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**GROUP**  
*Coaching Calls*  
*with* **PETE**

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**Pete:** Alright. Welcome, everyone, to today's group coaching call. I'm Pete Mitchell. I'm just going to get this recording started over here. Okay, good. Got that recording. Welcome to the first group coaching call with me. I'm really excited about this, because we're going to be covering some really good stuff on today's call. What we're going to do for this call, and it is going to be slightly different than how you do your calls with Debbie – first of all, I'm going to go through some material here that I know is going to benefit you guys. In fact, I'm going to give you a tactic and I would love it if between now and the next time we jump on a call together, you guys have taken it and implemented it, because I know that this will absolutely benefit you. And the best part is, really easy to do, not a difficult thing by any stretch of the imagination. In fact, I'm going to give you everything you need to do it.

But one of the things that I like to do is, when I get done going over this material that I'm going to cover, I do have some emails that were sent to me with questions that I'm going to cover. And then I like to give you guys a chance. If you're live on the line and you've got a question, you'll be able to hit \*2. That will raise your hand, I'll see your hand raised here on the computer screen and I can unmute your line and you can ask your question or give your comment or anything like that. So we're going to go ahead and get rolling here.

So, one of the things that if you've heard me talk at all, you've probably heard me talk about the conversation going on in our prospect's mind. In fact, if there's one thing that you can do to improve your lead generation, even your selling ability, it's really understanding that there are two conversations going on. There's always the conversation that's going on in your mind, and it's not the same conversation that's going on in your prospect's mind. They have a completely different outlook on everything, their mindset is different, what they're after is different. Everything is different. Really great marketers will understand that and seek to always look through their prospect's eyes.

Now you've heard that saying, "Don't judge a man until you've walked a mile in his shoes." Well, it's almost the same way with marketing. You want to really look through the eyes of your prospects and try and understand what is most important to them. And you might be thinking, "Well Pete, I'm a realtor. I'm not a marketer." What I want you to see yourself is as a marketer of your real estate business. Because when you really understand, at the core, that's what you do – that you are a marketer of your real estate business, everything starts to change. Your paradigm starts to change. How you see your interactions with people, how you see your lead generation techniques starts to change. Everything starts to change for the better, because we start to put ourselves in the mindset of our prospects. What's most important to them? That's really what we want to focus on. So understand this. There are these two conversations that are going on – the conversation in your mind, the conversation that's going on in your prospect's mind. They're rarely ever the same, because we're coming from two totally different points of view.

One of the things that has always bugged me with the real estate industry as a whole, and it was actually thanks to an email that I received last week from a colleague of mine that I was like, "This has been what's been bugging me." And I haven't really known how to explain it quite like he did. And it affects specifically the real estate industry. Here's what's been bugging me: For years now, I understand the mentality in real estate is, we believe that what our prospects are most concerned with is how much business we've done, how long we've been in the business, how good we are. And I'm not saying that those things are not important. Of course they are on the checklist, but the reality is, real estate professionals as a whole are more obsessed with those things that the prospect is. What the prospect is

concerned with is...

Okay, I've got this issue over here. I've got to sell my house, or I'm trying to buy a house, and I need guidance. I need someone who's going to walk me through this. I don't really know how to do this, there're all these legal entanglements.

And they are looking for help. We want to address that conversation that's going on in their mind. And in our mind we're thinking...

Hey, if I tell them how long I've been in business, how many transactions I've done, I've done \$2 billion in real estate – that's what's going to be important to the prospect.

And the reality is, that's not what's most important to them. Not saying it's not on the list, I'm just saying that's not what's most important to them, to the point where it's not what's going to capture their attention. And so, what has kind of bugged me is, over the years I've seen this in real estate, and really more so in real estate than other industries that I work in. So it must really be in the real estate industry, and that is, the signatures that you put in your email. So if you're not familiar with that term "signature" – on the bottom of your email, that's where you have...

Pete Mitchell. Here's my phone number, here's my address, here's my website.

And in real estate, what we see a lot are really colorful signatures, we see a lot of what's called HTML, meaning they have images in it, could be awards that you've won. I've seen ones that are like, "I've done all these billions in real estate."

