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

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**Pete:** Alright, welcome everyone to today's call. This of course is Pete Mitchell. I'm really excited to be here right now. It feels like it's the end of the summer and finally time to get going again in business. Everything always seems to slow down in the month of August. People are on vacation, weather, all that type of stuff. And now it kind of feels rejuvenated, like, let's go to work, it's time to get going. I hope you guys are as excited as I am for the last little bit that we have here to the year. They are our chance to really make 2019 a fantastic year for us. It's still doable. We still have plenty of time to do that.

By the way, I didn't get too many questions, so I'll open up the Q&A here at the end. But some of you have been going through this – I've been putting together a course called "The Ultimate Listings Marketing System". And in Module 2 of that course, we talk about real estate advertising that works. This is something that keeps coming up over and over again, and I thought I'm going to spend a little bit more time on this on the call today and go into it in a little bit more detail, because this is where a lot of people struggle. I can't say it's the most important thing. I still think follow-up is probably the most important thing. That's where most of the money is going to be made. That's where you convert leads from being tire kickers to actual leads, and from leads to clients, and from clients to commission checks. It's all done in that follow-up, which is why in Module 3 we go into follow-up, and Module 4 is real estate advertising that works. I might've said it was Module 2 before, but it's actually Module 4, is real estate advertising that works.

But it's easily where so many people mess that up, and there are a lot of reasons for this. The most common is because what we're taught by people who we know and respect, is not what works. And that's a tough thing to say, because I don't mean to offend people and their mentors. But usually what they are taught in real estate, usually what you are taught in real estate, is not effective advertising. You've been taught what everyone else has done, what everyone else has been passing down from one generational salesperson to the next generational salesperson. And it doesn't work, and that's where the frustration comes from. That's where you spend money on these beautiful ads, these beautiful postcards, these beautiful brochures, all this stuff, and it's not leading to more business. That's frustrating. I mean, how many people can just endlessly spend money and have no return for it? In the end, that's going to destroy every business that does that. And some businesses just do that all the time, and in real estate, that's what we see a lot of.

So, part of what we've done in the Inner Circle is we've got all these great consumer guides that we give you. The reason why we do that is we know that if you want to generate leads, you have to enter the conversation that's going on in your prospect's mind. And we can say that line until we're blue in the face – "Enter the conversation going on in your prospect's mind, enter the conversation going on in your prospect's mind." But until we actually do it, until we actually think, "What does that mean?" – it's just another line.

Usually what we see in real estate is what I call "branding ads". And it's beautiful brochures. Don't get me wrong, most of the time they're just gorgeous brochures, and it talks about you as an agent, how great you are and how many years you've been in business and the awards that you've won. Maybe you're one of the top sales people in your region, or nationally, or whatever. It talks about all those great things, and it looks nice and it looks sharp and it's projecting the image that you want. And so, there's a sense of pride in that. I don't mean prideful, I mean a genuine good sense of pride: "I am putting out a great brochure. This is showing people who I am and why they want to do business with me." The problem is that that brochure does not speak to the conversation going on in their mind. That

flyer, that brochure, that postcard, whatever you want to use, is not addressing your prospect's questions.

In marketing, one of the things that we like to say is, what is keeping up your prospect at night, not letting them fall asleep, giving them heartburn? Those are the issues that you want to address, because that's where their mind is focused. We've basically tried to do that for you by putting together the consumer guides. We know these are what they're thinking. They're thinking...

Man, I don't want to downsize, because if I buy another house, what if I can't sell my current house and I've got two mortgages to pay?

Or...

What if I sell my current house but I can't buy another one? Now I'm homeless.

We know these are the conversations going on in their mind, so we're trying to address those conversations. And we do that obviously with downsizers, with moving up, with first-time home buyers. By the way, if you don't remember the first time you bought a home, which is understandable if it's been a while for you – you've got to realize first-time home buyers have a lot of questions and fears. I still remember the first time I bought a home here in Southern California. My starter home, my first home was, I want to say, \$459,000, and it wasn't like that was a nice home. That was literally the cheapest home that we could find anywhere around where we lived. It was basically the worst of the cities. Well, borderline worst. There's a whole area that's not that great. But it was in one of those cities, it was the cheapest house.

