Frequency Cap** – restriction on the amount of times a specific visitor is shown a particular advertisement.

**Geocoding** - the process of assigning geographic information, such as latitude and longitude, to street addresses and other map locations.

**Geo-Targeting** – a method of detecting a website visitor's location to serve location-based content or advertisements.

**GIF89a** – (see *animated GIF*)

**Google Instant** – a feature of Google's search engine that shows search results as the keyword query is being typed.

**Guerilla Marketing** – unconventional marketing intended to get maximum results from minimal resources.

**Guest Blogging** – writing a blog post to be published on another blog as a temporary featured author.

**Heatmap** – a graphical representation of data where varying degrees of a single metric are shown using colors.

**Highly Correlated List (HCL)** - a mailing list that has been identified as similar to a given list based on a



# Marketing Glossary

proprietary algorithm that analyzes 43 million data points, each representing a relationship between two lists. The results of this algorithm are shown in the highly correlated lists section in the lower right corner of the data card.

**Hit** – request of a file from a Web server.

**Home Page** – the main page of a Web site.

**House Ad** – self-promotional ad a company runs on their own site/network to use unsold inventory.

**HTML Banner** – a banner ad using HTML elements, often including interactive forms instead of (or in addition to) standard graphical elements.

**HTML Email** – email that is formatted using Hypertext Markup Language, as opposed to plain text email.

**Hybrid Model** – a combination of two or more online marketing payment models

**Impression** – a single instance of an online advertisement being displayed.\*

**Inbound Link** – a link from a site outside of your site.

**Inbound Marketing** – a marketing model whose sales performance relies on the initiative of its client base to find and purchase a product.

**Incentivized Traffic** – visitors who have received some form of compensation for visiting a site.

**Insert** - a marketing program where promotional materials are inserted into a package, envelope, magazine, catalog, or other medium. For example, you might find promotional material in the package you receive from Amazon in addition to the items you order. Another example are the "statement stuffers" that you receive along with your billing statements.

**Interactive Agency** – an agency offering a mix of Web design/development, Internet advertising/marketing, or E-Business/E-Commerce consulting.

**Interstitial** – an advertisement that loads between two content pages.

**Invisible Web** – the portion of the Web not indexed by search engines.

**Javascript** – a scripting language developed by Netscape and used to create interactive Web sites.

**Keyword** – a word used in a performing a search.

**Keyword Density** – keywords as a percentage of indexable text words.

**Keyword Marketing** – putting your message in front of people who are searching using particular keywords and keyphrases.



# Marketing Glossary

**Keyword Research** – the search for keywords related to your Web site, and the analysis of which ones yield the highest return on investment (ROI).

**Keyword Stuffing** – the excessive, unnatural use of keywords on a web page for search engine optimization purposes.

**Keywords Tag** – META tag used to help define the primary keywords of a Web page.

**Landing Page** - the page where a visitor arrives at a web site after clicking on a paid banner advertisement, paid search URL, or organic search URL

**Lead** - a prospect who has identified himself or herself, and is engaged in the buying process.

**Lead Magnet** – a specific deliverable that is offered to prospects in return for contact information, typically to join an email list.

**Lifetime Value (LTV)** - defined as the total sales revenue received, actual or estimated, from an average customer during their relationship with the company.

**Like-Gate** – a barrier requiring a user to “Like” a brand’s page before they can access certain content from that brand on Facebook.

**Link Building** – the process of increasing the number of inbound links to a website in a way that will increase search engine rankings.

**Link Checker** – tool used to check for broken hyperlinks.

**Link Popularity** – a measure of the quantity and quality of sites that link to your site.

**Link Text** – the text contained in (and sometimes near) a hyperlink.

**Linkbait** – a piece of content created with the primary purpose of attracting inbound links.

**Linkrot** – when Web pages previously accessible at a particular URL are no longer reachable at that URL due to movement or deletion of the pages.

**List Broker** - a specialist who helps mailers to select mailing lists and coordinates the procurement of mailing lists. List brokers typically have access to research systems that enable them to search all lists available on the market and to produce recommendations and purchase orders. Using a list broker to purchase mailing lists does not typically cost more than buying directly because they are paid a commission --



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typically 20% on the base rate -- by the list owner.