And here's the problem with that – it's all "me" language. It's "me, me, me, me": "Look at how good I am. Aren't I great? Look at all this stuff." And there is a time to brand, no doubt. There's absolutely a time to brand. But the reality is that people don't really care about you; they care about themselves. And so what we want to do is we want to change how we're interacting with people. We want to show them that we are a benefit to them by actually being a benefit to them. To them, right? Not just saying, "I'm a benefit to you, because I've done \$1 billion in closed transactions" or, "I've got 13 years of experience", or anything like that. We want to actually be a benefit to them, not just this kind of nebulous "Look at how great I am."

Again, please understand, I understand that this is big in real estate and I am not in any way trying to put you down if this is what you've got. I just want you to do it better. And that's what I want to focus on on this call today. Here's how we do this better, how we can actually be of benefit to people. And that will help either move them along if they are a prospect, or really encourage them if they're a client, that they made the right choice, they're working with the right person.

So, here's what I want you to think about. This is one of the really core things that I'm always trying to drive home. When it comes to email, you've got to look at email and ask yourself, "What would one friend send to another friend?" And if one friend wouldn't send that to another friend, then it's probably not going to connect with your clients the way that you want it to. Here's what I mean by that. You'll notice that when Debbie and I email out to you, there are lots of different types of emails that we'll do. Sometimes we have those really pretty HTML emails with a banner, a header across the top with Debbie's picture on it and her Tiffany Blue in the background. And then there are other times, like when

we invite people to our webinars – it’s what we call a “plain text email”. All there is is plain text on it.

And the reason why we mix it up is, one, the HTML emails, those really beautiful emails that you might’ve even paid someone to help you design the template for, get less readership and less response than the really ugly plain text emails. And it’s almost surprising. It’s like, “I don’t understand, why wouldn’t the pretty one get more?” Well, the problem with the pretty one is, who sends out those pretty emails? It’s only businesses. One friend would not send to another friend a really beautiful email with this banner image on the top and color in the background. That’s not what one friend sends to another friend. That’s what a business sends to a consumer. And so most people have that mindset of, “I don’t really want to read this because I know they’re trying to sell me something.” So we try and go back to that mindset of, what would one friend send to another friend? It would be plain text.

So, almost all of my emails that I send out, I send out plain text emails, and they are ugly. There’s no doubt about it, they’re ugly. But the difference is, they get responses. And that’s what we’re after. So when it comes to our signature... Here we’ve got that at the bottom of our email. You might have actually been really personable and really connected with people in your message, and then we get to the bottom of it and all of a sudden it’s all this “me” talk...

Look at how great I am. Look at how many awards I’ve won. Look at all my testimonials. Aren’t these great?

And the problem is now all of a sudden it’s gone from, “What would one friend to another friend?” to, “What would a business try to send me if they’re trying to sell me on something?” And that’s what we’re trying to stay away from, is that mentality that we’re trying to sell someone something. So we want to have a signature that communicates benefit to people.

Let me give you an example here. This was the email example that I got from this colleague of mine – a really, really great idea to really express this. Imagine if you will, you’re at your house and someone comes over and you tell this person...

I want you to make yourself at home. Right over there is the kitchen. Feel free to grab a water, a soda, anything you want. I mean, the kitchen is yours. Make yourself at home.

Do you think that person is going to go into your kitchen and go through your refrigerator? Well, of course they’re not, because on some level we know that that’s just pleasantries, that’s just being nice. You could have actually meant it completely, but someone’s still not going to take that initiative, go into your kitchen, go through your refrigerator, maybe make themselves a little peanut butter and jelly sandwich. They’re not going to do that. That’s just not what we do as people.

So let’s take another look at that scenario. Let’s say this person comes over to your house, they’re in your front room and you go into the kitchen and you take a plate of freshly baked cookies. And you take them out to where this guest is and you put them right there in front of them and say, “Here, have a cookie.” Do you think they’re going to take the cookie off the plate? Of course they are, because now I’m not asking them to make themselves at home; now I’m almost forcing the issue. It’s almost rude to say “No” at that point. And so, you put that plate right there in front of them with all these cookies on it and people are going to take it. They’re going to take it right off.

