Marketing and Lead Generation Specialty Lab

Transform Your Marketing and Achieve Immediate and Lasting Results!

THE LEE ARNOLD SYSTEM OF REAL ESTATE INVESTING

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MARKETING

&

LEAD GENERATION SPECIALTY LAB

Know that the use of internet resources in this home study course is designed to make this training not only relevant but also easy for you to implement and very cost effective because we show you how to use resources that you already have access to. Please understand that from time to time you will find a few of these 3rd party sites have changed the content of their page. The training is no less relevant in showing you what the end product can and should look like, however, you may need to adjust the steps to get there.

Please note that the **Turn Key Marketing Program** referenced during part of this video was provided for participants of the live event only. IT is not included in this Home Study Course. Please call 800.971.5988 to purchase the Turn Key Marketing Program separately.

Legal Information Is Not the Same as Legal Advice

This booklet provides information about real estate investing; private money borrowing, lending, and brokering; and is designed to help users safely determine their own legal needs. Please understand that legal information is not the same as legal advice. The application of law varies with an individual's specific circumstances. Laws vary from state to state and are in constant change, and although we do everything we can to make sure our information is accurate and useful, we recommend you consult a lawyer if you want professional assurance that this information, and your interpretation of it, is appropriate to your particular situation.

Printed and bound in the United States.

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Be strong enough to stand alone, smart enough to know when you need help, and brave enough to ask for it.

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"An investment in knowledge always pays the best interest."

Ben Franklin

AHA MOMENTS

THE LeeArnold SYSTEM OF REAL ESTATE INVESTING

AHA MOMENTS

DISCOVERING YOUR CUSTOMER AVATAR

One of the biggest and most common mistake people make early in their business is that they think they already understand their customers and know what they want. - Wrong. Until you have actually sat down and spent the time to analyze who it is that your business will cater to, all you will do is flounder trying to attract everyone. So many businesses skip this altogether and jump in without having the foggiest idea who their target market is and what they want. You may have heard this before but…

If you try to attract everybody, your business attracts no one.

What Is A Customer Avatar?

A customer avatar is an individual with a name, a picture and specific demographic and other characteristics. An avatar is not a real specific person; it is a composite of characteristics of many real people.

You are describing your target market, the people that you want most as your customers and will most likely buy from you again and again. It needs to be specific and focused. A common mistake many people make is to create a customer avatar that is too broad and general.

What an Avatar is Not

“My avatar is anyone who likes the topic X and wants to learn more about it.

What a Good Start to Defining Your Avatar Sounds Like

“My avatar is 25-35 years of age, works a full-time 9-5 job, has a family with 2 kids and finds themselves frustrated and feeling alone every day because they don’t know where to find the knowledge that I’m going to provide them about X.”

DISCOVERING YOUR CUSTOMER AVATAR

A Really Good Avatar

"My avatar is 32. Her name is Melissa, and she is a writer. She's been wanting to start a blog for months now, but she doesn't know where to start. She's a good writer, but she could really use some help on how to structure and format a blog post – plus, she's not really sure what exactly she wants to write about most of the time.

She is working part-time and earning her graduate degree online, so she's usually studying up on how she can start her blog on the weekends. Melissa lives with her boyfriend and they both want to travel more, hate their jobs and don't make enough money."

See how the example went from really, really broad in "What an avatar is not," to very, very specific in "A really good avatar?"

Your avatar needs to represent your ideal customer in a way that when that customer does come upon your website or other marketing, it's almost like you've read their mind. You've identified their pain points, fears, frustrations, desires and dreams.

It's almost like you've read their mind. You've identified their pain points, fears, frustrations, desires and dreams.

Information That Goes Into A Customer Avatar

A customer avatar brings together the facts you've gathered from watching and listening to the people you serve or come to your website. You need to really take the time to get into their heads and find:

- Key phrases or quotes they use
- Experience and expertise they have
- Emotions they experience
- Values they share
- Technology they frequent
- Social and cultural environments they frequent
- Demographics – age, sex, marital status etc.

- Hair, eye color, you name it – yes that's right
- Objections they may have to buying your product.

Why You Need a Customer Avatar

When you manage a business, the secret to attracting new customers or to even reconnect with old ones is to connect with them on an emotional level. You may be uncomfortable with getting all deep and meaningful about complete strangers, but this is what it takes to attract new customers like wildfire. Your avatar can help you to do this.

Once you have one you can use it to do things like:

1. **Market to and own a niche** where you become "*the one to go to*"
2. **Hone your marketing message** so it appeals to a specific someone as opposed to a generic everyone.
3. **Increase conversion rates** because you'll be able to say the sorts of things that will encourage your target customer to take action
4. **Attract more of the right customer** because the "wrong" people won't be attracted by your message
5. **Avoid spending money** on marketing that just doesn't work

With a detailed customer avatar in your business toolbox you'll be in the minority. That's because most business owners will not make the effort. As a result you get to work a brilliant competitive advantage. That's because instead of creating advertising that is forgettable, generic and blends in with what everyone else is saying, you can tightly tailor your message to your ideal customer. For example:

- Creatively use the language your customers use
- Closely address their buying objections
- Design the sort of offer you know your avatar will respond to
- Filter out the sort of person you'd rather not work with etc.

In addition, instead of guessing the most effective marketing media, or simply using the format that everyone else is trying, you can choose the method you know your target customers are most likely to look at. As a result you'll increase your conversion rate, attract more of the right customer AND avoid burning money on advertising that simply doesn't work.

Once finished, give your avatar a name. Even better find an image that best represents the person you've described. Next pin your avatar up somewhere prominent in your working space as a constant reminder of **who's the right who for you**. Then every time you write a blog post. Work on some new copy or develop a new product or service you can make the effort to get into the shoes of this person and visualize their perspective. What do they need to know? What could they struggle to understand? What objections might they have? Etc…As a result, your chances of your words hitting home will increase and what impact could that have on your bottom line?...Now that's something to think about!

What will your Avatar Look Like?

DISCOVERING YOUR CUSTOMER AVATAR

Customer Avatar Step-by-Step Guide

As a result of going through this process, you will come up with copy and sales messages that can be used on your website and in other marketing material.

- Start by defining what it is that you sell. Write down your product: _____________

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Figuring Out Your Customer's Profile

Think about your business and the best customers you've had or would like to have. You know those ideal customers. Now answer the questions below. Get specific. You want to be able to draw a mental picture in your mind of this customer. Some questions may be difficult to answer but do the best you can. You want to have a clear picture of your ideal customer. Get on the Internet and do some research if you have too.

- Who is your best customer? ____

____

- Where are they located? ____

____

- Are they male or female? ____

____

- What's their name? ____

____

DISCOVERING YOUR CUSTOMER AVATAR

- What do they look like? (Are they overweight, thin, long hair, balding, what kind of clothes do they wear... get very specific)

- What's the average age?

- What's their occupation?

- What is their income level?

- What do they desire, want and aspire to?

- What are their fears, frustrations and challenges?

DISCOVERING YOUR CUSTOMER AVATAR

- What keeps them up at night? ____

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- What conversations are happening around their kitchen table? _______________

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- What do they read? ____

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- How do they relax? ____

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- What are some other identifying traits? (Entertainment, Books, Movies, Magazines, TV; Hobbies; Education; Political Views; Having Fun, Food, Drinks, Vacations)

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- How do they make their decisions?

Understanding Your Market

If you took action and finished #1, you now have a clear picture of your ideal customer. Let's examine your market and the reasons why this customer is buying. Answer the below questions:

- What's your customer's biggest desires?

DISCOVERING YOUR CUSTOMER AVATAR

- What's their biggest problem? ____

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- What are their objections to purchasing your product(s)? ___________________

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- How can you help them now? ____

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Now that you know who your Customer Avatar is, take the time to draw a detailed picture of him/her to hang in your office. Make it large. Make sure you label your avatar with character traits and the details that you have identified. When you sit down to write your marketing copy look at your avatar and use him/her to guide your content. You want to appeal directly to your avatar. After all, this is your ideal customer!

Discovering Your Unique Selling Proposition

Unique Selling Proposition

Let's start at the beginning. What is a USP - Unique Selling Proposition? Many definitions abound as can be seen by these examples from the internet:

> "A unique selling proposition (USP, also seen as unique selling point) is a factor that differentiates a product from its competitors, such as the lowest cost, the highest quality or the first-ever product of its kind. A USP could be thought of as "what you have that competitors don't."
>
> - *whatis.techtarget.com/definition/unique-selling-point-USP*

> "The factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition.
>
> - *Entrepreneur.com encyclopedia*

> "Each advertisement must make a proposition to the consumer—not just words, product puffery, or show-window advertising. Each advertisement must say to each reader: 'Buy this product, for this specific benefit.'
>
> The proposition must be one the competition cannot or does not offer. It must be unique—either in the brand or in a claim the rest of that particular advertising area does not make.
>
> The proposition must be strong enough to move the masses, i.e., attract new customers as well as potential customers."
>
> - *https://en.wikipedia.org/wiki/Unique_selling_proposition*

But what do these definitions mean and how will a unique selling proposition help your business? Let's see if we can bring some understanding to these terms and extract some meaning that we can apply to our businesses.

Discovering Your Unique Selling Proposition

The Real Definition of a Unique Selling Proposition

A unique selling proposition is what your business stands for. It's what sets your business apart from others because of what your business makes and how you position your services in the open marketplace. Instead of attempting to be known for everything, businesses with a unique selling proposition stand for something specific, and it becomes what they are known for.

Many businesses make the mistake of attempting to stand for everything when they first get started. They want to do everything well, and they want to be all things to all people. They want to be known for having the highest quality products AND the lowest prices. They want to have the best _______ (fill in the blank with anything that can be sold) AND the cheapest prices.

The problem is this:

When you attempt to be known for everything,
you don't become known for anything..

What Will Your Business Stand For?

Before you can begin to sell your product or service to anyone else, you have to know what it is you are selling. You have to sell yourself on it. This is especially important when your product or service is similar to those around you. Your unique selling proposition will help you pinpoint what makes your business unique in a world of homogeneous competitors so you can target your sales efforts successfully.

Pinpointing your USP requires some hard soul-searching and creativity. One way to start is to analyze how other companies use their USPs to their advantage. This requires careful analysis of other companies' ads and marketing messages. If you analyze what they say they sell, not just their product or service characteristics, you can learn a great deal about how companies distinguish themselves from competitors.

For example, Charles Revson, founder of Revlon, always used to say he sold hope, not makeup. Some airlines sell friendly service, while others sell on-time service. Neiman Marcus sells luxury, while Wal-Mart sells bargains.

Discovering Your Unique Selling Proposition

Each of these is an example of a company that has found a USP "peg" on which to hang its marketing strategy. A business can peg its USP on product characteristics, price structure, placement strategy (location and distribution) or promotional strategy. These are what marketers call the "four P's" of marketing. They are manipulated to give a business a market position that sets it apart from the competition.

- **Product Characteristics,**
- **Price Structure,**
- **Placement Strategy (location and distribution)**
- **Promotional Strategy**

Develop a Great USP Requires You to:

Put yourself in your customer's shoes

Developing a USP begins with your target audience. Too often, entrepreneurs fall in love with their product or service and forget that it is the customer's needs, not their own, that they must satisfy. What do you know about your target audience and why do they purchase items from the market you are operating in? What needs does that market meet for them? In other words, are they looking for a time saving, some expertise, a trust-worthy supplier or something else?

By consulting customers, colleagues and friends you should be able to make a list of all the reasons why someone might choose to buy your product or service. Remember, price is never the only reason people buy. If your competition is beating you on pricing because they are larger, you have to find another sales feature that addresses the customer's needs and then build your sales and promotional efforts around that feature.

Know what motivates your customers' behavior and buying decisions

Effective marketing requires you to be an amateur psychologist. You need to know what drives and motivates customers. Go beyond the traditional customer demographics, such as age, gender, race, income and geographic location that most businesses collect to analyze their sales trends.

Discovering Your Unique Selling Proposition

Cosmetics and liquor companies are great examples of industries that know the value of psychologically oriented promotion. People buy these products based on their desires (for pretty women, luxury, glamour and so on), not on their needs.

Know your competitive advantage

You should be able to pull out one or two things that you believe your organization is really good at. Make a list of your competitors and see which needs they are meeting. Evaluate how well they meet those needs on a scale of 1-5. Just because someone currently has a position in a market doesn't mean that they're delivering on it. If you can do it better, that's a strong basis for market entry.

At the same time, you need to look at those needs that aren't being met and also think about the key trends in the industry. These trends could include changes in legislation for example. Consider current trends and those issues that will be most important in five years' time. Now see if you can extend your advantage into these areas.

Test and refine your USP

Come up with a strong statement that conveys each USP. You could also give each idea an image to help bring the concept to life. Talk to five or ten potential customers to get their feedback on the different ways you are positioning your brand.

Communicating your USP

Your USP should be driving the development of your company and your marketing strategy, whether you are creating a website or a logo or embarking on an online advertising campaign. Always ask yourself if your image and activity clearly communicates the benefit you are offering.

When it is all said and done, a great USP will answer these three questions:

1. What features of your business jump out at you as something that sets you apart?
2. What can you promote that will make customers want to patronize your business?
3. How can you position your business to highlight your USP?

Don't get discouraged. Successful business ownership is not about having a unique product or service; it's about making your product stand out--even in a market filled with similar items. Use the following guide to write your very own USP now!

Discovering Your Unique Selling Proposition

Unique Selling Proposition Step-by-Step Guide

- Start by defining what it is that you sell. Write down your product: _____________

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- Make a list of what you know about your target audience. ___________________

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Discovering Your Unique Selling Proposition

- Make a list of all the needs that your product or service could meet – these attributes are all potential USPs for your business.

- Screen the potential USPs above against trends and competitors. Now remove the USPs that are already being well met by competitors. Don't forget that your USP is a unique selling proposition so you are looking for a gap in the market. Write the remaining potential USPs below.

Discovering Your Unique Selling Proposition

- Match each USP above against what you and your business are good at. Also think about how you want to be seen. Don't advertise yourself as always being available if you don't want to work a 60+ hour week! Write the remaining potential USPs below.

- For the purpose of this exercise take two of the above potential USPs and create a page with words and visuals to bring the idea to life. Use the two blank pages that follow or you may do this on your computer. (Later you can repeat this exercise with the remaining potential USP's if you need more options.)

- Share you proposals with the others to get their feedback as to the strongest USP for your business. Write down the feedback you receive below. (Alternately you could conduct short interviews with about ten people in your target market to help you choose the best USP.)

Proposal 1:

Discovering Your Unique Selling Proposition

Proposal 2:

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- Choose the one with the best reviews and double check that you have the right USP.
    - ☐ Does it convey one strong benefit?
    - ☐ Is it memorable?
    - ☐ Is it clear who the brand is targeting from the USP?
    - ☐ Can you deliver what it promises?
    - ☐ Is it unique - or could a competitor claim the same thing?

- Use this positioning to develop your business and your marketing strategy. Evaluate your activities using your USP as a benchmark.

- Monitor trends and new competitors that could affect how customers see your USP.

Discovering Your Unique Selling Proposition

Potential USP #1: ____

Brainstorm with words and visuals below to bring the idea to life.

Discovering Your Unique Selling Proposition

Potential USP #2: ____

Brainstorm with words and visuals below to bring the idea to life.

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MARKETING KPIs

Key Performance Indicators or KPIs measure the quality of an organization's performance and assist in developing performance goals and strategies. They are one of the most critical ingredients in an effective marketing strategy. You can't assess your success without set criteria by which to measure it.

In many cases, key performance indicators are posed as questions that need to be answered. The answers provide the indications of organizational performance and strategic development. While developing key performance indicators might seem like a challenging task, it is an essential one for a company that plans to succeed.