**Log File** – file that records the activity on a Web server.

**Long Domain Name** – domain names longer than the original 26 characters, up to a theoretical limit of 67 characters (including the extension, such as .com).

**Loss Leader** - a product or service that is sold below cost to attract customers to more profitable offers.

**Mailing List** - A collection of names and addresses used by a company to send material to multiple recipients, most often as part of a direct marketing campaign.

**Managed Wordpress Hosting** – web hosting optimized specifically for WordPress, where the hosting company assumes many of the routine maintenance tasks.

**Manual Submission** – adding a URL to the search engines individually by hand.

**Market** - the target audience for a direct marketing campaign. The market may be generally defined as business, consumer, government, or other. The market is more specifically defined through the segments of the mailing lists chosen for the campaign.

**Marketing Automation** – the use of software to automate repetitive tasks related to marketing activities and connect different parts of the marketing funnel.

**Marketing Plan** – the part of the business plan outlining the marketing strategy for a product or service.

**Mass Marketing** - selling to everyone through mass media channels as opposed to targeted channels like direct mail.

**Media Kit** – a resource created by a publisher to help prospective ad buyers evaluate advertising opportunities.

**Median** - a measure of central tendency that is determined by sorting a list of values in ascending order and picking the middle value. For example, the median age would be 65 for the following set of observations: 19, 25, 36, 65, 66, 68, 70. Notice that the arithmetic mean is only 50 (significantly lower).

**Meta Search Engine** – a search engine that displays results from multiple search engines.

**META Tag Generator** – tool that will output META tags based on input page information.

**META Tags** – tags to describe various aspects about a Web page.



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**Moderator** – at a forum, someone entrusted by the administrator to help discussions stay productive and within the guidelines.

**Mousetrapping** – the use of browser tricks in an effort to keep a visitor captive at a site, often by disabling the “Back” button or generated repeated pop-up windows.

**Multivariate Testing** – a method in marketing research where multiple variables in a control scenario are simultaneously changed and the ensuing alternate strategies tested, in order to improve the effectiveness of the final marketing strategy.

**Navigation** – that which facilitates movement from one Web page to another Web page.

**Netiquette** – short for *network etiquette*, the code of conduct regarding acceptable online behavior.

**Network Effect** – the phenomenon whereby a service becomes more valuable as more people use it, thereby encouraging ever-increasing numbers of adopters.

**Nixie** - a mailing piece returned to the sender due to an incorrect or undeliverable name or address.

**Opt-In Email** – email that is explicitly requested by the recipient.

**Opt-Out** – (1) type of program that assumes inclusion unless stated otherwise. (2) to remove oneself from an opt-out program.

**Organic Search** – the unpaid entries in a search engine results page that were derived based on their contents’ relevance to the keyword query.

**Outbound Link** – A link to a site outside of your site.

**Page View** – request to load a single HTML page.

**Pagejacking** – theft of a page from the original site and publication of a copy (or near-copy) at another site.

**Pass-Along Rate** – the percentage of people who pass on a message or file.

**Pay Per Click (PPC)** – online advertising payment model in which payment is based solely on qualifying click-throughs.





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**Pay Per Click Search Engine (PPCSE)** – search engine where results are ranked according to the bid amount and advertisers are charged only when a searcher clicks on the search listing.

**Pay Per Lead (PPL)** – online advertising payment model in which payment is based solely on qualifying leads.

**Pay Per Sale (PPS)** – online advertising payment model in which payment is based solely on qualifying sales.

**Payment Threshold** – the minimum accumulated commission an affiliate must earn to trigger payment from an affiliate program.

**PayPal** – an online payment service that lets its users make purchases and receive payments via a user-defined email address.

**Permission Marketing** – marketing centered around getting customer's consent to receive information from a company.

**Podcast** – a series of audio or video files that are syndicated over the Internet and stored on client computing devices for later playback.