I still remember when our realtor was like, "Do you want to get an inspection done?" And I'm like, "They're not going to fix anything, right?" She was like, "Well, no, they're not. They've already made it clear this is as low as they're going to go on the price. They're not going to fix anything." I'm like, "So, why am I spending money to find out something that they're not going to fix?" This was a huge thing to me. I'm going to be on the hook for basically half a million dollars for a really crappy house in a bad neighborhood. I had questions like you can't believe. And if someone had said to me, "Hey, I've got this great consumer guide, 'Everything You Ought To Know Before You Buy Your First Home', I would've been like, "Give it to me. I want to know everything about it."

I am one of those people who consumes material like it's going out of style, because I want to know everything there is to know. When I'm onto a subject or a topic in my life, I literally consume everything. In fact, my wife was mentioning this the other day, because I've read almost a dozen books, I've seen so many documentaries on this one particular subject, just in the last probably six weeks. And my wife's like, "Wow, you really can get OCD." I told her this, she just never realized it, because it's usually in business. I was that way when I got into financial planning, I consumed everything I could. I was that way when I got into marketing, I consumed everything I could. I was that way when I got into firearms and shooting, I just consumed everything I could. That's who I am as a person. I get consumed and I just soak up everything I can. And if someone had provided me that solution as a first-time home buyer, I would have been all over it. And the same thing is true with all these other niches – investment properties, distressed properties.

When you become seen as the only logical expert and the person you should be doing business with,

that's when you start attracting clients to you, and that's when everything starts to become easier. And it's rarely done off of one single ad or one single postcard or one single brochure. It's usually a series of things. Not everyone is ready to make that commitment, that next step, just because you sent out maybe a marketing postcard. That's why Debbie and I are always telling you you need to hit people preferably twice a month with physical mail – usually one is the newsletter and the other one is a lead generation postcard. And then you've got to keep doing that every month. So, one of the things that we've done is, we've got all these great consumer guides on the Inner Circle website, but we also have all this great marketing material that's on the Inner Circle website. And I really want you to understand what we're doing with that marketing material, so that way you can take it, have competence in it, and then when you do make changes, you don't ruin it and make the wrong kind of changes. So, I'm going to go over some of that right now.

One of the things I want to hit on real quick, then we'll look here at some of these postcards. Now, I put this together for The Ultimate Listings Marketing System, and I just took a sampling of some of the postcards that we have available for you on the Inner Circle website, because I really wanted people to understand what we're doing. So, when we're doing these postcards, you'll notice that what they don't say is...

Pete Mitchell is the greatest real estate agent in the world. He's been in business for 20 years. He's got however many millions of dollars in sales under his belt.

It doesn't say any of that stuff. The reason why these don't say that is because that's not the conversation going on in my prospect's mind. I need to get to that stuff, but that's going to come in my follow-up. When I am trying to generate a lead, I've got one job – generate the lead. Not sell them on me, just generate the lead. That's my one job when I'm trying to generate the lead. Often times we confuse these and we go, "I'm trying to generate the lead, but I might as well tell them how great I am too." Well, no, that's not what we're trying to do. That's a whole another topic for another part of the sales funnel process. Right now, it's just generate the lead.

Now, if you're in a state where you have to have more disclosures on your postcard than perhaps we've got on the postcards, then you do whatever you've got to do. In some states you have to have the name of your broker. In some states your broker's phone number has to be the same font and size as any other phone number on the card. So you do whatever you need to do to be compliant. Never, never skip on the compliance. Believe me on that one. That's not a road you want to go down.

When we have to do that stuff, we're going to follow the law, but we're not going to go above and beyond. What do I mean by that? In some states you have to have your broker's logo on the postcard. If I don't have to have my broker's logo on the top of the card, I'm not going to put it on the top. I'm going to put it down on the bottom. Why on the bottom? Because I want my headline to be what captures their attention. I want my headline to be what someone sees and goes, "This is for me." But if I'm focusing on, "Pete Mitchell, the greatest real estate agent in the world", my picture, my logo, everything at the top of the card – that immediately overshadows my headline. And my headline is designed to do one thing – get people to read the next line. But see, if my headline isn't my headline; if my headline is my picture and my company logo, and maybe even my company name – now all of a sudden it's, "What do I care?" That's what the prospect's thinking...