One of the biggest struggles faced by marketers is what exactly they should be measuring - with a seemingly never ending pile of data available, you may be overwhelmed and unsure which metrics actually matter. The good news is that, while developing key performance indicators takes time, it is not necessarily difficult establishing relevant metrics if you follow a simple system.

Step 1

Identify the results you expect. In order to measure your organization's performance with key performance indicators, you first need to know what the goals actually are. For this exercise we are focusing on marketing so spend a few minutes and craft your top 5 marketing goals below. # of direct mail pieces sent, # of emails sent, response rates for each, # of appointments set base on marketing, # of sales from appointments, ROI on internet and direct mail campaigns, etc… (In reality key performance indicators are not limited to marketing, income or any one area of your business. You can and should focus on a variety of areas and write KPIs for all aspects of your business.)

List your top 5 marketing goals here:

- ______________________________
- ______________________________
- ______________________________
- ______________________________
- ______________________________

MARKETING KPIs

Step 2

Establish Campaign Goals. Establish the numbers the company needs to reach its goals. This step goes beyond just identifying the results; it gives shape to those results with actual numbers that represent objectives. Ask yourself how many mail pieces are sent a week, how many emails are sent, the number of appointments that are set and how much is currently spent on internet and direct mail marketing. You need specific numbers here. A clear goal–more than just a goal of "increasing company profits."

List your top 5 campaign goals here:

- ______________________________
- ______________________________
- ______________________________
- ______________________________
- ______________________________

Step 3

Identify the marketing progress that has occurred so far. Key performance indicators work alongside specific company activities, and developing indicators for future activities requires an understanding of what has already occurred or is in the process of occurring. If the company has a goal of making 50 outbound calls a week is currently making 25, then company is approximately 50 percent of the way toward its goal.

List your current marketing processes here:

- ______________________________
- ______________________________
- ______________________________
- ______________________________
- ______________________________

MARKETING KPIs

Step 4

Determine the percentage of change that has occurred within each area of review. In other words, take a closer look at the current numbers–not focusing right now on the future numbers–and consider what has happened in the past. Doing so will enable you to create more effective goals for the future. Look at the percentage of change on different scales: the change inbound calls from one month to the next, or the number of number of mail pieces between one month and the next.

List your calculations here:

- ____
- ____
- ____
- ____
- ____

Step 5

Establish the frequency of reviewing these indicators. Looking at key performance indicators should not occur just once but should be a process that occurs at stated intervals over time. Each area of a company studied will require a different frequency. In your marketing you will want to review each KPI weekly or monthly. Determine the frequency based on the nature of each KPI. Record you frequency of review below.

List your frequency of review:

- ____
- ____
- ____
- ____
- ____

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MARKETING KPIs

Now that you have a good start on your KPIs it is time to post them in a prominent location in your office. Use the provided resources to complete your marketing KPIs poster. The first 8 have been filled out for you.

- Number of direct mail pieces sent.
- Number of responses to direct mail.
- Number of emails sent.
- Number of responses to emails
- Number of appointments set
- Number of sales from appointments
- ROI of direct mail campaign
- ROI on internet campaign
- ______________________________
- ______________________________
- ______________________________
- ______________________________
- ______________________________
- ______________________________
- ______________________________
- ______________________________

Pulling your List from ListSource.com

Using ListSource.com

Why use ListSource:

Any business who wants to get their phone to ring uses a service like ListSource to acquire contacts. This is where your marketing begins. You must have contacts to market too. Through a service like ListSource you can target the contacts you want using a variety of criteria including geography, amount of mortgage indebtedness, property type, demographics, foreclosure status and many other options.

You can work with list brokers to acquire similar lists of contacts but why? Why go through a middle man who dictates to you the criteria for your contact search? Why would you want a list that is dated and has been sold to your competition already? By going directly to ListSource you are in control. You get to dictate the parameters of your search. You pay for only what you want and you are guaranteed that your information is fresh.

Follow the step by step process below and you will be able to pull a fresh list of contacts just waiting for your marketing to arrive. What are you waiting for…get started now!

Step by Step:

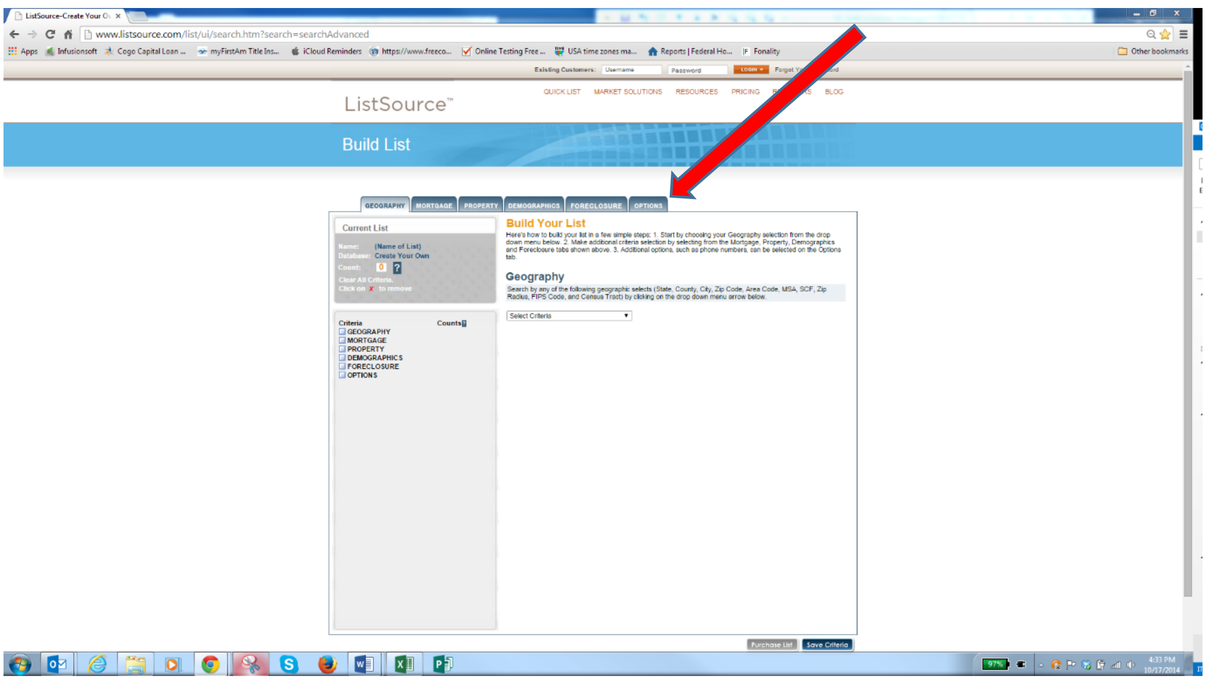
You must know what type of demographic fits the mold of what you are trying to accomplish? Depending on your goal, you will want to choose different criteria to pull your list. Remember, you are in control. If you do not like the results you are getting you can change who you target with your marketing. All you need to do is adjust the criteria you use to pull your list. Note, if you do choose to retarget your marketing you may need to adjust your marketing letter along with the list you pull. For the purposes of this demo we will be looking for property where the owner has significant equity and lives out of state from the property in question.

Getting Started

- Pull out credit card so you are ready to pay for your list at the end.
- Go to listsource.com in your favorite browser.

Pulling your List from ListSource.com

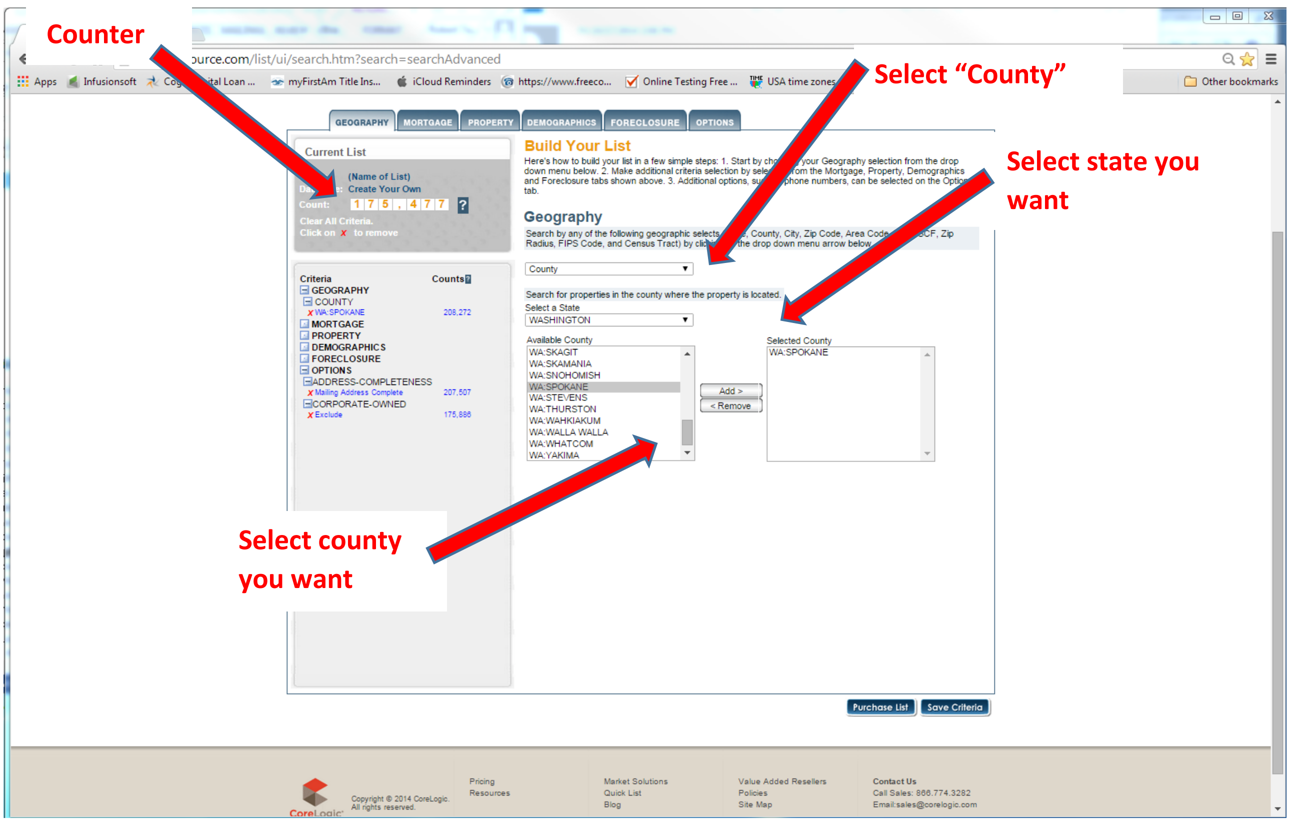
- Remember that out of state owners with significant equity in property that is in your market is our goal.
- Assuming you are a new user to ListSource, click on the “Build List” button on the left had side. (If you are a returning user, start by logging in at the upper right hand side.)
- We will be using the list of tabs located horizontally across the page – Geography, Mortgage, Property, Demographics, Foreclosure, Options.



Geography Tab

- Under the Geography tab use the drop down menu “Select Criteria” click on “county”.
- In the “Select State” drop down menu click on your state.
- In the “Available County” menu select the county or counties that you are interested in finding properties in. Click the add button to include them on your list.
- Watch the “Count” gage on the left to monitor how many contacts you have found with the criteria that you are using. Each time you change the criteria the count will be updated. Typically you will want to pull between 350 and 500 names. If

your list falls out of this range adjust your criteria. You should have a very large number (in the thousands) of contacts in your list at this time. Do not worry, we will narrow it down in the next steps.

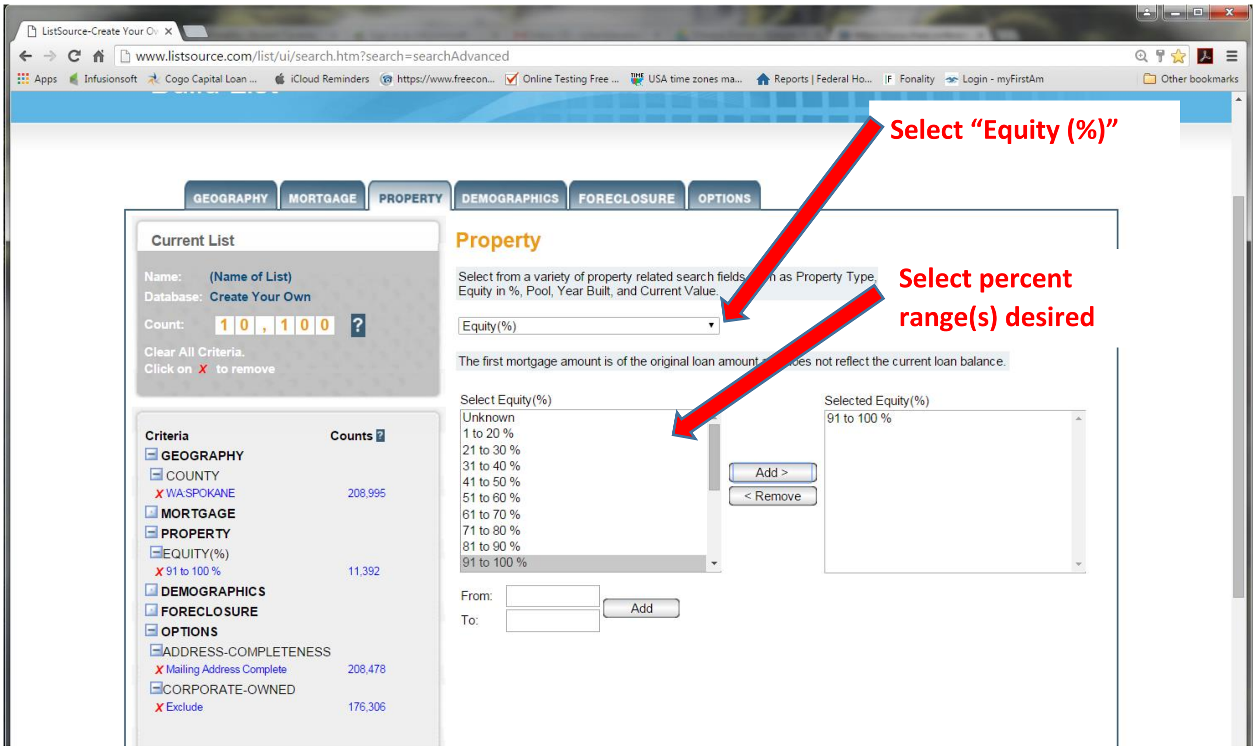


<u>Property Tab</u>

Option 1:

- Click on the “Property” tab along the top.
- In the drop down box “Select Criteria” click on “equity (%)”. After you complete this step the next box will appear.
- In the box “Select Equity (%)” select the percent ranges desired and click “Add” to the right of the box. We are interested in homes with significant equity therefore in this screen we want homes with HIGH percent of equity. For this example we will select the categories that include 51% or more equity. This can be adjusted later to include only the highest category, “91 To 100%” if needed, to control the number count.