**Pop-Under Ad** – an ad that displays in a new browser window behind the current browser window.

**Pop-Up Ad** – an ad that displays in a new browser window.

**Portal** – a site featuring a suite of commonly used services, serving as a starting point and frequent gateway to the Web (Web portal) or a niche topic (vertical portal).

**Predictive Model** - a data model, based on inferential statistics that is used to predict the response to a direct marketing promotion.

**Premium** - a free offer to a buyer encouraging them to place an order

**Premium Wordpress Theme** – a theme coded for the WordPress content management system that costs money.



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**Prospect** - a potential buyer who has not yet made a purchase. A prospect becomes a customer when a purchase is made.

**Query** - a question that is programmed to retrieve information from a database. Queries are used frequently in direct marketing to obtain counts from a mailing list database.

**Rate Card** – document detailing prices for various ad placement options.

**Reciprocal Links** – links between two sites, often based on an agreement by the site owners to exchange links.

**Rectangle Ad** – any one of the large, rectangular banner sizes suggested by the IAB.

**Relationship Marketing** - the practice of building relationships with existing customers to promote customer loyalty. The primary objective of relationship marketing is to increase the lifetime value (LTV) of a customer.

**Remarketing** - the process of marketing online to someone who has previously visited your website. This is accomplished by tagging your website visitors (e.g. through a cookie) and making this information available through a remarketing ad network. You can then serve advertisements your prior visitors through other websites via the ad network. This has proven to be an effective method to get visitors to return to your website and convert.

**Rep Firm** – ad sales partner specializing primarily in single-site sales.

**Response Rate** - calculated as the number of responses received from a mailing divided by the total quantity mailed.

**Retention Budget** - the portion of the marketing budget that is allocated to customer retention programs.

**Retention Rate** - the percentage of customers who continue to purchase in a subsequent year. New customers who are added in the subsequent year would not be included in the retention rate calculation.

**Return Days** – the number of days an affiliate can earn commission on a conversion (sale or lead) by a referred visitor.



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**Return On Investment (ROI)** – the ratio of profits (or losses) to the amount invested.

**Rich Media** – new media that offers an enhanced experience relative to older, mainstream formats. Rich media is not easily defined by its members; new formats are regularly being introduced and old formats become part of the mainstream (or disappear altogether).

**Run Of Network (RON)** – ad buying option in which ad placements may appear on any pages on sites within an ad network.

**Run Of Site (ROS)** – ad buying option in which ad placements may appear on any pages of the target site.

**Search Engine** – a program that indexes documents, then attempts to match documents relevant to the users search requests.

**Search Engine Optimization** – the process of choosing targeted keyword phrases related to a site, and ensuring that the site places well when those keyword phrases are part of a Web search.

**Search Engine Spam** – excessive manipulation to influence search engine rankings, often for pages which contain little or no relevant content.

**Search Engine Submission** – the act of supplying a URL to a search engine in an attempt to make a search engine aware of a site or page.

**Search Retargeting** – the use of a site visitor's search history as a basis for the ads that the visitor will see.

**Search Spy** – a perpetually refreshing page that provides a real-time view of actual Web searches.

**Segmentation** - the process of grouping customers based on demographics, psychographics, and/or behavior.

**Selection Cap** - a maximum charge to the mailer that would cover all selections ordered for a given mailing list.

**Self Mailer** - a direct mail piece that does not need an envelope. This term is most often used to describe



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folded brochures or other formats than postcards, although postcards are technically self-mailers by definition.

**Self-Serve Advertising** – advertising that can be purchased without the assistance of a sales representative.

**SEO** - (*see* search engine optimization)

**SERP** – shorthand for a page of search engine listings, typically the first page of organic results.

**Shopping Cart** – software used to make a site's product catalog available for online ordering, whereby visitors may select, view, add/delete, and purchase merchandise.

**Sig File** – a short block of text at the end of a message identifying the sender and providing additional information about them.

**Site Search** – search functionality specific to one site.

**Skyscraper Ad** – an online ad significantly taller than the 120×240 vertical banner.

**Social Networking** – the process of creating, building, and nurturing virtual communities and relationships between people online.