What do I care about Pete Mitchell? I don't care about him. I'm over the trash, sorting my mail.

I'm throwing this thing right in the trash.

So if you have to have it, I don't know of any state that says you have to have it on the top, but some states do say you have to have that information. If you do, put it on the bottom, because I don't want that to be the focus. I want my headline to be the focus. As an example, here's one of the postcards. This is for first-time home buyers. If this was the market that you went after, we've got tons of these postcards on the website. The headline is, "Home Payment, The Same As Rent? Yes, Here's How." Again, we're entering that conversation that's going on in our prospect's mind: "Home Payment, The Same As Rent?" If someone's looking at that, they're going...

Wait a second. You mean I could have a mortgage payment that's the same as rent? But wait, my mortgage payment's not going to be going up, and I actually own the home. And I heard something about a tax write off. Wait a second, maybe that's what I want.

So...

Home Payment, The Same As Rent? Yes, Here's How.  
Free consumer guide, no obligation, mailed to your home, free.

Why is that the next thing, right after the headline – we call this the "subhead": "Free consumer guide, no obligation, mailed to your home"? Because I need them to know that I've got educational information for them, that it's free, that it's mailed to their home. That immediately says it's not threatening. I'm not going to call you on the phone. Everyone at this point is still afraid they're going to talk to a salesperson...

Call this free recorded message to request your copy. 800 [and then whatever the number is].  
Call 24 hours a day, 7 days a week. You will not speak to anyone. Just call our voicemail hotline or visit this website.

And we give them the website. What we're advertising there is literally educational material, and we're trying to enter the conversation that's going on in their mind. That's on one side of the postcard. I've got a picture of the consumer guide as well. On the next side of the postcard, we go into more detail. Basically in the more detail we've got bullet points: "This consumer guide reveals..." Now we've got all the information that it reveals...

The truth about owning a home: It's not all about the tax write off.

Everyone goes, "Oh, everyone tells me I should own a home because I get a tax write off." Everyone's heard that until they're blue in the face. So, we're going to come out and contrast that and say it's not all about the tax write off. That's what everyone's been telling you. That's not all there is to it. Next bullet...

When renting might be best: How to decide.

Next bullet...

9 hidden benefits to homeownership: Number 7 will surprise you.

Next bullet point...

How to find an agent that can help you get the right home.

Next bullet point...

4 steps to buying your home.

And then again, we repeat our call to action...

Call this free recorded message to request your copy. Call 24 hours a day, 7 days a week. You will not speak to anyone. Just call our voicemail hotline or visit this website.

So here's the deal. This is completely focused on our prospect. It isn't focused on us at all. It isn't sitting here saying how great you are as a real estate agent. We're going to get into that after they request the information, once they call the number or they visit the website, they fill out the form, they do something that Debbie and I refer to as "raising their hand". Once they've raised their hand and identified themselves as someone who wants that information, now I can follow up with them. Now I can tell them how great I am and why they want to work with me – an expert in dealing with, in this example, first-time home buyers. So it's all about doing things at the right time.

Another example here – one of my favorite topics is basically becoming financially secure through real estate. It's something that everyone wants to know how to do. That's why so many courses on real estate investing are sold every year, and yet hardly anyone ever does anything with it. But that tells you that the desire is there; they just need someone basically to hold their hand. Guess what? That could be you that holds their hand and shows them how to do it. But it's also another tactic to reach out to first-time home buyers. So here's the headline: "How To Acquire Wealth Through Real Estate: A Must-Have Guide For Renters." Again, someone's renting and they're going...

How To Acquire Wealth Through Real Estate: A Must-Have Guide For Renters. Okay, I want to know about this.

Guess what? It's the same guide, guys. There's nothing different on the guide. The only thing different is our headline. Why? Because this might speak to someone differently. The last one our headline was "Home Payment, The Same As Rent? Yes, Here's How". The next one is "How To Acquire Wealth Through Real Estate". Maybe one month I'm sending out "Home Payment, The Same As Rent?", and the next month it's "How To Acquire Wealth Through Real Estate". I'm offering the same guide, but maybe the different headline is what's going to grab their attention and get them to call or go to the website. Everything else about the card is the same.

Here's an example from the downsizing...