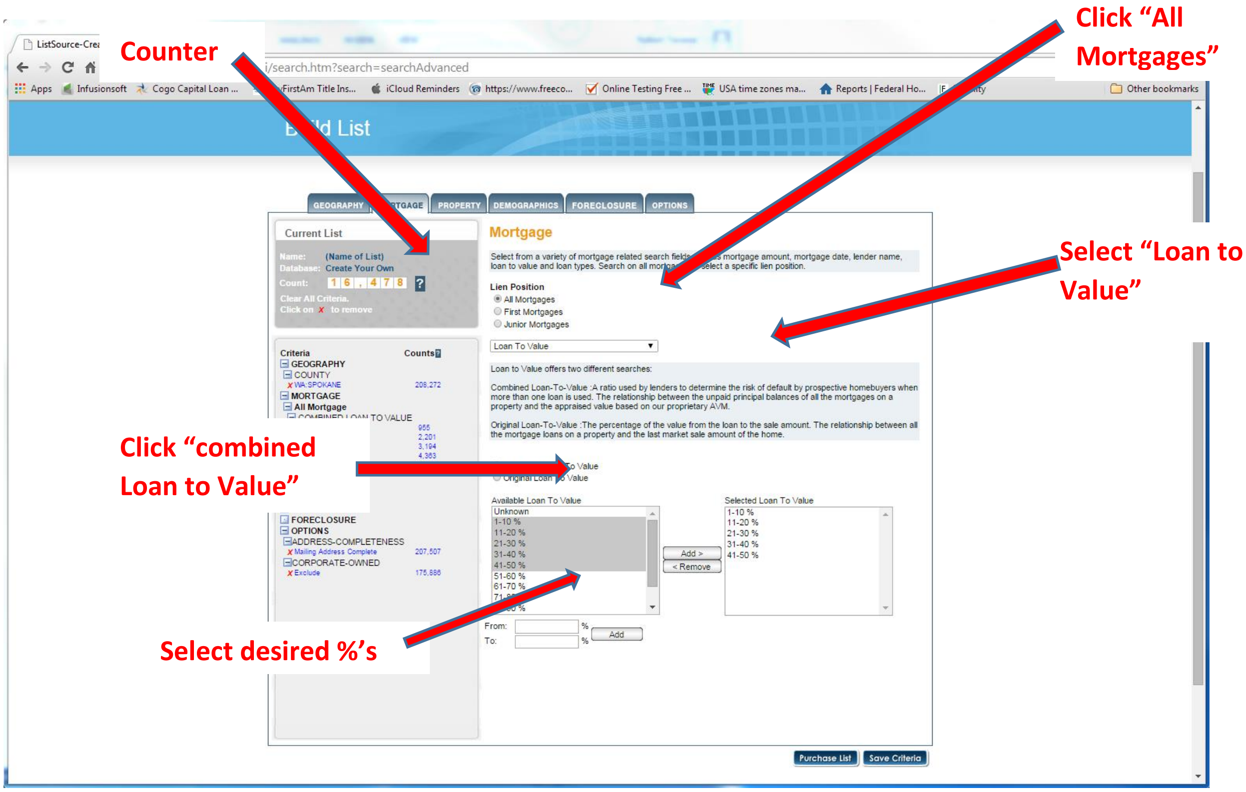
Pulling your List from ListSource.com



Option 2:
You can acquire a similar list to the list in option 1 above by doing the following:

- Move to the “mortgage” tab by clicking on it.
- Make sure the “All Mortgages” button is clicked. We want to find out about all mortgages because many, many home owners have taken out equity from their property through second and third and even fourth mortgages. If you do not ask specifically for “all Mortgages” it will not be included in the information you receive guaranteeing you some surprises latter on. We do not like those kinds of surprises!
- In the drop down box “Select Criteria” click on “Loan to Value”.
- Make sure the “Combined Loan to Value” button is clicked.
- In the box “Available Loan to Value” select the percent ranges desired and click “Add” to the right of the box. We are interested in homes with significant equity therefore we want homes with LOWER LTV’s. For this example we will select the categories that include 50% or less LTV.

Pulling your List from ListSource.com



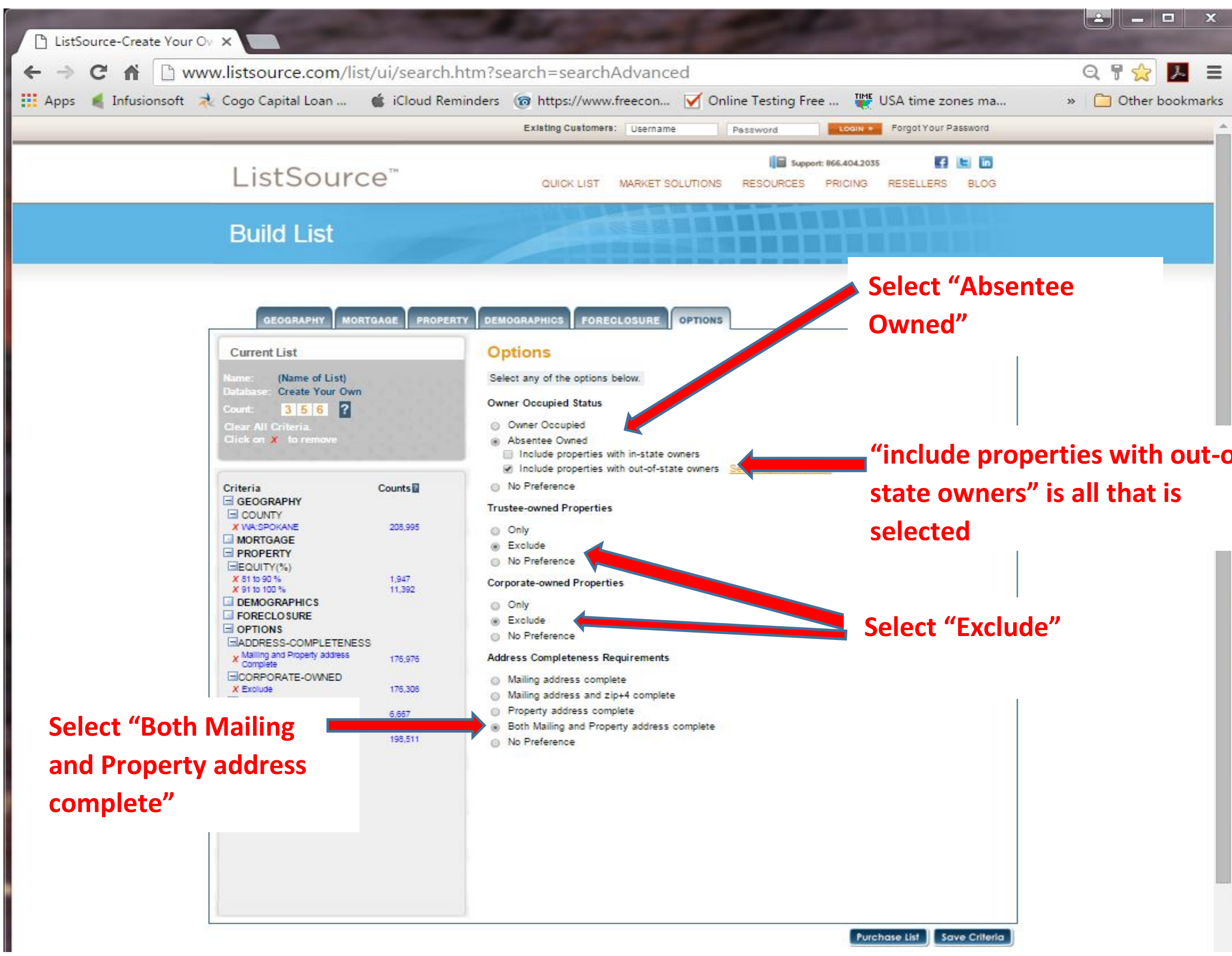
<u>Watch your Counter and Criteria & Other Options</u>

- Are you watching the Counter on the left had side? You should notice a significant change in the number of contacts. You should also notice counts being tracked based on the individual criteria that you have selected.
- Click “Demographics” at the top if you want to narrow your list or target certain home owners. You can explore your options here but for our purposes we will not use any of these criteria.
- Click “Foreclosure” at the top if you want to narrow your list or target certain properties that are in various stages of foreclosure. You can explore your options here but for our purposes we will not use any of these criteria.
  - Note that if you are interested in marketing to pre-foreclosure properties, it is suggested that you pull a list of owners who make less than $49,000 annually. Statistics tell us that the highest default rate is for those who make less than $50,000. This list can be generated using the “demographics” tab – “Household” button – “Estimated Income” selection from the drop down menu labeled “Select Criteria.”

Pulling your List from ListSource.com

Options Tab

- Click "Options" at the top.
- In the "Owner Occupied Status" select "Absentee Owned."
- Under "Absentee Owned" Make sure "include properties with out-of-state owners" is all that is selected. This is because we are going to focus on out of state owners.
- In the "Trustee-owned Properties" section select "Exclude."
- In the "Corporate-owned Properties" section select "Exclude."
- In the "Address Completeness Requirements" select "Both Mailing and Property address complete."
- Watch the Count on the left. Remember that the goal is between 350 and 500. If this is not achieved you will have to go back and adjust the criteria that was chosen.



Pulling your List from ListSource.com

Purchase your List

- If the Count is close to what you want click the "Purchase List" button at the bottom right.
- Create a Title for your list by filling in the box that is label "Enter a name for the list you are building:"
- Follow the instructions on the page to create your ListSource account and then to purchase your list.
- Make sure you select the button that says that you will be using the data purchased through ListSource for "Direct marketing solely for my individual or company use."
- Note that there are several add on option that you may or may not be interested in at check out. For our purposes none need be selected.
- Pay for list – PayPal/credit card etc.
- Download/export list into an Excel file.
- Clean up the formatting of your list in Excel to include the following columns in this order - Last name of owner, first name of owner, mailing address of owner, full property address, phone number of owner.
- Market to your new list!

Training for use of list source is available through the ListSource website and is a good use of time.

Formatting your List for Optimal Usage:

Once you download your list from ListSource you will discover that the list is not very user friendly. You will need to reformat the spreadsheet to optimize it for your usage. Here is the format that is preferred:

Pulling your List from ListSource.com

LAST NAME	FIRST NAME	MAIL ADDRESS	MAIL CITY	MAIL STATE	MAIL ZIP CODE	PROPERTY ADDRESS	PROPERTY CITY	PROPERTY STATE	PROPERTY ZIP CODE	PHONE NUMBER	NOTES

To achieve this you will need to eliminate some of the columns you receive with your ListSource purchase. Other columns will need to be moved around. As you proceed through this reformatting, be careful to maintain the distinction between the mailing address of the owner and the property address.

Dialing for Dollars

Talking with people is a critical part of being a real estate investor. Your success is dependent on your ability to effectively communicate to your prospects and convert them to clients. You must be able to engage them in conversation, assess their needs and offer ways that you can meet their needs. You are now in sales. You must learn to approach your prospects as a salesman would. You have to sell yourself and sell what you have to offer to the prospect.

Receiving Calls

When someone responds to your marketing letter do not make a quick, uneducated offer. This is the worst thing you can do. You cannot write a good offer before researching the underlying title of the property itself. You have to know what is owed so that you will know how to structure the offer. We will talk more about this later.

The first thing you need to do when you answer a marketing response call is to get them talking. You want to assess their pain points. This is the purpose of the initial phone call. Why did they open the letter? Why did they send you an email? Why did they call you? Why did they choose to respond? There must be a reason. What is the pain point that prompted their response? Your first rules of phone solicitation is to identify the pain. Just like a doctor who runs test on you to assess pain points, you must assess the pain point of the caller.

At this stage in the game you are simply collecting information about their need so that you can formulate a way to meet that need later. Remember, it takes an average of 6 touches to complete a sale. This is just touch number one! Let them talk. Ask some probing questions. Build rapport.

Early on verify their phone number - a great reason to have caller ID! If at all possible verify their other contact info as well before you ask for anything else. This is key for your follow up! Even if the call goes sideways and ends abruptly that does not mean this contact is dead. You can still follow up a month from now or 3 months from now if you have a working phone number. Having a working email address means you can continue to market to them through your CRM (more about this later) using your "drip system marketing" strategy. Keep things in perspective. Remember, 30 calls should lead to 10 qualified leads which should lead to 1 deal.

Calling your List

Make sure you have scheduled 60 -90 minutes a day to call your list! It is great when prospects call you directly from your marketing piece but you cannot wait on all of them to call. You must be proactive, pick up the phone and make all the calls you can.

The whole purpose of a mail campaign and out bound calls is to separate prospects and suspects. You want to eliminate bad numbers, time wasters, disconnects, tire kickers, lookyloos and those who say "take me off of the list." Eradicate all these people from your list who you cannot or do not want to continue a relationship with.

If you are concerned about the "Do not Call Registry," don't be. You are not a registered teller marketing company. This means you do not need to worry about purging your list via the "Do not Call Registry" prior to calling. There is a string of code in the law that says if you are an individual entrepreneur working and conducting business on behalf of yourself then all you need to do is stop calling people when they say take me off the list or if they mention they are on the "Do not Call List." It is that simple, just take them off your list. The only time you need worry about the "Do not Call List" is if you start calling them after they have told you to take them off of your list or after they tell you they are on the "Do not Call List." At this point you are in violation of the law.

Afraid of rejection? Don't be. Often what seems like rejection is not rejection at all. It is just a request for more information. It's your prospect saying, "I don't have enough information to make a decision right now. I need to know more."

Don't let phone fear freak you out. Don't allow your mind to play the, what if scenarios. You may feel as if you are not adequately prepared or equipped yet to be making calls. Do not worry. You do not need all the details about a property before talking with the owner. If you think you do, you will just be wasting countless hours researching properties of home owners you may not even have the opportunity to talk to.

FINDING PHONE NUMBERS

Has it sunk in yet?!? You do not need to know everything to start making phone calls. When you get stumped – the prospect has questions that you do not have answers for, just say: “That is a great question! Rather than give you information that may or not be the correct, let me do some research and I will call you back. I can speak with you again on _______________(pick two different days and times to offer them), which of these works for you?”

Presto! You have just established yourself as someone on their side who is willing to go out of your way to make sure you have all the right answers. You have also very cleverly set the next appointment which is exactly what you need to have happen next. Remember 6 touches? So not knowing all the answers turns out to be a good thing.

In the section above called “Receiving Calls,” It was stated that you should be spend time asking questions of your prospect to determine what their needs are. The same applies here. Once this has happened you want to let them know how you can fill those needs and what benefits they will receive by working with you. Sometimes it is sufficient at this point to simply say, “I can help you with that. Let me do some research and I can call you back. I can speak to you again on __________________________.” Remember it is not about what you want to say but about what they need to hear.

It is a lot like having a verbal dance with people or even flirting. You are just trying to get a relationship going. Stay positive. Keep upbeat during your meeting. Stay in the lead. Even if the conversation goes nowhere, handling things in a professional and positive manner can keep you on the forefront of your prospect’s mind for when their situation changes. This is important because it is not uncommon for an investor to get 30-40% of their deals from follow ups months later after the initial contact.

Energy and enthusiasm are critical while you are on the phone. Stand up while you are on the phone! It will make a difference in your voice and how you talk! In a phone conversation the tone of your voice has a far greater impact then the words that you say. Did you hear that? How you say it means more than what you say!

Build rapport. Find things that you have in common and talk about those things. Establishing rapport builds a connected. Do not attempt to do this at the beginning of the phone call. If you do it will come across as insincere. Rapport is built throughout the conversation as you discuss the property and even over several conversations. Create mental and visual pictures for them by talking about points of geography in the area of the property or other areas you have in common. It will make it much harder to reject you if they feel connected.

At the end of each call stop, analyze and improve. Not the calls where no one answered or the ones where they hung up on you. We are talking about the calls where you actually had a conversation with someone. Analyses the results. Did you do a good job? Did you verify contact information? Did you build rapport? What key needs did the prospect have and did you meet them? Did you set a follow up meeting? What could you have done differently? Whenever you finish a meeting, whether in person or on the phone, analyses the experience and take notes. Write it down for next time. Learn from each encounter and constantly be improving your skills.