So we kind of want to do that with our signatures in our email. And again, you could be totally sincere in this. Instead of being, "I can help you out. No question is too small", anything like that – that's just telling people, "Hey, make yourself at home. Refrigerator's in the kitchen, feel free to grab anything you want." It's the same thing – no one's going to go do that. You could have been sincere, but they're just not going to go do it. It's almost like an imposition. They feel like, "Ah, I'm going to be putting them out." But we want to take that plate of cookies and put it right there in front of them.

So if we can imagine this plate of cookies are different benefits to that person, here's what this might look like in a signature. And I actually wrote this out and we're going to be putting it on the website with this call, when we get this call up on the website. So for your signature you've got "Pete Mitchell", and you can still have all of your address information if you want. I usually don't put all of that stuff, because again, that's what a business does. But we are going to now give people a benefit. So...

Warmly, Pete Mitchell.

P.S.: By the way, if you or someone you know is thinking about buying or selling a home, I've put together a series of great educational resources that will be of benefit. Reply to this email, call or text me at this phone number, or visit this website to receive a copy of any of these guides in the mail.

Free educational consumer guides: "What Everyone Ought To Know About Buying Their First Home"; "How To Know When It's Time To Move Up To Another Home Or Stay And Improve Your Current Home"; "How To Downsize Without Becoming Homeless Or Having Two Mortgages To Pay".

See, that's the equivalent in email form of taking the cookies and putting them right there in front of them, because we're basically saying, "Look, I've got these cookies right here. Why don't you take one?" And instead of saying how great we are of, "I have 32 years of experience and all these sales under my belt. And oh look, I won this award over here from this brand name brokerage." Instead of saying how great we are, we're saying how great we are by actually providing benefit that people would want. And remember, we talked about when you've got those consumer guides, it is what creates you into the celebrity expert. People in America look at authors as experts and they're like, "This person over here is an absolute expert. They've authored this thing."

Now we don't say that you authored the consumer guide. I always use the term "I put it together" or "you put it together", because you are. You're going to take the letter that we've given you, you're going to personalize that, you're going to stick that with the guide and you're going to send it out. And it says right there on the cover "an educational resource". So that's what contributes to that celebrity, but it's in a beneficial manner because we're providing something that people would want.

And then we can even go a little bit further with this signature. So we've got our free educational consumer guides. And personally for me, I would probably just list the big three. I call them the "big three" because we're going to hit first-time home buyers, we're going to hit people who are thinking about downsizing, and we're going to hit people who are thinking about moving up. That's the benefit of doing the big three. And of course you do have all the other guides. You could list them all, but honestly to me, if you listed all 10 of the guides, I think it's too much. I don't think people are going to actually read all those. But if we just give them three things – this area, this area, this area: "I've got these three

consumer guides. Get this.” That’s why we just stick those three right there.

And then right underneath that, then we can also go for the referral at this point. So we put a little “Plus”...

Plus, if you or someone you know is thinking about selling their Rossmoor home, I have three families that I’m working with right now that are qualified, flexible on the move-in date and eager to find a home. Just reply to this email with “Seller” in the subject line and I’ll connect with you.

Notice it’s not “I’ll contact you”, notice it’s not “I’ll call you.” It’s “connect”: “I just want to connect with you.” And so what we’re doing with this “Plus” is now we’re going for the referral. So we’re offering the cookies and now we’re going for that “I have a buyer” strategy. If you run a bigger team and you’re not just focused on one area, then that “Plus” might look a little bit like this....

Plus, if you or someone you know is thinking about selling their home in one of the areas listed below, my team and I have X amount of families that we’re working with right now that are qualified, flexible on the move-in date and eager to find a home in one of these areas. Just reply to the email with “Seller” in the subject line and we’ll connect with you. Areas my buyers are actively looking in...

And then you would put...

Long Beach, three families. Lakewood, two families. Rossmoor, six families. That condo in Seal Beach, one family. Beachfront and Huntington Beach, three families.

And so, yeah, maybe once a week you do need to go in there and update your numbers. I wouldn’t have you make this up. Don’t lie to people. So, every week I would just take the time to go into your email signature and update it. But that does a couple of things as well for that credibility, for showing people that you are a top agent. You demonstrate it by actually having these results: “I’m working with all these people, so therefore I must know what I’m doing. You should probably work with me too.” But at the same time, we’re also going to use that to pivot into a referral. And they might reply back and say, “We’re thinking about selling our Huntington Beach home.” “Great, fantastic. Let’s talk.”