Finally, an educational consumer guide to help you decide if downsizing your residence is the right move.

So again, you've got someone who's thinking about downsizing their home. They've got all kinds of questions. That's why I love calling this guide "How To Downsize Without Becoming Homeless Or Having

Two Mortgages To Pay”, because those are the two big questions that they’ve got...

I don’t want to become homeless, sell my home before I buy a new one. And I don’t want to have two mortgages to pay, because I can’t afford that. That’s too much.

So again, we’re offering that consumer guide to reach out to them and get them to raise their hand.

Here’s another headline. Again, we don’t know exactly what’s going to grab their attention. That’s the reason why we have so many different headlines for the same consumer guide. Each month you could do a different headline to see which one is going to attract them, which one is going to grab someone’s attention. This headline is...

Get the consumer’s guide to enlarging your lifestyle through strategically, selectively and sensibly moving to a smaller residence.

That hits people a little bit differently, because they’re like...

Okay, it’s a consumer guide to enlarging my life through moving to a smaller residence. Okay, how do I do that?

That now doesn’t sound like I’m downsizing, I’m going down. It sounds like I’m actually going up in lifestyle, just moving to a smaller place. So again, we’re trying to hit people differently with that.

Avoid picking the agent that insists on just lowering your home price so they can make a quick commission.

This is one that is used when you’re going after Expireds. Now, what’s every agent telling them? Even their own agent has told them, “Well, you priced your home too high. It’s too high, and that’s the reason why your home didn’t sell.” So, when we reach out to them and we say, “Avoid picking the agent that insists on lowering your home price so they can make a quick commission”, we immediately get their attention, because they’re thinking, “Well, every agent’s telling me that I’ve got too high a price.” Now maybe they do have too high a price, but I can’t get in to talk with them if I approach it with, “Your home didn’t sell. Have you tried lowering your price?” I’m not going to get in to talk to them with that. This is going to at least get me in the door so I can talk to them.

Next headline here...

Why lowering the price of your home might be a huge mistake in getting it sold.

Again, that speaks directly to someone who had an Expired, and is sitting there going...

Yeah, everyone’s telling me I need to lower my price. But this guy is saying lowering your price might be a huge mistake in getting it sold. I need to find out why, because that’s what everyone’s telling me I should do.

And we get them to raise their hand, call the number, go to the website, request the information. And now I’ve got them in my funnel. Now I can follow up with them appropriately.

This is another example. I love the “For Sale By Owner” consumer guide for more than just For Sale By Owner. That’s what it was originally targeted for, but I think there’s a huge cross section of the population that you can use the headlines and even the consumer guide for the For Sale By Owner for people who aren’t doing For Sale By Owner, because it really speaks to a common thread going through people’s mind. So, here’s the headline...

The truth about how to avoid paying exorbitant real estate commission.

Remember, there are two conversations going on. In your mind, you’re thinking...

Everything I earn when I sell a piece of real estate, help someone buy or sell a piece of real estate, is well deserved. The work that I’ve got to go through, everything that I’ve got to do, it’s well deserved.

And I would agree it’s well deserved. But what is the consumer thinking? I don’t know, I think my home is worth like \$1 million. And I mean, it’s nothing special; it’s just California. So, I’m looking at that million dollars and I go...

Okay, \$60,000 to sell my house? Are you serious? I’m going to pay someone \$60,000 to put a wooden post in my front lawn; maybe hold an open house, if they actually do that, and list me on the MLS, which I know is what actually sells the home, because everyone’s doing their searches on Zillow and everything else. But I’ve got pay you \$60,000 for that?

Understand the conversation going on in my mind is not the same as the one going on in yours. You’re looking at it going...

Well, but I don’t get \$60,000. First of all, \$30,000, and then from that I get my split with my broker, and then I’ve got assistants to pay, and then I’ve got marketing costs, and then I’ve got to do this and that.

So you’re looking at it totally different than how I’m looking at it. And it’s my conversation that you’ve got to enter. That’s why I love the “For Sale By Owner” for more than just going after FSBOs. I know in Utah there are a lot of FSBOs, it’s a very “Do It Yourself” community, but we’re starting to see them pop up here in California as well. I would use this for more than just FSBOs, because think about that headline, “The truth about how to avoid paying exorbitant real estate commissions.” If I’m thinking about selling my home and I’m thinking I’m going to pay \$60,000 – wait, is there a way that I could avoid that? What is that way? I want to know what it is. It gets my attention and it gets me to reach out, raise my hand and say, “Hey, send me that consumer guide”. And now I can enter your follow-up system.