Pulling Phone Numbers:

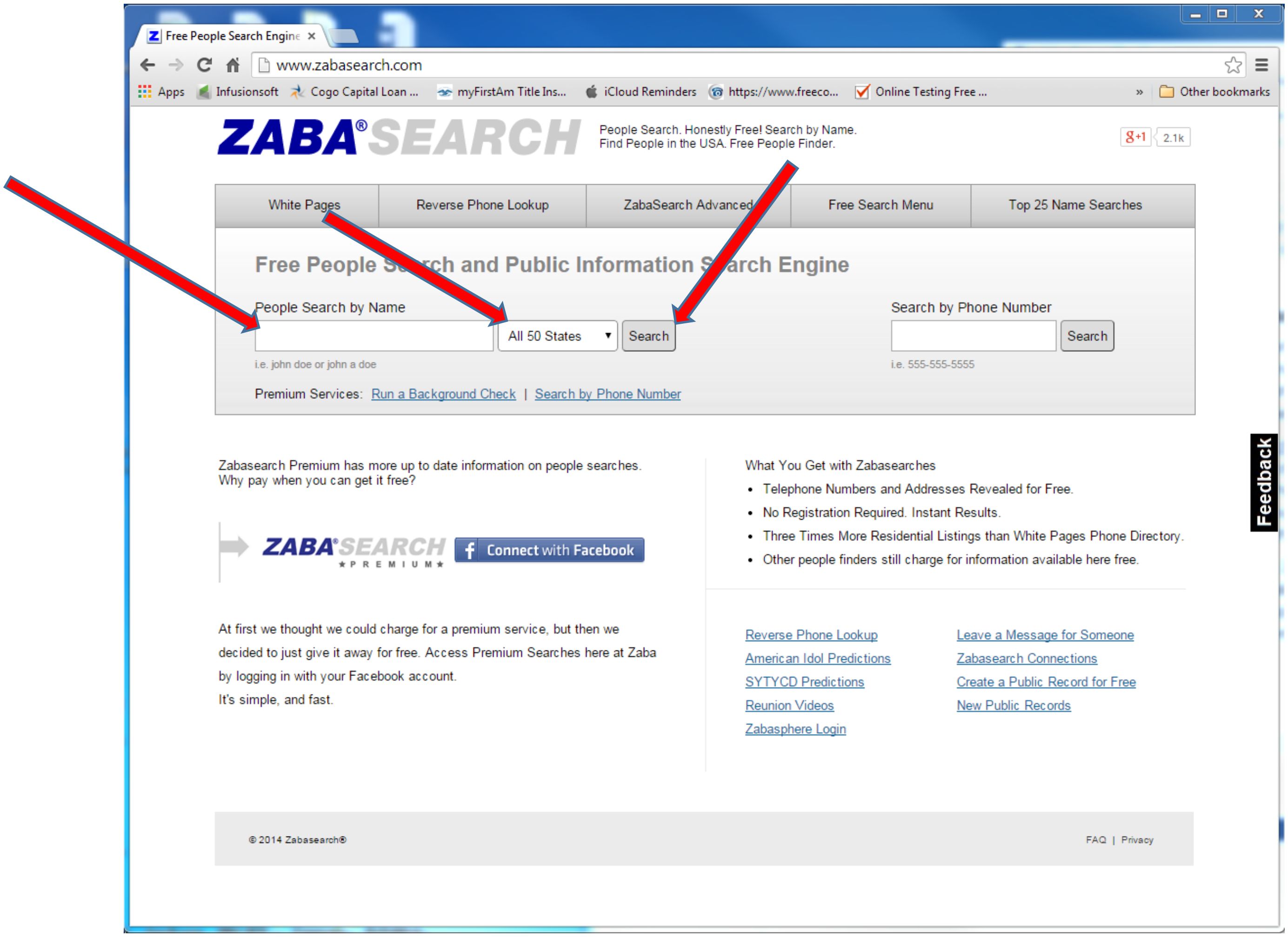
So you are all set to start making outbound calls but the list you purchased does not have any phone numbers on it. What do you do? We use the power of the internet that is at our fingertips. Start with a name and an address from your list (or from anywhere else.)

Using Zaba Search

www.zabasearch is where to start. Type the name of the person whose phone number you are looking for into the “People Search by Name” search box. Select the state that the person lives in from the appropriate drop down box. Now select the Search button.

THE LeeArnold SYSTEM OF REAL ESTATE INVESTING

FINDING PHONE NUMBERS

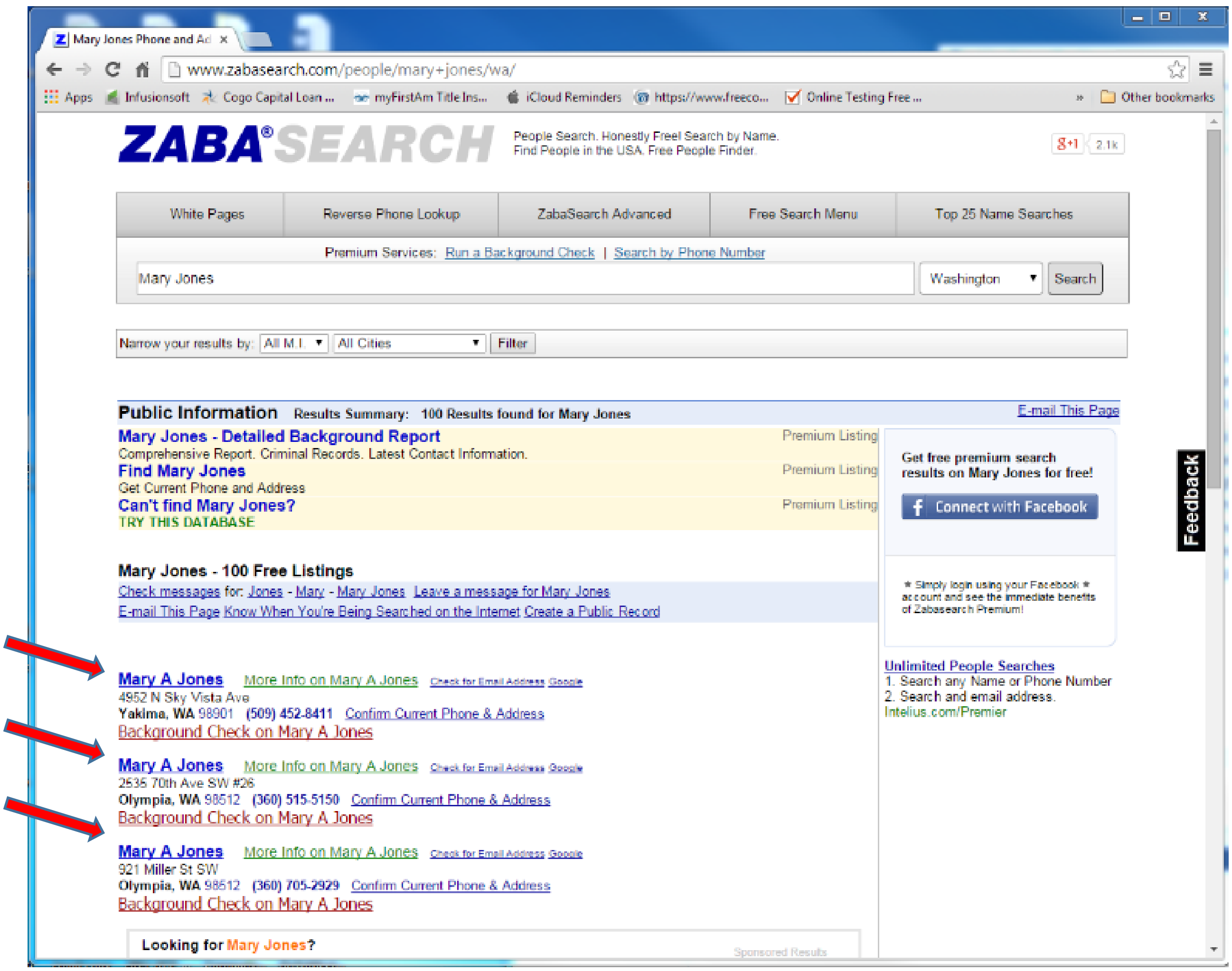


There are a few possibilities that could happen at this point. The first option is that Zaba Search does not return any results. In this case you need to move on and try a Google Search. We will talk about that shortly.

The second option is that Zaba Search returns one or more possible matches to your search. Your results will vary, but often you will find several names matching your query are returned through the search. Regardless of how many names are returned you need to go through the list of names and cross reference them with the personal address of the person you are looking for. Remember you need to use the personal address (mailing address) of the home owner to cross reference and not the actual property address.

FINDING PHONE NUMBERS

In the example below the search was completed for Mary Jones in the state of Washington. What you cannot see from the picture below is that the search returned 100 possible matches. To find the correct one you need to cross reference the home address as stated above.

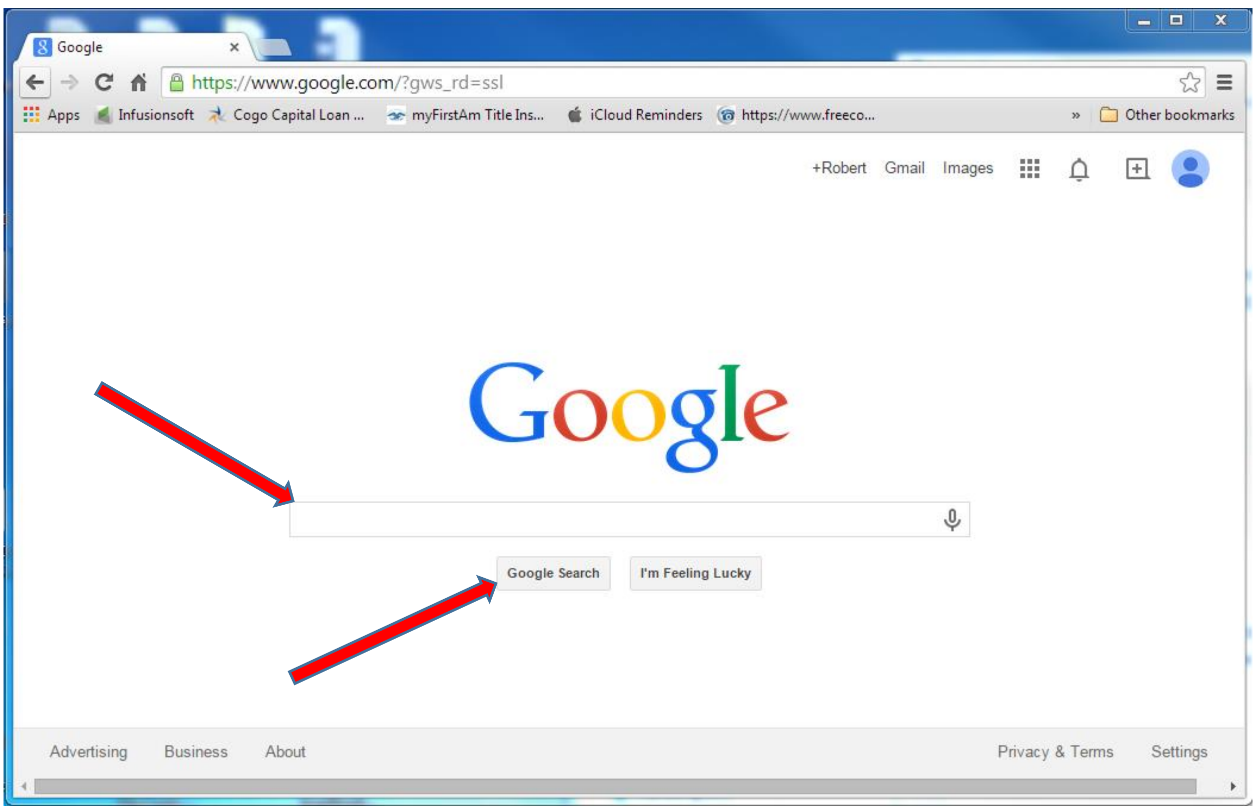


Often times with Zaba Search you will not be able to find the phone number of the person you are actually looking for even when matching names are returned. In that case you will need to move on and try a Google Search.

FINDING PHONE NUMBERS

Using Google Search

To complete a Google Search copy the name of the person you are looking for and as much of the address as you have available from your list. (Highlight the information with your curser and then press "Ctrl C".) Next, open a new tab on your browser and go to www.google.com . Paste the name and the address into the Google search bar (placed the curser in the search bar and press "Ctrl V" on your keyboard) then press the "Google Search" button. If cut and paste is not your thing you can accomplish the same search by typing all the information you have into the Google Search bar.



A Google Search will typically return a ton off information most of which will not be what you are looking for however it is worth a few seconds of your time to complete the search. Sometimes you can get lucky and find a page that will give you a phone number. Sift through the pages quickly to see if you can find the person you are trying to identify along with their phone number.

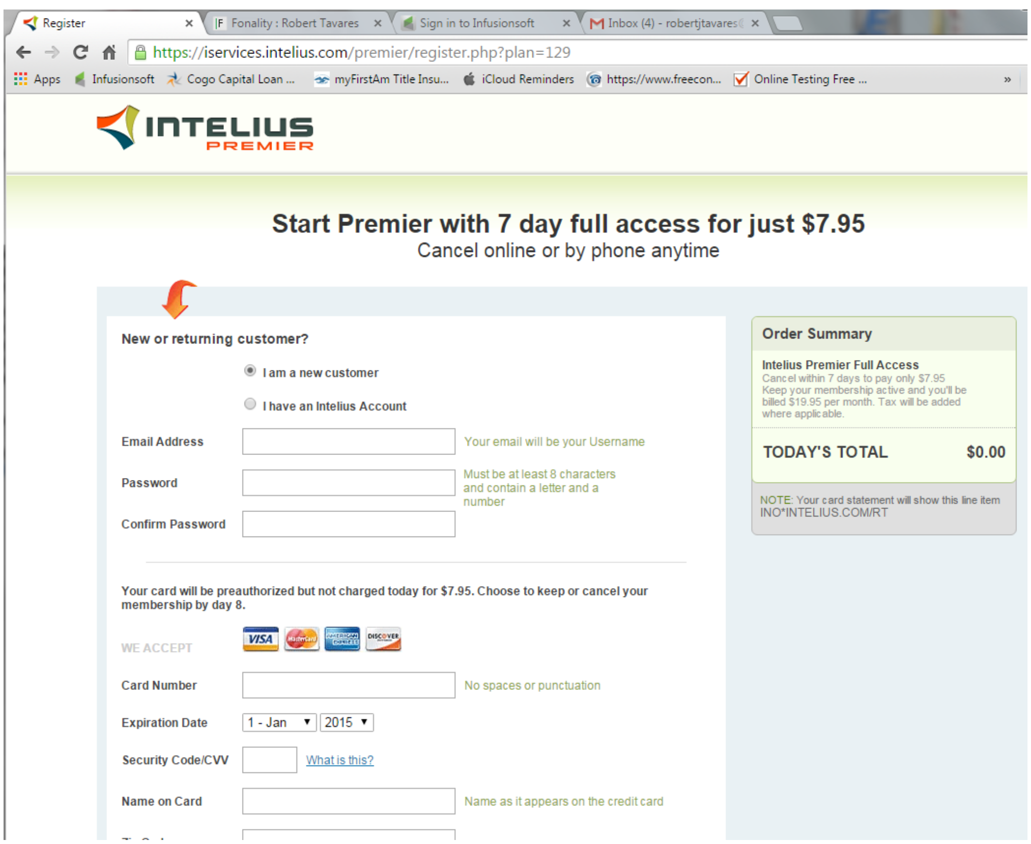
FINDING PHONE NUMBERS

This is not something you should be spending hours researching. You should not spend more than 60 seconds trying find a phone number on any one prospect. Check Zabba Search, check Google Search, and then move on to the next one.

Keep your search for phone numbers in perspective. You will not be able to find all of the phone numbers that correspond with the names on your list. If we are unable to call a prospect we will continue to market to them and move on. We are going to send them a second letter and a third letter and if they are a good prospect they will eventually call us. At that point we will make sure to acquire their number!

Intellius

For those willing to pay to improve their chances of acquiring phone numbers, the use of http://www.intelius.com/ is recommended. This is a monthly pay site that will allow you to search for personal information, including phone numbers, on line for just $19.95 per month. To set up your account visit https://iservices.intelius.com/premier/register.php?plan=129 .