Yesterday Debbie and I did a webinar and we had some people ask...

What if I don’t have a buyer? What do I do then?

And that’s when I say you go and you borrow a buyer. You go to your office and say...

Hey guys, who here is working with a solid buyer right now? Tell me a little bit about them. I’m going to see if I can help you find a house for them. You of course can represent them as a buyer. I’m not looking to take over or anything on that. I’m just going to go see if I can get a listing for them. Tell me what they’re looking for.

And you borrow that buyer and use that as part of your story when you’re putting that in your signature. But understand, the mentality behind that is so much different than just talking about how great you are

or your team is. Instead, we're trying to provide value, but the value that we're providing is because we're using our consumer guides, because we're showing that we've got buyers that we're working with. And by the way, you could also even of course do the reverse of that...

I've got this home for sale in Long Beach. It's perfect for a young family. If you know of a young family looking to move to Long Beach, reply back to this with "Long Beach" and the subject line and we'll connect with you.

So we can do the exact opposite if we've got a listing. But this is going to really position you differently and help you move those conversations along. So it does mean in your autoresponders, if you're using an autoresponder or a CRM, you're going to have to go through and update your signature. When I saw this, I thought of course, this is brilliant. This is the thing that's always been bugging me in real estate signatures is, it's so much about them and not enough about the consumer. I love this strategy. I've got to redo all of my own personal signatures. So I know that's a bit of a hassle, but it's one of those things that will pay off. It will benefit you in the long run and I want to encourage you to do that.

In fact, I got an email the other day that one of our agents was looking for some insight on. And it's actually a really good email, but again, it comes back to that problem of, we're just telling someone to make themselves at home, because they have this great line in there...

P.S.: Our experienced buyer's agent team is free to you. So if you're considering buying a home now or in the future, we're here to help. No obligation or pressure, and no question is too small.

I mean, that is a genuine, "I want to help them. It doesn't cost them anything. There's no obligation, there's no pressure." That is completely genuine. It's not that it's disingenuous in any way. The problem is, it's telling people to make themselves at home, and they're not going to make themselves at home. They're not going to call for a question that's too small. It's not going to happen. But if we offered them the consumer guides in our signature...

P.S.: By the way, I've got these great consumer guides. Let me know which one you'd like and we'll be happy to stick it in the mail to you.

Now we're doing that same thing, but we're providing value to them and we're actually getting them to identify themselves, to raise their hand and basically say, "Yeah, I am serious enough about buying a home or selling my home to ask for this additional information."

And then at the bottom of this particular email, "Hear from our raving fans", and it's a link to testimonials. Again, great, trying to demonstrate we're an expert here. We've got people who really like us. But here's the thing: Have you ever seen a bad testimonial? Of course not. Now, we've seen bad reviews, sure. But a testimonial – no, because someone is only going to give good testimonials. They're not going to put the bad ones. They're not going to tell anyone about anything negative someone said to them. So, part of that problem when we say, "Listen to our raving fans" is, people are like, "Well, of course they're going to say they like you. Everyone says they like you."

So again, it doesn't really help us. But if we could actually demonstrate that we're helping people, that's what really helps us stand out and to make a difference. And it's going to help you connect with your prospects and your list all that more. So like I said, on the website today, when we get this call up there,

I'm going to put this email signature. Feel free to take it and adapt it to yourself. But I would highly encourage you to start using that as your email signature because you're going to move those conversations along with people. And for your prospects who don't really know you yet – maybe you met them at an open house or online leads or something like that – it is a great way to show value to them, to get them to basically take the next step with you. Debbie and I refer to that as “going down your sales funnel”.

So let's see here. Let me go through some of these questions that I received over the last couple of weeks...

Hi Pete. You suggest a method for sending the weekly emails. I signed up for Constant Contact and I can see that it will work, but it just takes a bit of time getting the email to fit one of their templates. I'm thinking it might be easier just to create a group in Gmail and paste the email.