The only one that looks different than this, that follows a different pattern of all of our consumer guides is when you get to the “Divorce” guide. And there are plenty of services like ReboGateway where you can get a list of everyone who’s filed for divorce and you can start marketing to them. I actually do encourage you to do that, because statistically we know that, I think it’s 22% of people who file for divorce end up selling their home within 12 months. I mean, 22%. So if you knew 100 people filed for divorce, 22 homes are going to be sold, what would you spend to stay in front of those 100 homes, not knowing which ones are going to be the 22 of them that sell? I don’t know about you, but for me, I would be sending them stuff every single month, trying to stay in front of them, because 22 of them are

going to sell, and I kind of want to get some of those. If I could get three, I'd be happy, but if I could get, say, five or seven of those 22 – that's pretty good. But think about how weird that would be – you've got a service that tells you someone just filed for divorce, and then you start marketing to them...

Hey, going through a divorce? How to maximize your home sale!

Think about how weird that would be. My wife's best friend recently went through a divorce, and I remember she got home one day and she hadn't told her husband that she was filing for divorce yet, she needed to talk to the lawyer and get everything set up properly. And she gets home and there's a letter from the court, and she was like, "Okay, I guess I'd better tell my husband." So, imagine you're essentially the letter from the court. Maybe the spouse doesn't even know yet. How weird would that be? Wouldn't be too good. That's why all of our "Divorce" guide stuff is much more generic. It's...

Free consumer guides will save you from making huge mistakes that can cost you thousands when selling your real estate.

And then what do we have on the backside of the guide? We've got these three different consumer guides. Now, one of them happens to be "Maximizing Your Home Sale When Divorcing", but the next one is "Selecting The Right Real Estate Professional To Buy Or Sell Your Investment Property, the next one "How To Know When It's Time To Move Up To Another Home Or Stay And Improve Your Current Home". So, we're putting it out there, but we're not being overt about it. We're not going to be starting to freak people out, like, "Wow, I'm already starting to get stuff about divorce."

Because I don't target this market, I don't know on Facebook how much they'll let you do. That can be kind of weird on Facebook, because on Facebook, you can actually target people when they change their status. So when they go from "married" to "single" or from "single" to "engaged" or from "engaged" to "married", you can actually target those people when they make those changes on Facebook. I don't know how much they will let you target them with divorce messages when they go from "married" to "it's complicated", which is one of the options that Facebook has. And I think that would be kind of weird, so I actually wouldn't encourage you to go after people like that. It's going to come across kind of creepy, and you don't want to be seen as the ambulance chaser. You want to be seen as the expert who has all this great information and can help people. That's your goal. You want to be seen as the expert that is the logical choice for them to do business with.

So, on the website we've got all of those different consumer guides and postcards. I think there are like 3,000 different postcards that we've got on the website, and they're all broken up by kit. So if you want it for the "Downsizing" kit, you go there and you can see all the different postcards that we've got. For our main three, we give you each month which one you should be doing if this is your market this month. We do that for downsizing, we do that for moving up, and we do that for first-time home buyers. We don't want you to be overwhelmed with all these options. It's like, "Just take this postcard and do this." Of course, you are going to need to personalize the postcard. You're going to have to put your license number on there, you're going to have to put whatever your state and your broker requires, as far as your disclaimers on it. You're going to need to do that. But the rest of it is all done, and it's all ready there for you. But this one's nicely over to the next question I get all the time from people, is...

Pete, I'm not doing a postcard, but I am running an ad in this magazine.

I still get the paper and I'll see ads in there all the time for real estate, especially on Sunday. I mean, there's all kinds of ads in there. They ask what they should put in there, and they'll send me what they're thinking about putting, or what they've traditionally put in there. And I'll look at it. And here's the thing that most people do. We go back to selling us, and talking about our experience and how great we are. That doesn't connect with people. That's one of the problems that we have, is it doesn't connect with the conversation going on in their head.