WRITING KILLER COPY THAT SELLS!

55 of the Most Powerful Openings Imaginable

When it comes to writing killer copy, getting started is often half the battle. That first line can be so elusive. You know you need an opening that sucks the reader in but what should it be? If you miss the mark here the rest of your efforts, no matter how grand, are a waist!

Having a few go to phrases at this point can be God send…and now you have it! The following lines contain 50 of the most powerful openings you can imagine. Use them as is or as a starting point to generate your own great leads.

1. Imagine…
2. This letter has one simple purpose.
3. Will you do me a favor?
4. Frankly, I'm puzzled…
5. Try this simple experiment to prove to yourself that…
6. Could you use an extra $500 a week? How about $1,000?
7. Yes, it is true…
8. I'm writing to you because I heard about your company through the grapevine.
9. Are you paying too much for _______? Here is how to find out…
10. I recently made a whopping $ _________ by following some simple, yet powerful, concepts I'm about to share with you.
11. I thought I would have heard back from you by now.

WRITING KILLER COPY THAT SELLS!

12. If you are concerned about ________ then this letter is for you!

13. No doubt about it, when you choose to buy a ____________, you made a smart decision.

14. You are among a very small group of ___________ invited to use the Gift Certificate I've enclosed.

15. I am writing with valuable information about…

16. What is "business as usual?"

17. Anyone who tries to sell you a system to get rich quick ______________ is not to be trusted.

18. Let's face it, no one cares more about your money than you do.

19. Please accept this invitation to…

20. Because you are a _________ customer, you can advantage of ___________...

21. Now you can enjoy…

22. You spoke. We listened. Now I can't wait to tell you the good news!

23. Did you ever think that you could…

24. Congratulations!

25. You are invited to…

26. It is astonishing.

27. Nobody knows better than you how much easier life is with ___________________!

WRITING KILLER COPY THAT SELLS!

28. I sure hope you want to make a ton of money!
29. You have been specially selected to ________________.
30. Let me give it to you strait.
31. How to ___________ in 30 days!
32. What if…
33. Isn't it nice to know [STROKING, FLATTERING RECIPIENT]?
34. Today I found out that you. . .
35. You want it. We have it.
36. In the time it took you to open this envelope. . .
37. I couldn't wait!
38. Do me a favor (I need a favor from you).
39. Get ready!
40. Time has passed since... (It's been a while since...)
41. We've all been waiting (striving) for this.
42. Who are we?
43. This gets my highest recommendation.
44. Do you have an exit plan for…

45. How long can you afford to go without a paycheck?

46. ___________ recommended we talk.

47. What would it mean to you if your business was able to achieve ________?

48. I have an idea to address _________.

49. I've long been a fan of...

50. I recently came across this ______ and thought you'd find it valuable...

51. __________ is right around the corner, will you be prepared?

52. I've been following _________, and I'm curious to learn a bit more about ________

53. I don't know how you feel about __________, but to me it's...

54. I help companies like yours solve ___________ by...

55. Is _____ a priority for you right now?"

The 6 Most Powerful Words

When it comes to assembling persuasive copy, like any other construction job, you need to rely on your skills, experience, and toolbox. As a writer, your toolbox is filled with words.

Not just any words mind you. A copy writers words must be powerful. There are certain power words that hold more sway over our decision making process than others. You might be surprised to find that these "power words" don't seem … well, all that powerful.

WRITING KILLER COPY THAT SELLS!

Below you will find these words that will show you how to speak more persuasively to your audience. Before you run off slapping these words on every piece of content you create for no apparent reason, you'll be wise to understand why these words are persuasive. To utilize their full value, you must use them in the contexts that make sense for your audience and your business.

1. You & Your

You & Your - draws the reader in. The absolute, most powerful words in sales and marketing. The issue you care most about is you. You're interested in your wants and needs, your family, your job, your future, your house, etc… Engage your prospect. Talk about what's important to them. Address their needs, desires, goals, concerns, priorities, challenges and so on. This makes your marketing seem personal. Learn how to flirt with (not in a romantic way) and flatter the "you" in your audience. Then segue into how your product or service relates to and impacts them.

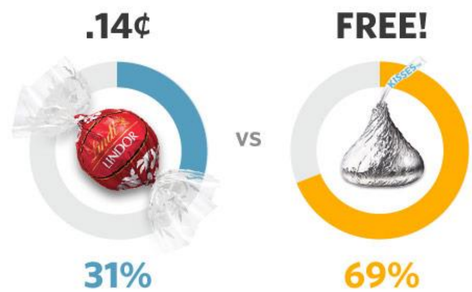
2. Free

Everybody loves free. People love free stuff so much they'll actually make different choices, even when the respective value of the item or service remains the same.

Dan Ariely revealed this startling fact in his book Predictably Irrational, where he examined a very unusual "battle" between Lindt chocolate truffles and Hershey Kisses. To test the power of the word "free" in relation to concrete value, the study first asked people to choose between a 1 cent Hershey Kiss or a 15 cent Lindt truffle (about half its actual value, generally considered a richer, superior chocolate). The results were as follows:

The results at this point were clear and expected. Tastes were found to be very much in favor for the truffle.

Later, another random group of subjects seemingly flipped on their opinion of these two treats. Ariely revealed that when the price was reduced by one cent for both brands (meaning the Kiss was now free), people altered their choices drastically. With the new prices, here were the results:



Although in the first test it appears we simply can't pass up a deal, as it turns out, we really can't pass up a steal. Although the relation in prices remained the same (a 14 cent difference between the two), people chose the Kiss far more often when it was free.

Ariely points to loss aversion (our disdain for losing out on things) and our natural instinct to go after "low hanging fruit" as the reasons why we are so susceptible to snatching up free stuff.

The danger of free: As we've seen here, there is a certain inherent danger in trumpeting free things. Having something for free will attract more people. But that will most certainly include a fair share of "bargain hunters" who aren't likely to turn into the superstar customers that really grow your business. Remember that something you get for free has no value by definition.

Use free only when it makes sense, and only in the right context. Emphasizing the "freeness" of your free guides, courses, information, support, etc., can go a long way in attracting attention.

3. Because

In a study from the classic book Influence by Robert Cialdini, tests were conducted on requests from a person in a hurry to use an in-office copy machine. The tests examined how different requests might affect people's willingness to allow this person to "cut" in line.

In the first test, the participant simply stated: "Excuse me, I have 5 pages. May I use the Xerox machine?" In this scenario, around 60% of people allowed him to cut in line and use the machine first.

In the next scenario, the request was slightly tweaked. This time the participant said: "I have 5 pages. May I use the Xerox machine, because I am in a rush?"

Let's break this down: Not only was the request only minimally changed, but the "because" (his reason) was barely a reason at all! "Because I'm in a rush" wouldn't stand up as a good excuse for most of us, right? Isn't a majority of the working world in a rush?

Despite what we might like to believe, around 94% of people allowed him to cut in line this time! If you think that's strange, check out the request used in the 3rd and final test: "Excuse me, I have 5 pages. May I use the Xerox machine because I have to make copies?"

That went from having a barely passable reason to absolutely no reason at all for letting the man cut. In spite of this, 93% of people let him cut on this third trial, only a 1% drop from when he had a weak reason ("I'm in a rush") and a 33% improvement vs. the first test.

According to Cialdini: A well-known principle of human behavior says that when we ask someone to do us a favor we will be more successful if we provide a reason. People simply like to have reasons for what they do.

4. Instantly

The subject of delayed gratification is an important one among neuroscientists, as many famous studies (such as the Stanford marshmallow experiment) showcase how being able to delay rewards to a later date is a skill needed to become successful.

The reason this interests us as marketers is because it reveals an interesting aspect of human nature …We want things yesterday!

Several MRI studies have shown just how fired up our mid-brain gets when we envision instant rewards, and how it's our frontal cortex that's activated when it comes to waiting for something (that's a no-no for sales).

Words like "instant," "immediately," or even "fast" are triggers for flipping the switch on that mid-brain activity. If you are in the business of selling web-based software, you already have an advantage here: "instant access" isn't a vague promise, it's often the reality. For those in the physical products or services business, reminding customers that they will receive their product quickly (or someone will get in touch with them ASAP) can go a long way in being the gentle push they need to buy.

We've seen how even "tightwad customers" can be swayed with these subtle changes in language to insinuate fast pain removal. It's a reliable tactic for converting more prospects into customers as long as you follow the one golden rule …"Always deliver on your promises." And, whenever possible, over deliver.

This is an area where many business get too optimistic, and although it's smart to emphasis these instant rewards, it's also always a good idea to under-promise and over-deliver, so be sure you can actually follow through on your promises or you may end up with a "tribe" that hates your guts.

5. New

Human nature always wants the latest and greatest (just look at the iPhone, iPad, & iPod). The word "new" conveys youthfulness, excitement, energy, vision, and daring. This one almost seems paradoxical. According neuroimaging research, we actually respond more favorably to recognized brands, and can have a hefty amount of disdain for any drastic changes. (Remember New Coke?...)

On the other hand, it's long been known that novelty plays an incredibly important role in activating our brain's reward center and in keeping us content with our products. "Newness" is important to products, especially because research has shown that they age far more quickly than "experiential" purchases. Meaning you'll hate your new headphones in 2 years, but that concert you went to 5 years ago is full of fond memories.

How can you achieve balance against these two contradictory sides of the same word? The important things to consider here are which parts of your business generate trust, and which parts generate utility. It's your brand that creates trust, and as the saying goes, if it ain't broke, don't fix it.

Your core brand elements, like your unique selling proposition, your dazzling customer service, and your quality offering in the marketplace should be approached with excessive caution if things are going well.

With your products, it's far easier to excite customers with new features and polish. Even if things don't work out perfectly, a majority of customers will appreciate innovation attempts over no progression at all.

New fixes to old problems, new features and improvements, a fresh new design, or even new ways of getting your message out there (Red Bull anyone?) are all essential for keeping your customers "on their toes," without losing the trust that has cemented you as an awesome brand in their mind.

6. Guarantee

One of the most important things you can do as a copywriter is make your prospects believe—beyond a doubt—that they're going to get incredible results. Strong guarantees are almost sure to create more sales than refunds, so offering them makes sense (as long as your product is as good as it's supposed to be) so go ahead and offer a guarantee.

WRITING KILLER COPY THAT SELLS!

Using Your New Power Words

Let's practice using your new power words. Write answers to the following question to unleash the inner copywriter in you.

Write three sentences beginning with the word "You" or "Your" to explain three different reasons why a customer will love your product:

- ____
  ____
- ____
  ____
- ____
  ____

Use the word "Free" 3 different ways to promote something about your product.

- ____
  ____
- ____
  ____
- ____
  ____

List as many different things as possible that you are willing to guarantee in regards to your product, services, company or the customer's satisfaction.

- ____
  ____
- ____
  ____

WRITING KILLER COPY THAT SELLS!

- ________________________________
- ________________________________
- ________________________________

List as many different things as possible that are new about your product, service, or company.

- ________________________________
- ________________________________
- ________________________________
- ________________________________
- ________________________________
- ________________________________

Use the word “Instantly” 3 different ways to promote something about your product or company.

- ________________________________

WRITING KILLER COPY THAT SELLS!

- ____
  ____
- ____
  ____
- ____
  ____

Use the word "Because" 3 different ways to promote something about your product or company.

- ____
  ____
- ____
  ____
- ____
  ____

Writing Your Copy

Now that you have learned a few tricks to writing copy it is time to put your skills to work. On your computer (preferred) or in the space below you need to write a series of 6 emails. This emails will become part of your auto responder that we set up in a later lesson. Remember who your Avatar is when you write and write it to them. Start with your subject line and then move on to the copy.

Email 1:

Subject: ____

____

Email 2:

Subject: ______________________________

Email 3:

Subject: ______________________________

Email 4:

Subject: ______________________________

WRITING KILLER COPY THAT SELLS!

Email 5:

Subject: ____

Email 6:

Subject: ____

NOTES

NOTES

NOTES

THE LEE ARNOLD SYSTEM OF REAL ESTATE INVESTING

NOTES

FROM BLANK SLATE TO LEAD GEN!

Today we will start with a blank slate and build a web site, publish the website, create an opt-in form, create an autoresponder, and generate leads. To do this we need a basic understanding of a few things:

The Blank Slate:

Domain

A string of characters that resolves to a specific server on the Internet i.e. http://google.com resolves to 66.102.0.0:80. Nobody will remember the numbers but they can easily remember google.com.

If you are branding yourself: Sears, Amazon, Google, the name of your domain is important. If you are marketing a product or service, the name of the domain is less important. What is more important is how you position yourself on the internet so that when someone searches for information they need, your name comes up.

Example - Lee Arnold's Funding Tour:

- How is someone more likely to visit the funding tour page? Is it because of the domain name?

- http://www.leearnoldsystem.com/events/funding-tour.php

- Will they be going to…?

- http://fundingtour.com

Today, most people will go to their browser of choice and type in "Lee Arnold's Funding Tour" or some derivative of that. So is the name of the domain really that important? Yes and No! – You still need one! You need one because you are still going to do conventional advertising.

FROM BLANK SLATE TO LEAD GEN!

Direct marketing is what we are talking about. This is the key. Direct marketing is marketing an idea that results in a response. If you are in business you have to make sales. If you are wasting time trying to brand yourself what you are actually doing is just wasting time! You need to be creating leads. If you are going to make money, you must have leads. Leads are your life blood.

USP — Unique Selling Proposition:

- What do you sell?
- What are you known for?
- What would someone type into to google search bar to find you? ___________

____

Remember that many people may not have your same vocabulary. They may type in different words. You want to try to keep it as simple as possible to keep your costs down if you end up buying that as a key word.

URL — Universal Resource Locator:

A very generic term. It is just a file location somewhere. You have URL's on your computer that define where all you files are stored. A unique web resource (when prefaced by 'http') page, image, etc.

Examples:

http://fundingtour.com

Coming up in this section, you will be asked to use two URLs on your landing page.

One is an image. It is located here:
http://las.cogo.membership.site.s3.amazonaws.com/MarketingHSC/7Steps.png

The other is a link to an eBook. It is located here:
http://las.cogo.membership.site.s3.amazonaws.com/MarketingHSC/eBook.pdf

Most auto responders and links in emails use this technology to track responses and clicks.

Webserver — Webpage — Website:

A webserver is where your website is located. In one sense this can be thought of as a physical dedicated computer and/or appliances that contains the data that makes up your website.

- **Example:** webserver — leearnoldsystem.com

A website is usually understood to be a collection of connected pages housed on a web server and accessed through a web browser. A website has an http in front of it. This is how a browser tells the web server that it wants information from it. When the browser contacts the webserver it opens a port that sends information back to the browser which is displayed on your computer screen.

- **Example:** website — http://www.leearnoldsystem.com

A webpage is a specific page inside of a website. Note in the example below that the URL contains the website information followed by a "/" and a location or name of the page.

- **Example:** webpage — http://www.leearnoldsystem.com/rehab

Lead Capture — Opt in — Web Forms:

Leads consist of at least an email address. The more information you capture, the more valuable the lead. However, the more information you request, the less likely a web site visitor will give the information. Balance is the key! Lead Capture occurs whenever someone opts-in through a web form.

Examples of Lead Capture:

- http://leearnoldsystem.com/bcp
- http://leearnoldsystem.com/rehab

- http://fundingtour.com

How much information should you ask for on a lead capture form? Our experience and our own tests have shown that it is best for us to ask for 5 pieces of information.

1. First Name
2. Last Name
3. Email Address
4. Phone Number
5. Zip Code

Autoresponders:

An autoresponder is an automatic email sent as a result of new lead creation when someone opts in through a web form. The autoresponder responds to that specific opt in with an email that prompts the opt-in to take an action designed to further engage with you. This is the only purpose for using an autoresponder. To acknowledge the opt-in and to say “here is something that may interest you.” If you are not doing this you are wasting your time and their time.