So, first of all, I would absolutely use Constant Contact over just a group mail in Gmail. In fact, I just wouldn't do that at all. You want to give people the option to opt out of your emails. Legally, you're required to do that. Also, as your email list grows, if you send over, I want to say 100 emails in an hour with Gmail, it will actually shut off your account. The first time I believe it's for 24 hours. And if you do it again, then I think it's like a week. And then pretty soon they'll just turn off your account. They're assuming that you're spamming through Gmail.

You would want to use Constant Contact, but going back to what I was talking about first part of this call, it doesn't have to be those really pretty HTML emails with the images and the graphics. Understand that Constant Contact, as all email providers, they use that to sell you on the service, because that's what we as business owners believe that people want. But you will have better response from people if it's just what we call a “plain text email”. So I would actually go with whatever... And I haven't used Constant Contact in years, but I'm sure they've got a plain text version or a plain HTML version where there's no graphics, no nothing. I would literally use that and just take the emails that we give you in the Inner Circle every Friday, and put that in there and send those out. It'll be way easier for you and you won't have to worry about Gmail shutting down your account or anything like that.

Let's see here. Okay, we've kind of already addressed that one, so let me move to this one....

I'm looking at the GotPrint.com website. What postcard would you suggest I send to get the most bang for your buck? They'll go to a farm of about 1,200 homes through Every Door Direct Mail.

So, first of all, if you're not familiar with Every Door Direct Mail, guys, this is where you get to basically hit what's called a “carrier route”. It is really cheap. You can send a postcard to everyone in a neighborhood for, I want to say it's like 18 cents a home. And that's literally the cheapest way that you can do it. Now, there are specific sizes that you can use. So the first thing you're going to want to do if you want to do Every Door Direct Mail is you'd want to go on to EDDM.USPS.com. That stands for Every Door Direct Mail, dot, United States Postal Service, dot com. So EDDM.USPS.com.

GotPrint, like most printing companies, has all the sizes that are approved by the post office to qualify for Every Door Direct Mail, because it's not just any postcard; it's got to be basically a little bit larger postcard. That's actually the reason why the 6 x 11 postcards are on our website. We've done two sizes

for you on the postcards that we make for all of the consumer guides. So we've got a 4 x 6, which is regular postcard size, for those of you who want to do a regular postcard and you're going to be mailing them to specific people, not using Every Door Direct Mail. Regular postcard size does not qualify for Every Door Direct Mail. And we give you the 6 x 11, which does qualify for Every Door Direct Mail. In fact, we did it to the specifications of GotPrint.com. So we literally took their template and created our postcards. So if you want to use them as a printer, you can literally just update the postcard with your information, put your landing page, your phone number, and then send it to GotPrint and they will print it for you just fine.

The other reason why we use the 6 x 11 is, whenever you use a printer, you're going to have what's called "overruns". So, let's say you order 1,000. In this case, there are 1,218 homes that you're hitting. Well, GotPrint is not going to print 1,218. They're going to do like 1,500. So now you've got an extra 300. What do you do with those extra 300? With the 6 x 11 postcard size, that also qualifies as First-Class Mail, because it's not too big. It meets their requirements. So we can use it for Every Door Direct Mail and First-Class Mail. So you'd literally just take your Forever Stamp, put it on the postcard right over the space for the indicia for the Every Door Direct Mail. And then I would tell you actually take a label of who you're trying to send it to and put it over where it says "local postal customer". You just take the label, put it right over there, and now you can mail out that postcard to other people in your database who you think might benefit, who are not in a geographic farm where you're using Every Door Direct Mail. That's the reason why we did the 6 x 11, so you can do both of those strategies.

But let's say you're not using the postcards that we created for you. The question here is, "What size should I use? There're all these different sizes." My personal philosophy is, bigger is better. If I'm sending a direct mail piece, it literally costs me the same for postage to have a 9 x 12 postcard. Think about that. That's literally larger than a sheet of paper. It costs the exact same to send that out as it does to send out a 6 x 11 on EDDM. They're completely the same. So for me, I get extra space. That means I can tell people more things. I could have more bullet points. So again, if you're not using the postcards that we made and you still want to send something out to an area, I'd personally go for bigger. I consider it like putting a billboard in someone's mailbox. And that's why I'd do it that way, and I would encourage you to go that way. It is going to cost slightly more on the printing, but it's actually not so much that it would be a determining factor to not do it.