Think about it from the consumer's standpoint. Let's say they see the Sunday paper and there are all these homes for sale in the Sunday paper. They'll see a picture of a home, and then over there in the corner is a picture of the agent. The message that's conveying to people is, there's this home right here for sale, which is really the star. And by the way, this agent somehow comes along with this home in one way or another, if you're interested in this home. That's not really what you're trying to convey to people, is it? You're not the tagalong. You are the resource, you are the value. You're the one that can guide people to the right home. You're the one that can walk them through the process. You are what's valuable. But it's not being communicated to people when they just see a home, and then by the way, this agent somehow is associated with this home. We need to reverse that.

There are lots of different ways that we can reverse that, but usually what I tell people is to take the postcards that we've already given you, and make that your ad in the paper. Now if you've got to deal with your sellers and you tell them you run these ads in the paper to help promote their home – then you've got to do that. I know one agent here locally who has a full-page ad every Sunday in the paper. And I just think to myself, what if you used an eighth of that or a quarter of that and it almost looked like an ad within an ad? And you offered one of your consumer guides, where you didn't talk about how great the agent was, where you use the headlines that we just talked about on the postcards. You use the bullet points that we just talked about, and you use the call to action...

Call this 24-hour, 7-day a week voicemail hotline to have this consumer guide mailed out to you. No cost, no obligation, free direct to your home.

And enter that conversation that's going on in people's mind. And you can do that same thing. I had this one agent come to me – actually this has come up a lot, but I remember this one specific time – this guy was going to run an ad in a magazine, and his ad was saying how great he is and all that. First of all, I happen to know the magazine was a free magazine, and usually I don't run ads in free magazines. You don't get the pull that you want. Think about it from the guy who's making the magazine's point of view. No one actually wants to pay for it and subscribe to it, so he has to literally give it away. That means all his money comes from ads. So he'll say anything, do anything to get money out of you to advertise in it. Not really the position you want to be in.

Paid magazines – love them. I look at their subscribers, and then they always tell you the pass-through rate, meaning every 10 people who subscribe to the magazine pass it on to two others. First of all, that's boloney. There's literally no way on earth they know those numbers. So, all I care about is subscriber numbers, because that's really who's going to be seeing the magazine. Not even necessarily reading it, but seeing it; they got it at their home. I can't guarantee that they're going to read the thing cover to cover, and I certainly can't guarantee that they're going to stop on my ad, but that's the number I'm going to be basing it off of.

But I'm not going to be talking about how great I am. Instead, I'm going to be trying to enter that

conversation that's going on in their mind. I want to try and get their attention with my headline, and offering them something of value. And that's what I'm going to encourage you to do if you're going to be using any other marketing outside of direct mail. We've already given you Facebook ads, we've given you that stuff. But if you're going to do magazines and newspaper, let's try and enter that conversation that's going on in their mind. Look at the headlines we've already given you, let's look at the bullet points we've already given you. Can we use that information? And then if you legally have to put other information or disclosures or your broker's name, all that stuff, then do it. But let's not draw more attention to it than the law says we need to draw to it.

One of my clients here in California – this was a few years ago, so I don't know if the laws have changed – but at the time, he called his real estate board and said, "What do I have to have on my postcard?" And they basically said you have to have your license number. And that, at the time, was the only thing he legally had to have or even to meet with what his board was requiring. And so, we stuck it on there, and we stuck it up in the picture. I don't know what people thought when they saw it. They were probably just like, "Oh, he's got some number up here." But we didn't draw attention to it, because at that time the law didn't make us draw attention to it. He was his own broker, so it didn't say that he had to put his brokerage name and address and phone number at the time. I have no idea if it's still that way anymore. Probably isn't; everything's changed since then. My point is, let's not draw attention to it if we don't need to. Let's just focus on our clients. What's the value that I can add to my prospects?

This came up to me over the weekend. I work with a lot of different industries, and one of the industries I work with are mobile detailers – actually all auto detailers, but most of them just happen to be mobile details. And so someone was asking...

Pete, I don't want to put a full wrap on my car, but I want to put something on my car because I'm driving around, I'm auto detailing people's cars, and I want to know how I can get more business. What should I put?