Example:

- http://www.cogocapital.com/lee-arnold-ceo-fireside/

Email Campaigns:

An email campaign is typically an automated series of emails sent out through a Customer Relations Management System (CRM) designed to fulfill a specific purpose such as:

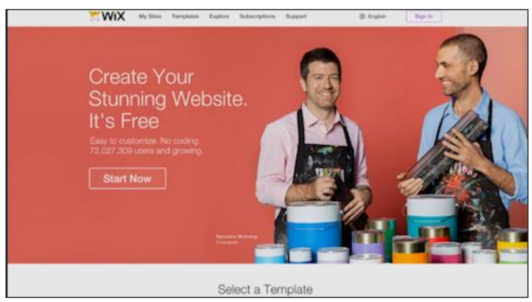
- Thank you
- Indoctrination
- Drips
- Offers
- Opt out — unsubscribe
- Broadcast
- List segmentation

FROM BLANK SLATE TO LEAD GEN!

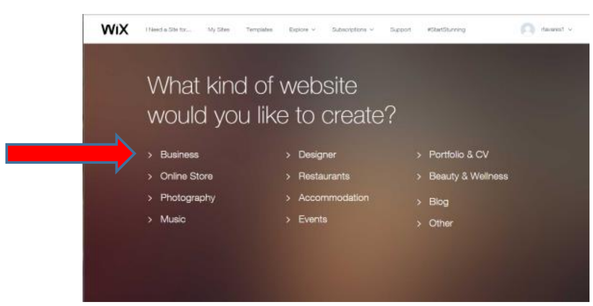
Building a Lead Capturing Website:

This section of the course will be extremely hands on. Please open a webpage and follow along as your instructors lead you through the process of creating a lead capture web page using WIX. This lead capture web page will also be referred to as a landing page throughout this training.

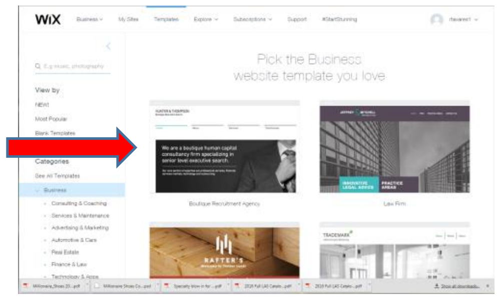
Start by going to www.wix.com . Please note that your start page may look different than the one below but the information and buttons should be the same. Due to WIX changing the look of their pages, you will find some differences between what you see on the training video and what you experience online. That is ok. The general process a creating these pages is still the same. Do not be afraid to go exploring in WIX and discover other ways to create the pages you want.



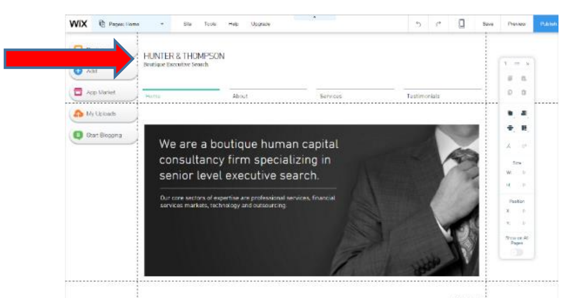
Click “Start Now” and sign in. You can choose to set up a free account or if you want more options select one of the upgrade accounts. Once your account is open you should be on a page that asks, “What kind of website would you like to create?” Select “Business.”

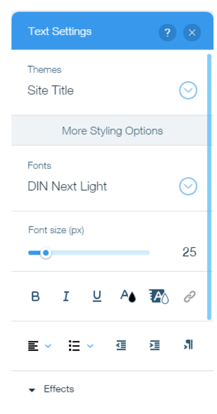


On the following screen select, “Get Started.” This should take you to a screen of available templates. In the video the template with the gentleman tying his tie was selected for the example but you may select any template that you prefer. When you hover over the template you will have the option to edit or to view. Choose "edit."



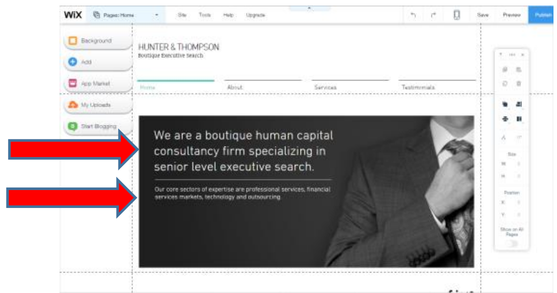
You should now be on the edit screen page. Here you will be able to edit your new landing page to reflect your business. Start by naming your page in the upper left corner of the screen. Click on the text box and then click the "Edit Text" button that appears. You may now change the name of the page and the description underneath the name. Note that a Text Settings box appears as long as you are working in the text box. This will allow you to adjust the font to your preference – size, color, and other effects.



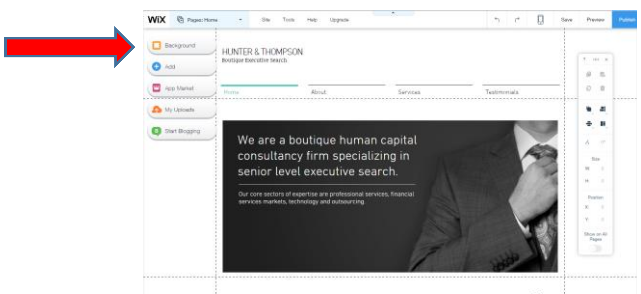


Click in the main text box and then click the button that says "Edit Text" when it appears. Now type in your USP or copy and paste it in. You should have written this earlier in the course.

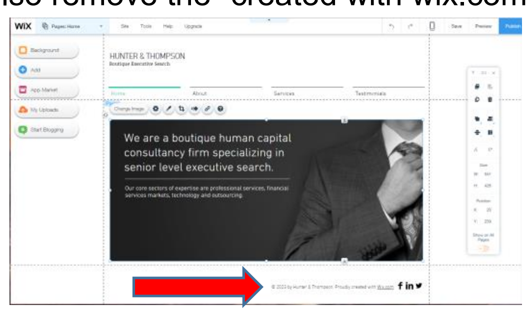
In the secondary text box repeat the process but now you will type in your three value statements, or guarantees. These should have also been written earlier in the course.



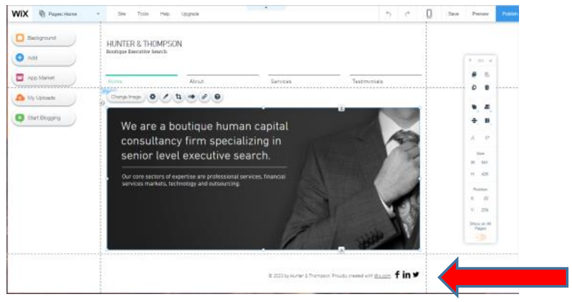
If you would like to change the background or the picture, select the background button in the far upper left hand corner and make any adjustments that you want. Play around with this until you have something you like.



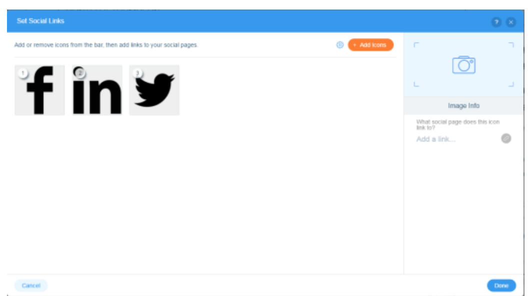
Now it is time to change the footer on the page. Click in the text box in the bottom right hand corner of the page. When the "edit text" button appears click it. Now correct the copy write date and insert your business name. If you are using one of the pay options for Wix you can also remove the "created with wix.com."



Now let's look at the social media buttons in the lower right hand corner of your screen. If you do not have these accounts for your business you will want to remove the buttons. If you have social media accounts for your business you will want to set the buttons to point to your accounts.

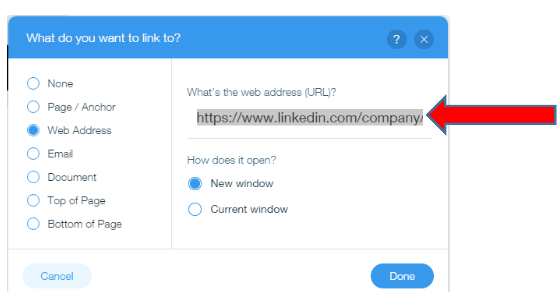


Click on the social media buttons and then click the button that appears “Set Social Links.” A screen will appear that will allow you to hover over each icon and then delete them by clicking the trashcan icon that appears. From this screen you can also select the icon by clicking it. This will allow you to imbed the appropriate web link for each social media account.



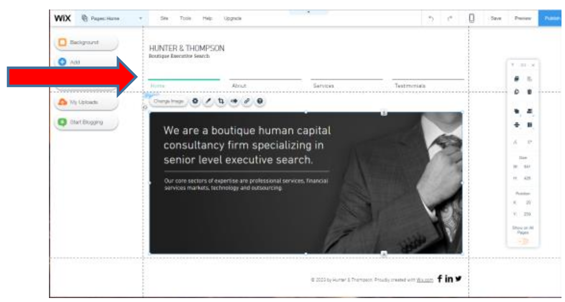
After clicking one of the icons you should notice an option on the right hand side to “replace” the icon as well as a question, “What social page does this icon link to?” This is followed by a web link and a web link icon that looks like this. 

Click the web link icon. A dialog box should appear that asks “What’s the web address (URL)?” Below the question is where you will paste the correct web address.

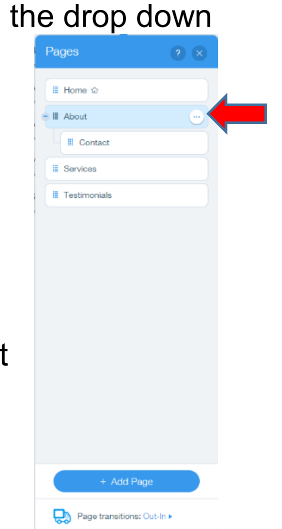


To acquire the correct web address for your social media go to the home page of each of your social media accounts using your favorite browser. Once on the correct social media web page, copy the address from the address bar across the top of the browser. Now go back to the Wix dialog box and paste the link into the correct location as noted above. Repeat this process for each of your social media accounts.

On the edit screen, across the top of your landing page, you should notice a row of buttons labeled, “Home,” “About,” “Services,” and “Testimonials. The current page we have been working on is the “Home” page. You can click on these buttons to explore them if you would like. During the video training there will be some quick examples of how one might edit these pages and what they can look like but for the purposes of this training we will only be using the “home” page.



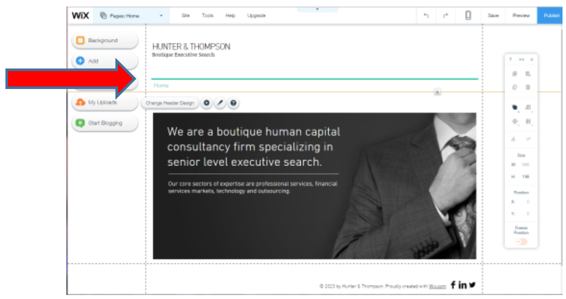
We will only be using the “Home” page as our landing page so we need to hide the other 3 pages that are available. Go to the far upper left hand corner of the edit page and click the button that says, “Pages: Home.” This should produce the drop down menu you see here to the right. Notice that each of the pages are represented on the drop down menu plus an extra page titled “Contacts” that is under the page “About.”



When you place your curser over each page on the drop down menu, you will notice a circle with 3 dots appears on the right hand side. For each of the pages you want to hide, click the circle with the dots and then select “Hide” from the menu that appears. Repeat this for all pages except for the home page.

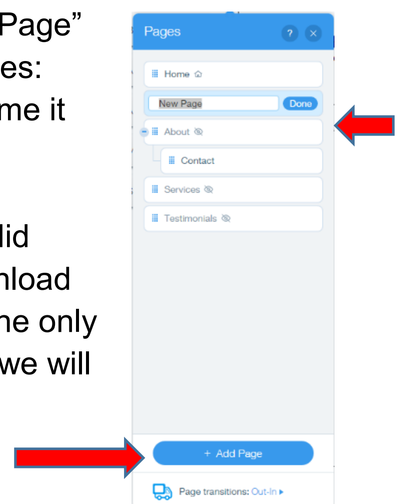
You will still be able to access and see the other pages from the Wix edit space by clicking on the appropriate link in the “Pages:

Home" dropdown menu, but they will not be accessible to the public when you post your landing page on the web. You can always edit and restore access to these pages at a later date if you wish. Note that now the only tab along the top of your page is the "Home" tab.



Creating the Download Page:

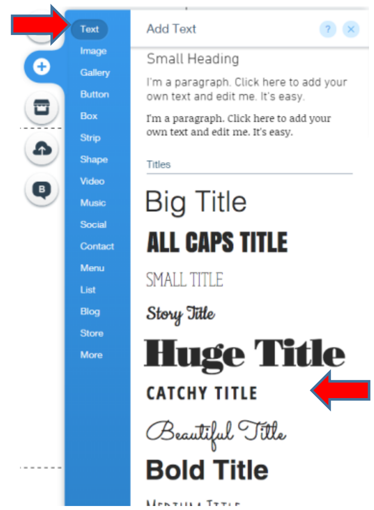
Click the "Pages: Home" link in the upper right hand corner. On the bottom of the dropdown menu click the "+ Add Page" button then select "Page" from the pop-up menu. A new page will appear in the "Pages: Home" dropdown menu. Click on the "New Page" and rename it "download" then click "done".



Now we are going to hid this page as well. Just as we did before with the other pages, hover the curser over the download icon so that the 3 dots appear. Select the "Hide" button. The only way to now get to this page is through the wix editor. Later we will create a link for the outside world to be able to access this page from a welcome email. For now stay on the download page and we will create a text box and an image.

<u>Adding a Text Box</u>

On the left hand side of the edit page you should see a column of icons. Look for the "+" icon and hover over it. It should turn into a button with the word "Add" on it. Click the button. The menu that appears will have several choices on the left had side. The top choice should be "Text." Make sure this one is selected and then go down to the option that says, "CATCHY TITLE." Click, hold, and drag this option onto your download page.

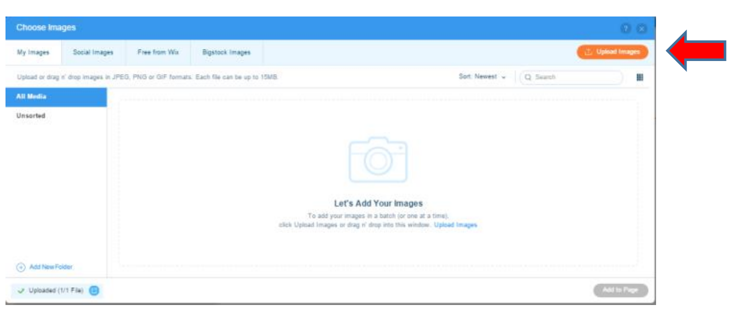


Uploading An Image & Editing

To upload an image file you first must have an image on your computer that you can access. You may use one of your own or you can utilize the following instruction to download the image file described in the training video.

We are going to utilize the internet to download the image file you see to the left. Open a new tab in your browser. Type into the address bar, http://las.cogo.membership.site.s3.amazonaws.com/MarketingHSC/7Steps.png . When the image appears, right click and save the image in a location that you can find later.

Once you have an image to upload to your landing page, go back to the WIX editor. Make sure you are still on the "download" page. Click on the "+ Plus" button on the left had side again but this time we will select the second choice on the left side, "Image." The first option at the top of the new dropdown menu should now be "My Image Uploads." Select this option. Your WIX image folder should open. If this is your first time using this option the folder will be empty as you see below. We will need to upload our file to the folder by clicking the "Upload Images" button in the upper right hand corner.