**Spam** – inappropriate commercial message of extremely low value.

**Splash Page** – a branding page before the home page of a Web site.

**Sponsorship** – advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordinated beyond-the-banner placements.

**Stickiness** – the amount of time spent at a site over a given time period.

**Stuffer** - a promotion included in the envelope along with another company's regular customer correspondence such as a monthly invoice or statement. This is also known as a statement stuffer. You may notice stuffers along with your credit card bills or phone bills.

**Super Affiliate** – an affiliate capable of generating a significant percentage of an affiliate program's ac-



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tivity.

**Surround Session** – advertising sequence in which a visitor receives ads from one advertiser throughout an entire site visit.

**Telemarketing** - a promotional activity that involves talking on the phone to customers or prospects. Inbound telemarketing occurs when a customer or prospect initiates the call. Outbound telemarketing occurs when the direct marketer initiates the call.

**Text Ad** – advertisement using text-based hyperlinks.

**Title Tag** – HTML tag used to define the text in the top line of a Web browser, also used by many search engines as the title of search listings.

**Top 10** – the top ten search engine results for a particular search term.

**Trick Banner** – a banner ad that attempts to trick people into clicking, often by imitating an operating system message.

**Two Tier Affiliate Program** – affiliate program structure whereby affiliates earn commissions on their conversions as well as conversions of webmasters they refer to the program.

**Underdelivery** – delivery of less impressions, visitors, or conversions than contracted for a specified period of time.

**Unique Visitors** – individuals who have visited a Web site (or network) at least once in a during a fixed time frame.

**Uniform Resource Locator (URL)** – location of a resource on the Internet.

**Usability** – (see *Web site usability*)

**Vertical Banner** – a banner ad measuring 120 pixels wide and 240 pixels tall.

**Viral Marketing** – marketing phenomenon that facilitates and encourages people to pass along a marketing message.



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**Vlog** – a blog that publishes video content.

**Volunteer Directory** – a Web directory staffed primarily by unpaid volunteer editors.

**Web Analytics** - the analysis and reporting of internet data to understand and improve web site performance.

**Web Browser** – a software application that allows for the browsing of the World Wide Web.

**Webcast** - a presentation or seminar that is transmitted over the Web. A webcast is a one way communication on behalf of the presenter, and does not allow for interaction from audience -- see webinar.

**Web Design** – the selection and coordination of available components to create the layout and structure of a Web page.

**Web Directory** – organized, categorized listings of Web sites.

**Web Hosting** – the business of providing the storage, connectivity, and services necessary to serve files for a website.

**Webinar** - an interactive presentation or seminar that is transmitted over the Web. A webinar is different than a webcast which is one way and does not allow for interaction between the presenter and the audience.

**Weblog** - an online journal that may be setup and maintained with minimal technical expertise.

**Websert** - a text or graphic link that appears after an online purchase is made. From a direct marketer's perspective, a websert may be considered as a digital version of insert media.

**Web Site Traffic** – the amount of visitors and visits a Web site receives.

**Web Site Usability** – the ease with which visitors are able to use a Web site.

**Whois** – an internet utility that returns ownership information about second-level domains.

**Word-of-Mouth Marketing** – a marketing method that relies on casual social interactions to promote a product.

**WordPress** – a popular content management system that is available as a hosted service (wordpress.com) and self-hosted platform (wordpress.org).



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# THE Lee Arnold SYSTEM OF REAL ESTATE INVESTING

## WHO IS LEE A. ARNOLD?

Lee is the CEO of Secured Investment Corp, The Lee Arnold System of Real Estate Investing, and rapidly growing private money company, Cogo Capital ©, “The Private Money Company”©.

Lee’s desire to reach the heights of financial freedom has allowed him to discover unique investing methods and innovative strategies that many other real estate investors have no idea about. Through hard work, in-depth research, and years of full time investing, Lee truly has found the golden key to unlock the door to financial success.

Lee has generated millions of dollars in personal wealth and is known as one of the foremost experts in the foreclosure and short sale industry, as well as the private money market. His goal is to help other investors discover the same success he has found and experience the joy of a truly rewarding career.



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