Alright, so let me move on here. I'm going to go over this one right now because this one is a little bit more complicated, that I want to address. This has to do with someone who has some questions with their Facebook ads. In fact, Ron, if you're on the line – Ron Davenport, go ahead and hit \*2. When you do that, I'm going to unmute your line so I can bring you in on the call. So, Ron sent me some of his results from his Facebook ads, and he's not having the success that he'd like. Okay, I see the hand raised right here. Alright, Ron, can you hear me?

**Ron:** Yes.

**Pete:** Great, great. So, let me go over this stuff with you and tell you first, a couple of different things that I've seen here that I think really might have affected the results that you're having here with this Facebook ad. The last email that you sent me with the results, basically the results showed me that, one, it is costing you way too much to hit your target market, because of who they're showing your ad to. It was like 1,000 or 1,200 people that they've shown your ad to for that entire time.

Basically what that tells us is a couple of different things. Number one, you probably have a pretty low quality score. I don't think I saw that on the last screenshot that you sent me. But that means people aren't connecting with the ad, and that's going to be for a couple of different reasons. One of them, just looking here at one of your ads – the page that you have sponsoring the ad is “Ron Davenport Sales Team”. And in your state, you might legally need to have that on there, but I will say that having the words “sales team” in the sponsoring page is going to dramatically decrease your results. Debbie and I like to talk about the old cheese and whiskers.

So, every morning the mouse wakes up and they're thinking, “I want to get the cheese. That's what I'm after.” And they're also thinking, “I have to avoid the cat.” So, “Get cheese, avoid cat. Get cheese, avoid cat.” The problem is, when we go after our prospects, they want the cheese, but we're the cat. So whenever we show our whiskers, all of a sudden they run for the hills. So when you have “Ron Davenport Sales Team”, that “sales team” is going to hurt your response, because immediately they're thinking, “Oh, these guys are going to try and sell me. I'm out of here.”

So, in Module 1 of the Facebook Ad Mastery training, that's where we go over different Facebook business page strategies. Again, you've got to look at your own location, what you are legally allowed to do in your location. When possible, I like to do a community page, like “Long Beach Deals & Events” is the example that I give. And that's a very generic page. I get people from Long Beach to go...

I'm going to like this page because it's “Long Beach Deals & Events”. I want to know about events that are coming up. I want to know about deals that are happening.

Then you could run your ads under those pages when you're ready to run ads. And so, now it's much less threatening. Or the other thing that I'll do is I'll have my business page just be my name, “Pete Mitchell”, with my picture up, just the way you've got your picture up in yours. Now it kind of looks like it's just coming from a person as opposed to the sales team. Does that make sense what I'm saying?

**Ron:** Yeah. Yeah, it does.

**Pete:** Yeah. So, that's one of the things that I think is going to help here. Looking at some of the other stats that you gave, the potential reach is 450,000 people. So that's plenty of people; it's just not connecting, and I think the “Ron Davenport Sales Team” is going to be one thing that you want to address.

The other thing that you're going to want to address is the image. There's no rhyme or reason at all on Facebook as to what is going to be a good image or a bad image, so you just kind of have to keep testing them. The funniest thing is, the ads that are run for Debbie, whenever they stop pulling, literally the only thing I change is the image. That's it. I just change the image and all of a sudden they start pulling again. So, if your ad is not getting shown to very many people, change the image, and definitely test that out.

The other thing is, you're using a lead ad form, and believe me, I get asking for all the information, I've asked for all the information before, but that could be another reason why you're not getting the responses that you want. And so, instead of asking for street address, state, zip code, city, you might want to go with just email, name, and phone number. And then you did have a question, “What is your timeframe for buying a home?” Or it could have been selling the home. That would maybe be it; just those four things – name, email, phone, and then your question. And if it's still not pulling well enough,

then I'd probably take off the question and just go with name, email, phone number.

So I would set up the system, if you're using the consumer guides, to actually just email it to them. Obviously it's not as good as mailing it to them, but we've got to get those opt-in prices way down, because it's just not shown to enough people. Facebook is charging you an arm and a leg to show it to very few people, and that's the problem. That's why you're not getting the results that you should be getting.