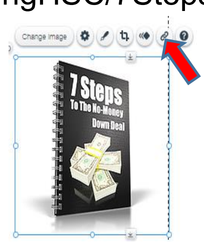


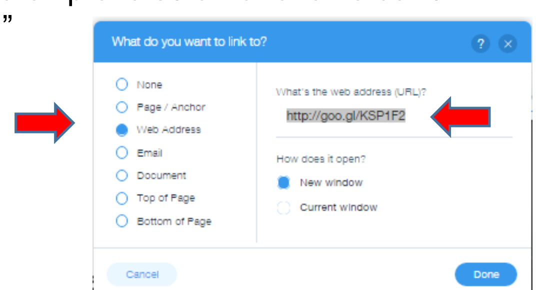
After you click the "Upload Images" button your picture folder, (or some other folder) should open on your computer. Navigate to the folder that contains the picture you want to upload and select it. The picture should now appear in the WIX image folder that is open. You can repeat this process if you want to add other pictures to you WIX image folder for use later.

Now select the image you want to upload to your landing page and double click on it. It should now appear on your landing page. You can move the picture by clicking and holding the curser on the picture and then moving the picture to the location on the page that you desire. The picture can be resized by clicking and holding on one of the corners of the picture and then dragging the cursor toward the middle of the picture or away from the middle.

Next we will edit the text box we placed on the page earlier. Highlight the words ”CATCHY TITLE” and change them to read, ‘HERE IS YOUR FREE DOWNLOAD OF “7-STEPS TO THE NO-MONEY DOWN DEAL”’ Place a return after the word “OF” to create two lines. Right justify and size the box as shown in the video and/or to meet your needs.

We now have to create the link behind the image that will allow someone to click the image and download their free file. To accomplish this click on the picture. You should see a row of icons appear above the picture. Find the one that looks like two links of a chain and click on it. A menu should appear. Click on “Web Address” on the left. In the box that appears type http://las.cogo.membership.site.s3.amazonaws.com/MarketingHSC/7Steps.png and click “Done.”





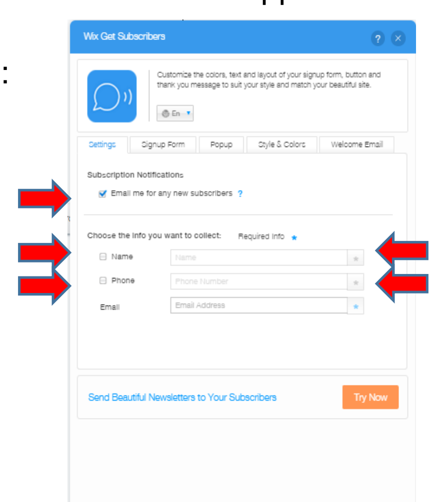
To test the link you will need to save the changes you have made at this point. Go to the upper right had corner of the WIX edit screen and click the "Save" button. Next, click the "Preview" button in the upper right hand corner. You should now see the download page as someone who visits the page on the internet would see it. Click the picture. A pdf file of the free book should appear and be ready for download. After you confirm that it works, click the green, "Back to Editor" button in the upper right hand corner.

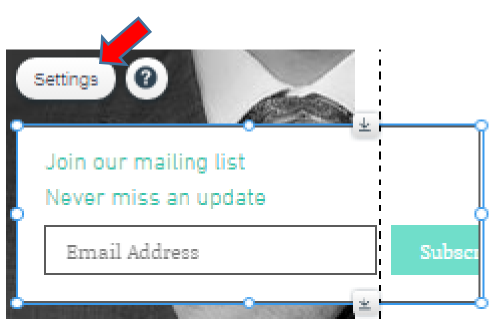
In the video training we altered the text box to read, 'Click the image to download your free copy of the "7-STEPS TO THE NO-MONEY DOWN DEAL"' Adjust the text box by placing a return after the word "download" and after the word, "the." Resize the box as needed. You should save the page now.

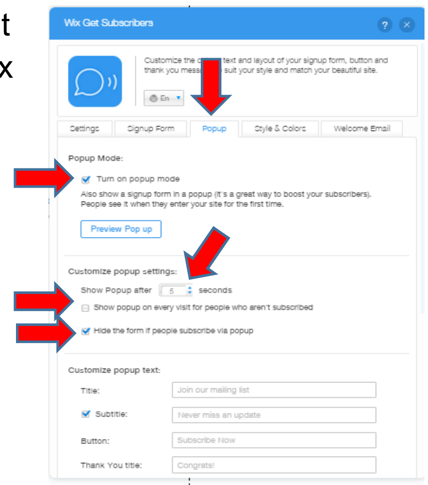
Creating the Contact Page:

We will now place a link on the home page to take someone to a contact page where we will gather their contact information. Return to the home page and click on the "+ Add" button on the left. On the menu select the "Contact" option on the left hand side. Find the box that says, "Join Our Email List." Click, hold, and drag the box onto the home page. Now we will edit the box.

Click on the box so that it is highlighted. Above the box a button should appear that says, "Settings." Click this button. On the menu that appears make sure that the following 3 boxes are checked: 1. Email me for any new subscribers. 2. Name. 3. Phone Number. To make all of these fields required, make sure that the star at the end of each line is checked and is now blue.

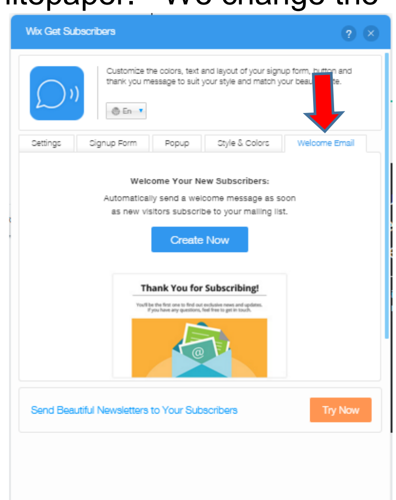






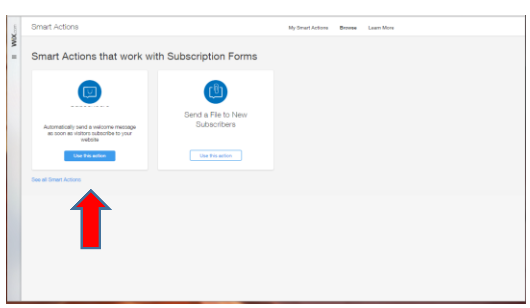
On the setting menu click the tab across the top that it says, "Popup." Make sure the "Turn on popup mode" box is checked and that the timer is set for 5 seconds. We also want the "Hide the form if people subscribe via popup" box is checked and we want to check the box that says, "Show popup on every visit for people who aren't subscribed. This will keep the form from popping up if someone has already filled it out and continually remind those who have not filled it out to do so.

With these setting the name capture popup will appear 5 seconds after someone visits your landing page. Note that from this screen you may also edit the Title, Subtitle, and Button name that appear on the popup box. You may adjust these as you see fit. In the training we change the Title to say, "Get Your Free Private Money Whitepaper." We change the Subtitle to read, "7-Steps to the No-Money Down Deal!" Save at this point and preview.



Creating the Welcome Email

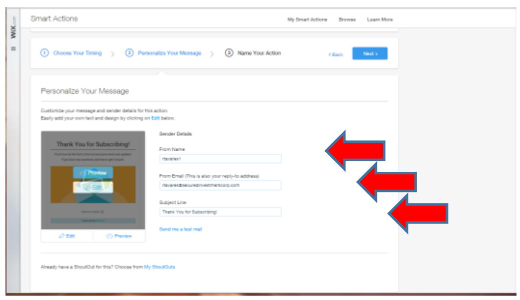
Now let's create the welcome email (auto responder.) Go back to the setting menu of the popup box and select the tab across the top that says, "Welcome Email." Click the button that says, "Create Now." The "Smart Actions" screen should appear. This example screen shot below is significantly different then what you will see in the training video due to changes made at WIX. Regardless of what your screen looks like, find the option that says, "Welcome Your New Subscribers" and click.



FROM BLANK SLATE TO LEAD GEN!

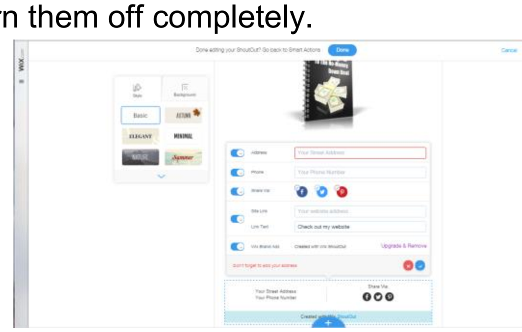
The first screen you come to is, “Choose your timing.” The default setting should be adequate – “Activate Immediately”, and “Run this Smart Action once per user.” After you have checked these settings click the “Next” button.

Now you should be on the “Personalize Your Message” screen. Decide what you want to appear in the From Name box, From Email box, Subject Line box and fill in the boxes accordingly.



We now need to edit the email (WIX calls this a ShoutOut) that will be sent out. In the screen above, under the picture on the left you should see a button that says “Edit”. Click the button. Replace the Title by clicking on it and typing “Here is Your Whitepaper!” Clicking on the picture should give you the option to replace it. We can use the 7-Steps picture that is already in the WIX picture file that opened when you clicked the picture box. When the WIX picture file pops up select the picture you want and insert it. (If you desire to use a different picture at this point you will need to upload the new picture to the WIX picture file by clicking the orange button in the upper right hand corner.) Replace the text above the picture to read, “Click on the image below to begin your download.”

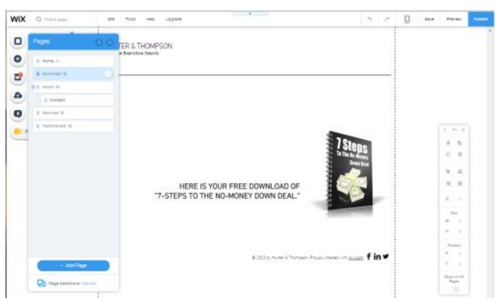
By clicking in the box below the picture you will get the option to edit your contact information and social media links. From the popup screen you will have the option to edit these choices or to turn them off completely.



FROM BLANK SLATE TO LEAD GEN!

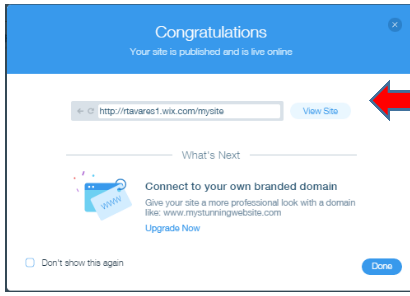
We are not quite done yet. We still need to attach a link behind the image to allow potential clients to access the “download” page we created earlier. Move your curser over the image box so that 3 icons appear in the upper right hand corner of the box. Select the “Link icon.” A box should open above the picture box where we will paste the URL of the download.

To find the “download” page link in WIX we must go back to the edit page but we do not want to leave the current page we are on, so open a new tab in your internet browser and type wix.com. You should be on the “Dashboard page of your WIX account. At the top click the “Edit Site” option. Go to the “Pages: Home” drop down menu in the upper left hand corner of the page and scroll down to the “download” tab we created earlier and click it. The editor should now show the download page. This is the page that we need to find the URL but we cannot copy the URL while we are in the editor page. We must go to the live internet version of the page and copy the URL.

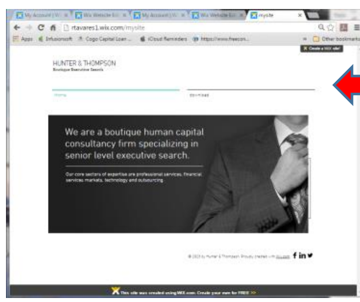


On the “Pages: download” dropdown menu, click on the three dots next to the download button. Scroll down and click the “Show” button to allow this page to go live on the internet. (Note that we will come back later and hide this page once again.) Now save your changes by clicking the “Save” button in the upper right hand corner of the Edit page. You also need to publish the changes by clicking the “Publish” button in the upper right hand corner.

After you publish you should see the “Congratulations” text box below. Here you can access the URL to the home page of your site. Click on the “View Site” button to go live to your site.



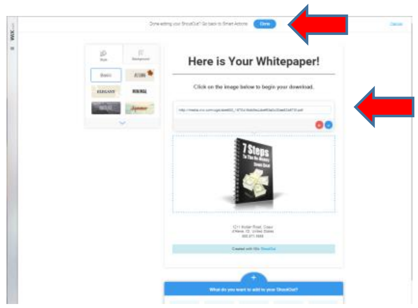
This takes you to your active landing page, "Home Page." You should see two lines across the top labeled, "Home" and "download." We want to get to the download page so click on the "download line.



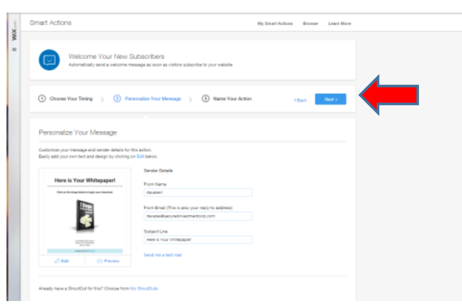
You should now be on the live, "download" page of your landing page. The URL in the address line of your browser is the one we need. Copy the clink.

You can now close this browser tab and go back to the WIX editor page tab that we were working on earlier and left open. We are going to hide the "download" page once again. From the editor page we need to go back to the "Pages:" drop down menu in the upper left hand corner. Scroll down to the "download" tab and click the three dots button next to it. Now click “Hide.” Return to the edit home page by clicking the “Home” button from the “Pages:” button in the upper left corner.

Now go back to the email (ShoutOut) edit page. Paste the link you just copied into the link bar we opened earlier. Double check that the email is exactly how you want it. Make sure you save your changes at this point by clicking the “Done” button at the top, center of the page.



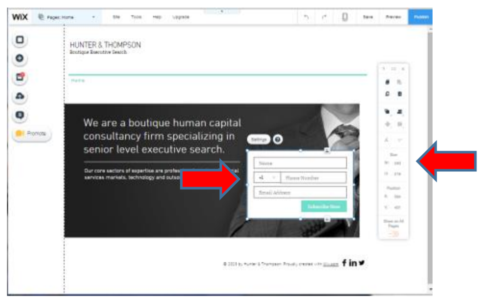
You should now be back on the “Smart Actions” page but now the sample email on the left should reflect the changes you just made. Click the “Next” button on the upper right hand side of the page.



You will now create a name for this auto email sequence. By default it is called “Welcome Your New Subscribers.” It is suggested that you name it something like “Free 7-Steps to the No-Money Down Deal.” Now click the “Save” button on the right hand side.

Now go back to the WIX edit page that should be open in another tab of your browser. Make sure you save everything we have done so far by clicking the save button in the upper right hand corner. Next you should click the “Publish” button and publish all your changes to the web.

There is one last thing we need to do. Earlier we created a box on our home page to collect contact info. We also noted earlier that this box would eventually be hidden and we would only use the popup contact form. It is now time to hide the contact box. Click and drag the box so that it is completely on the image and text box that is underneath it.



We are going to hide the contact box by moving it to the “back.” This is accomplished by using the edit bar on the right hand side of the page. Note above the bar. Make sure you have clicked on the contact box and that it is highlighted. Now go to the edit bar and find the icon titled “Arrange.” You will have to hover over the icons to see the names. When you find the icon click on it to open a second menu of options. Move the cursor around until you find the one that says, “Move Backward.” Click this icon. You should notice that the contact box is no longer visible. It has moved behind the other box. (Hiding the form can also be accomplished by right clicking on the box to bring up a “settings” menu, then clicking on the “Arrange” option and selecting “move to back.”) Once again save your work in the upper right hand corner of the page and publish.

There you have it! If done correctly you should now have a live internet landing page that has a contact popup offering the visitor a free whitepaper in exchange for their contact info. When clients visit your page and fill out the contact form, not only will they receive an email with the link to the free download, but you will also receive an email with the contact info of your new lead. Test it and see how it works. Now all you have to do is drive traffic to the page!

OPTIMIZING YOUR WIX PAGE USING SEO

What is SEO

SEO or Search Engine Optimization is the process of increasing the visibility of a website or a web page in a search engine's unpaid results—often referred to as "natural," "organic," or "earned" results. Search engine optimization utilizes a combination of strategies, techniques and tactics to increase the amount of visitors to a website. This is accomplished by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines.

It is common practice for Internet users to not click through pages and pages of search results, so where a site ranks in a search is essential for directing more traffic toward the site. The higher a website naturally ranks in organic results of a search, the greater the chance that that site will be visited by a user. Let's face it, you want to be at the top so people will see your page and visit it!

You can pay to have your website appear high in the rankings of search engines if you want to but why pay if you can make it happen for free. We will talk about buying search engine traffic later in the course when we address Google AdWords.

SEO involves a number of adjustments to the coding of individual Web pages to achieve a high search engine ranking. First, the title of the page must include relevant information about the page. The title is the most important part of SEO, since it tells the search engine exactly what the page is about. As part of your home page, it would be helpful to repeat key words a few times, since search engines scan the text of the pages they index.

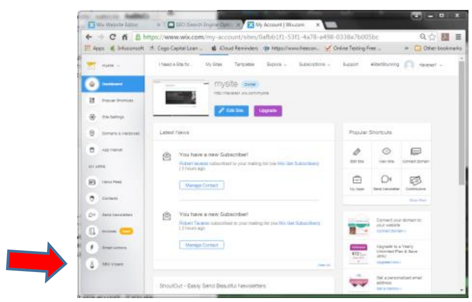
Finally, there are META tags. These HTML tags can really distinguish your site from the rest of the pile. The META tags that most search engines read are the description and keywords tags. Within the description tags, you should type a brief description of the Web page. It should be similar but more detailed than the title. Within the keywords tags, you should list 5-20 words that relate to the content of the page. This can significantly boost your search engine ranking.

OPTIMIZING YOUR WIX PAGE USING SEO

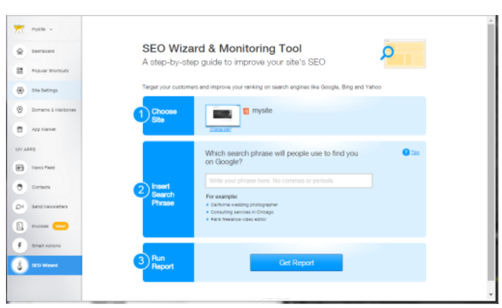
WIX will help us set all this up for the Landing Page we developed earlier. All we need to do is answer a series of questions. The whole process will be menu driven. Follow along on the video training as John walks us through the process.

SEO and Your WIX Landing Page

To begin you need to be on the “Dashboard” page of your WIX account. If you are having trouble finding it, close your open browser tabs and start over by typing in your browser, “WIX.com.” The new page should open to the dashboard page of your account. Along the left hand side of the page you should see a column of icons with titles next to them. The very last one should say “SEO Wizard.” Click this link.



Now you simply need to answer the questions as your walk through the wizard. When you are all finished with the SEO Wizard you landing page will be optimized for searches by a variety of search engines. Below is a picture of the SEO Wizard start page. Note there are 3 steps on this page that you will need to go through.



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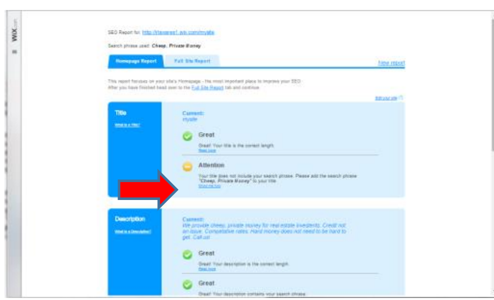
OPTIMIZING YOUR WIX PAGE USING SEO

If you have more than one site built through WIX, the first step will be to choose the site you want to optimize. At this point we only have one site so the wizard will default to that site.

Step 2 of the wizard asks us to type what we think will be the most common search phrase used to find our site on the internet. Put yourself in the mind of your Avatar that was developed earlier in this training. If someone is looking for you on the internet, how would they try to find you? What phrase would they type in the search bar? In the video we will use, “Cheep, Private Money” as our example. As we will soon find out, there are some changes needed to our site in order for it to be “optimized.”

Once you have your search phrase entered, step 3 is to click the button that says “Get Report.” This will tell the WIX system to analyze your site in relation to the search phrase. Once analyze, a report will be generated. The report will give you suggestions to improve the searchability of your site. Each suggestion will have a button, “Show me how” that will give you step by step instructions on how to implement the suggestions given. Follow along in the video and follow the directions that the report gives you, for your site, to implement all the suggestions.



Now that You’re “Optimized”

Having your websites optimized for search engine use will certainly help bring web traffic to your sit, but do not stop here. You still need to be driving traffic to your site. Do not ever miss an opportunity to invite people to visit your landing page. Paste the URL where ever you can. Include it on your social media pages and all other forms of marketing. Maximize your new landing pages usefulness by making sure it gets used!

DRIVING TRAFFIC TO YOUR SITE

What is Google AdWords?

Google AdWords is the online advertising platform owned and operated by Google. It is also the largest and most widely used online advertising network in the world. Millions of businesses advertise online using AdWords to reach new customers and grow their business. It can be simple to set up but beware that you set your limits carefully. Many an unsuspecting first time user has left their account open only to find they have quickly run up advertising expenses into the thousands and tens-of-thousands of dollars.

Those who choose to use Google AdWords can target users across two main networks – the Display network, and the Search network. The Display network offers advertisers the option of placing visual banner-style advertisements on websites that are part of the Display network. The Google Display Network reaches approximately 90% of global internet users, giving you a large potential audience.

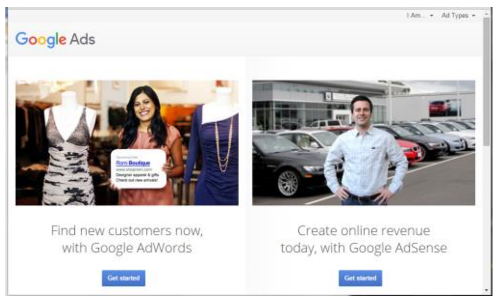
Google Search Network / Pay-Per-Click

The search network refers to pay-per-click (PPC) advertising, in which advertisers bid on keywords that are relevant to their business. When someone searches the internet using one of these keywords, the advertiser's website is listed at the top or right side of the search page in the paid advertising section of the browser. Pay-per-click advertising is also known as paid search.

As their name implies, keywords are key words or phrases that users enter into Google when performing a search to find the information they need. AdWords works by allowing advertisers to bid on keywords that are relevant to their business so that their ads are shown to users when these keywords are entered. Advertisers bid on keywords, rather than "buying" them outright, because AdWords functions in the same way as an auction to ensure that not only advertisers with the largest budgets can succeed with PPC.

DRIVING TRAFFIC TO YOUR SITE

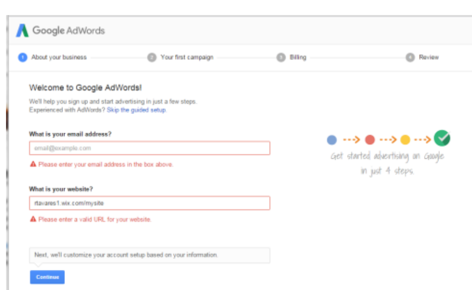
It may all seem very complicated at this point but it is not as hard as it first seems. Follow along as Lee walks and talks you through how to set up a Google AdWords campaign. Make sure you follow along on your computer, setting up your own campaign. Lee will have you start by going to www.google.com/ads. Here he will lead you through a discussion of how Google AdWords works.



Setting Up Google AdWords

A great place to start is by setting up your account. You do not need to spend money at this point to learn how to use Google AdWords but you do need an account and that means you will need to put in payment info. You will not be charged anything until you turn on an ad campaign and someone clicks on your paid link.

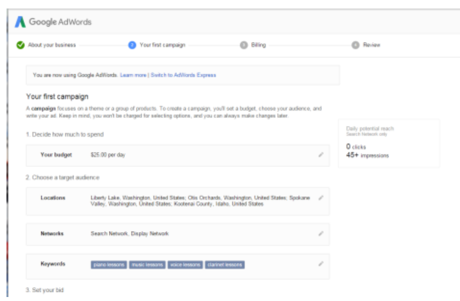
Type in http://www.google.com/adwords/ to your favorite internet browser. Click the, “Start Now” button. You will need to enter your email address and the URL of your website before you can click the, “Continue” button.



DRIVING TRAFFIC TO YOUR SITE

Google has two options for setting up your account at this point. There is the "Google AdWords Express," and "Google AdWords." You can tell which tutorial you are using by checking the name in the upper left hand corner of the page. The video will be utilizing "Google AdWords. If find yourself on the other page, there should be an option toward the top that says, "Switch to AdWords."

Google will walk you through, step by step, the process of setting up your AdWords account and your first Google AdWords campaign. You will be deciding your budget, where to target your customers, keywords to use, your bid amount for your key words, and write your ad. Follow along carefully through the tutorial as Lee walks you through the steps.



When you have completed this module you will have a working Google AdWords campaign. This campaign may be turned on or off as needed and edited whenever you want.

MARKETING WITH FACEBOOK

Facebook continues to be the reigning champ of social media sites, as the #1 spot where friends connect and share online. More than just a meeting place for friends, Facebook has grown into a venue for businesses to market themselves through interaction with customers and self-promotion. Make sure your business is getting part of this action!

Options for Marketing on FaceBook

Facebook has three tools (pages, ads, and groups) that can be used by anyone. Each of these options has its own purpose, and they can be combined for greater reach.

Business Pages

A Facebook business page is a great free marketing tool for businesses. These pages let businesses identify themselves – not just through listing product offerings and services, but also by sharing links, images, and posts on a customizable page to give a better sense of a business's personality and character.

Facebook pages are similar to profiles, but for businesses, organizations, and public figures. Users can "Like" a page, which means they'll automatically receive updates from that page in their news feed. Users also have the option to "Like" a page but not follow it. (Users also can follow some profiles.)

While profiles require a mutual relationship between friends, pages can be liked by anyone, without a requirement for the page creator to accept a fan. They also don't have a restriction on the number of friends/fans they can have (unlike profiles, which are limited to 5,000 friends).

Advantages: Pages are free and easy to set up.

Disadvantages: It can be hard to get a foothold and build a fan base with a page.

FaceBook Ads

Facebook offers its own form of advertising with Facebook ads, which appear in the side columns of the Facebook site. These classic ads are referred to more specifically as Marketplace Ads. They include a headline with copy, an image, and a click-through link to either a Facebook page, a Facebook app, or an outside website.

Facebook offers a fantastic targeted advertising platform. You can create ads targeted at specific geographic areas, ages, education levels, and even the types of devices used for browsing. Facebook also lets users close ads they don't like and "Like" a page right beneath an advertisement:

Advantages: Ads have powerful targeting parameters.

Disadvantages: Ads can get expensive, depending on your goals.

Groups

Facebook groups are similar to discussion forums, but with additional features that pages and profiles have (like a wall). You can create groups related to your industry or product offerings as a way to reach out to potential customers.

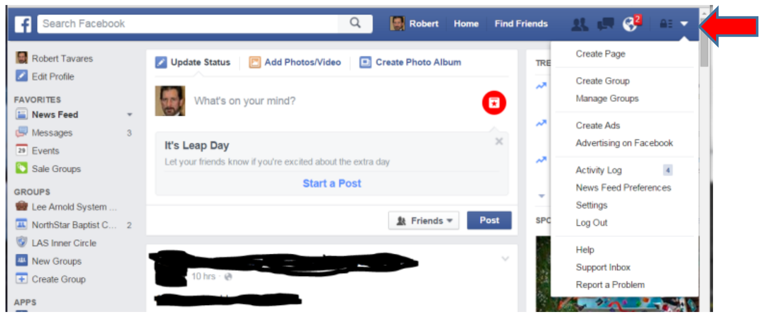
Advantages: Groups are free and have high levels of engagement.

Disadvantages: Groups can be very time consuming.

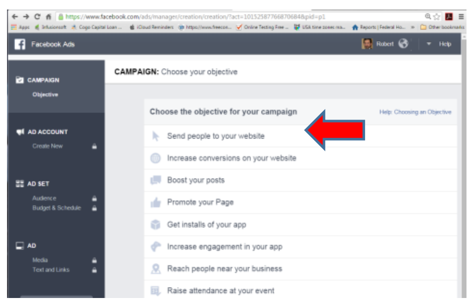
Setting Up Your Marketing Campaign

We will now learn how to create a basic marketing campaign using FaceBook Ads. We will use your personal FaceBook account to accomplish this. Start by clicking on the down arrow in the upper right hand corner of your face book page. A dropdown menu should appear. Find the option that says, "Create Ads" and click.

MARKETING WITH FACEBOOK



Here we will choose the objective of your FaceBook marketing. The option you want to choose is at the top, "Send People to Your Website."



You will need to enter the URL of your website at this point. If desired, you may set up multiple marketing campaigns in FaceBook to drive traffic to the same website or different websites. For now let's just concentrate on completing this one campaign.

Follow along carefully as the video takes you step by step through the process. Feel free to pause and rewind when needed.

The goal here was to build something that you can set up and let run without you. You should have 10 or 20 campaigns in FaceBook that you can just go in and turn on and off as desired to increase or decrease your marketing. When you are looking to make changes do not change what you have built. Keep this first one as the template and build something new each time.

Thank you for your investment in this Home Study Course by the Lee Arnold System of Real Estate Investing. It is our hope and prayer that you have gain much that will improve your marketing and provide a healthy return on your investment. Please help us improve our course offerings by completing a short 12 question survey about the training. Go to https://www.surveymonkey.com/r/STWMRK-HSC1 and fill out the SurveyMonkey evaluation now!

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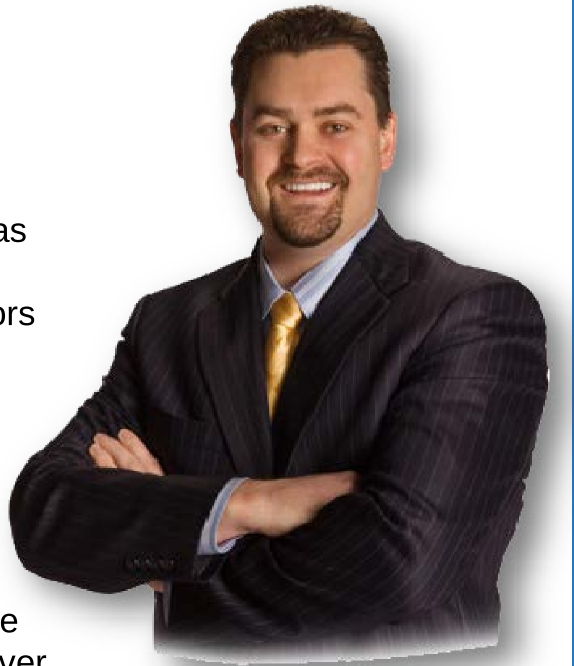
WHO IS LEE A. ARNOLD?



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.

WHAT ARE THE SPECIALTY LABS:

Conducted throughout the year, the specialty labs were designed to give 2 full days of content-rich, over-the-top information on one, specific topic. These hard-hitting classes give participants a laser-focused experience in one investing method or style and allow them to leave with actionable practices and formulas.

At The Lee Arnold System of Real Estate Investing, we don’t believe in the “Business as Usual” mantra and instead help our clients achieve exceptional results with extraordinary systems.