**Ron:** So what kind of return should I expect?

**Pete:** I like to see the consumer guides between \$20 and \$30 on average, is what we're paying most of the time. Home valuation can be anywhere from \$15 to \$25. That's usually where I like to see it. The other thing too is I saw one of the ads that you were running was for the "Move Up" guide. That'll always be the most difficult market to penetrate, because of the fact that people who already have a home, a lot of times they're like, "Well, I know how to buy a home, because I already bought this one." And so it's just a tougher market to go after.

I love going after downsells, people who are thinking about downsizing. Just because that is an actual problem that is so prevalent out there, it's easier to get people to respond to that. So it's not to say, don't do the "Move Up". Just know that that one's going to be harder. Just naturally it will be harder, which means it's going to cost more per lead – between the \$30 to \$35 a lead range.

**Ron:** Okay. Any other thoughts?

**Pete:** Any other questions? Those are the main things that I see with yours. So the very first thing that I would change is the business page it's being sent from, or at least the name of the business page. I went to it and I saw you had like 3,000 likes – that's a really good, healthy page. And you don't want to change that name – start a new page, maybe just call it "Ron Davenport". And then in Module 1 we go through how to get likes to that page. You could do the "10,000 Likes" program, there's a PDF on there, we show you how to do that. Now you've got that page healthy, so you can run ads from that. So then ask for less information in the lead format. Just ask for name, phone, email, maybe that question. But you've got to test that one out and see how that one pulls.

**Ron:** Okay. We'll try it.

**Pete:** Cool. Alright, perfect. Any other questions for me on that?

**Ron:** Okay, so basically what you're saying is, in an ideal world, the leads that would come across would cost about \$20 a lead. Is that what you're saying?

**Pete:** Yeah, and it's going to change based on area, it's going to change based on competition. All those things come into play, but that's kind of what I look for. So what I'm always looking for is, what does it cost to acquire a customer? So if you know your numbers... Let's say I make on average \$5,000 a transaction, and the leads cost me \$20 each, and I know that it takes me 100 leads to get basically one sale. In that scenario that means it costs you \$2,000 to make \$5,000. Now if you're willing to pay \$2,000 to make \$5,000, then you're going to keep doing this over and over again because this is working. And by the way, that would be the camp I'm in. I'll spend \$2,000 all day long and make \$5,000, no problem.

In fact, I'd looking for how many different ways I can be spending \$2,000 to get that \$5,000, because that would be totally acceptable to me.

So, that's why we do look at what is our lead cost, but we're really focusing on what is our customer acquisition cost, because not all leads are created equal. What I mean by that is, we can't go...

Leads are \$20 on Facebook and it's \$25 over here from this provider and it's \$15 over there from that. I'm going to go with the guy who is \$15.

Not all leads are created equal. It might take you 500 leads of the \$15 guys to get a sale, which would be too expensive, versus it takes 100 leads of the \$20. So that's why you've got to track all of that in your database and know you got these leads from Facebook and you know about every 50 leads you're getting a sale, or 100 or whatever it is. It's going to be different in every area. And that puts my customer acquisition cost at X and we're making Y. Perfect; I'll just keep doing this all day long.

So that's why it's just so important to track those numbers. It's not really, what am I paying for the lead? It's, what does it cost me to acquire the customer? But I personally do look for that range to know I'm in the ballpark. I'm connecting with my audience on Facebook. What I didn't like on yours is it was just too expensive. I think you had one lead at like \$90, another at \$120. It's too expensive that way. The odds of getting one out of 20 leads to convert off of Facebook – it's going to take a while for that to happen. So we've got to get those costs way down.

**Ron:** Good. I like that.

**Pete:** Yeah. But again, the reason why yours is just so expensive was they're hardly showing it to anyone, which means there's something wrong with the ad. The quality score is not there, they're not liking it. My guess is having that "sales team" and the business page and asking all those questions on the lead form – I think that's probably what's killing it.

**Ron:** Sounds good.

**Pete:** Cool. Alright. If anybody else has a question, go ahead and hit \*2 on your phone. That will raise your hand, I'll see your hand raised and I can pull you over into the call so you can ask your question or make your comment or anything like that. Again, it doesn't have to be on just this stuff that we talked about. Each one of these calls, we want to come with some additional information that you can take away and benefit from, but we also just want to be here to answer any of your questions. So we've got a full line today, we've got a ton of people on. Okay, here we've got someone from the 562 area code. I got your line unmuted. Go ahead and tell us your name and what your question is.

**Kimberly:** I think that's me. This is Kimberly.

**Pete:** Hi Kimberly. How are you?

**Kimberly:** I'm doing great. How are you?

**Pete:** I'm excellent. What can I help you with?

**Kimberly:** So, my question... I just actually joined yesterday and I was taking notes on your “Pink Elephant Letter” to send out to all your sphere of influence, past clients, etcetera. And then you say, follow that up with an email that says, “Are you still interested in [blank]?” Now, question is, if it is a friend or a past client and they’re really not interested in buying or selling or investing right now, what’s the 9-word email that would be good to send?

**Pete:** Yes, great question. So, let me actually go to the Excelleum Inner Circle site. If you hover over the “Inner Circle” tab, and then we’re going to go to... Let’s see here. Might be under... I think they had my assistant move the page, and I knew where it was when it was on that page. So let me just find it here real quick.

**Kimberly:** Okay.

**Pete:** Let’s see if it’s under “Training Courses”. I’m going to actually search for it. We’ve got a PDF on there called the “Instant Client Goldmine Strategy”. By the way, if you go to “Rejection-Free Prospecting”, which is under “Training Courses”, the very first module in that is the “Instant Client Goldmine System”, where I go into that even in more detail than I do in the PDF. But the reason why I want that PDF is in that PDF we have got... And of course it’s not there. So let me just type in “Instant Client Goldmine”. I know it’s on the “Additional Resources” page, and I think they moved the “Additional Resources” page. Let me see here.

**Kimberly:** And just while you’re looking for that, the last guy you had on the phone who is doing the Facebook ads for the guides – I think that’s a great idea, because I run ads already. Do you guys have pictures of the guides we can use as the photo for the ads?

**Pete:** We do. They are going to be on the same page with the guide itself. So we’ve got the 3D images – you can use those. The three that I talked about earlier with the “Move Up”, “First-time Home Buyer”, and the “Downsizing” – those ones we also even give you some sample Facebook ads to use. Right now we’re kind of thinking that that might help us get around Facebook’s changes, because they’re making a lot of changes for real estate agents, because when you’re doing the guides, you’re not actually selling real estate; you’re giving a guide. And so we’re hoping that gets us out of all of their changes. We will just have to see, because it’s Facebook and they constantly change stuff.

I’ll find that PDF on this website. I know it’s on the “Additional Resources” page. I’m just not seeing it because I think they had us move it.

**Kimberly:** I saw the PDF.

**Pete:** The reason why I bring that up, in that PDF, the back of it, we have basically the “Pink Elephant Letter”, the email, the text, the sly voicemail if they’re buyers; and then we’ve got a set if they’re sellers; and then we’ve got a set if it’s just your general database – so you don’t know if they are buyers or sellers. And basically what we’re doing is we’re going for the referral with those. We’re basically doing the “I Have A Buyer” strategy and email and all that stuff, so yeah.

**Kimberly:** Okay. So if I find the PDF for the “Instant” thing, then it’ll be on there.

**Pete:** Correct, yup. At the very back of that.

**Kimberly:** Awesome. Thank you.

**Pete:** No problem. And welcome aboard, Kimberly.

**Kimberly:** Oh, thanks!

**Pete:** Alrighty. Any other questions? All you've got to do is hit \*2. I'll see your hand raised and I'll pull you over into the call.

Alright, I'm not seeing any hands raised. Guys, thanks for joining us for today's call. Debbie will be with you next week, and then I'll be with you the week after that, and then Debbie again after that. So, look forward to talking with you guys more on these calls. And remember, if you have any questions in between now and then, feel free to email us. We do respond to the emails and then the good ones, I personally save up for these calls because I know everybody's going to benefit from some of these things that we cover. So with that, thanks so much guys. I'll talk to you all later. Take care!