So, people were chiming in before I could get in my response. Some guys said they always put the name of their company and their phone number. That's always going to get them calls. And I can't say that any of the responses were bad, per se. But here's the deal. When someone sees you've got a nice vehicle and it's clean, and then you advertise you're a mobile detailer, they're going to say, "Obviously he takes pride in his work. He's got a clean vehicle himself." If they're looking for a detail, it's not really a hard decision for people. They're either going to hire someone or they're not going to hire someone.

But I got this client who's a contractor over in Florida. In Florida, they have a lot of algae that grows on the roof. Maybe the same thing happens in your state. Doesn't happen as much where I'm at in California, because I'd never even heard of this happening. But the algae will eat through their roof, it'll eat through the shingles. And if they're in a homeowners association, the homeowners association will actually tell them they're going to get fined if they don't have their roof cleaned. And he was like, "Hey, I need to get more business." One of the things that he always did is he put a window wrap on his back truck window, and from time to time we'd change it. And he said he wants to get more leads off of this, so we used SMS Conversations, which is our free recorded message. He recorded a great little message. And what we put on the back window of his truck was...

Never clean your roof again. Call free recorded message 24/7 to discover the secret.

And then we had an 800 number. So, think about it. If he's parked out in front of someone's home and he's doing a roof cleaning, and someone sees this, "Never clean your roof again. Free recorded message, 24/7. Discover the secret."

Shoot, my homeowner's association just sent me a letter saying I had to clean my roof.

He starts getting literally one, two leads a day off of that. And in his business, I think he said he charges between \$800 and \$1,200 per roof cleaning. He's one of the higher end roof cleaners. Most of them don't charge that much. And he was like, "If I close 20% of those, I'd make so much money off that, it's ridiculous." But how did he do it? We entered the conversation that was going on in their mind. They want to know how they can avoid cleaning the roof. Another truck wrap that we had on his back window...

How to avoid replacing your roof for another 12 years, even if your homeowner's insurance says you must. Call free recorded message 24/7 to discover the secret.

And then we had a phone number. If you haven't run into this with your clients, you're going to at some point, but there's a life on the roof, especially if it's shingle. It's not going to be nearly as long as if it's tile. And insurance companies aren't going to insure a home unless the roof is going to do its job, protect it from the elements, all that kind of stuff. There's a lifecycle on the roof and when that roof is about ready to go, they get a letter from the insurance company saying they have to replace their roof.

Well, he actually had this special thing that was approved here in the States. I don't remember exactly how it all worked, but it was some sort of paint. And I guess they do it in Australia. No one actually replaces their roof in Australia. They just put this special paint on their roof, and that's all they ever have to do, is just basically repaint the roof. So again, we entered that conversation going on in someone's mind. And people would call in to find out about this information. He'd get leads, he'd go get the business. And it was a really easy thing for him to do, because part of his business was painting. So that's what we're trying to do, and we're just trying to do it again here in real estate, of entering that conversation that's going on in our prospect's mind.

So, what did I tell that mobile detailer? I told him if he wants to have his name and his phone number, great. People will call. Because it is detailing, it's not like there's a high barrier to entry or, "Oh man, I'm not sure if this is the right detailer." But I would always do a call to action. We've already put this stuff together for our detailers that we work with, and basically we've got a voicemail, we give them the whole script for it. It's like, "The three things you must know before you hire someone to detail your vehicle." So I go, "Why don't you just put that call to action"...

Free recorded message reveals the three things you must know before you hire a detailer for your vehicle. Call [blank phone number] now.

That will get the right person to call in, and now they've entered your sales funnel. So, what could you do when you're selling a home? Same thing. Let's say you are running an ad in the paper. Instead of putting the price, could you put...

For updated pricing and insider info on this home, call this 24-hour, 7-day a week free recorded message.

The magic words there are “free recorded message”. You can do all of that in SMS Conversations. You can buy a phone number, set the whole thing up. We’ve got the instructions on the website, we’ve got instructions on SMS Conversations. But now what you’re doing, if you’re running ads because you told your sellers, “I will run ads in the paper”, instead of giving someone all the information, how about, “Updated pricing and insider information on this home available on this free recorded message”? Let’s turn those looky-loos into potential leads. Let’s get them to call that information. And then you could have your message...

Thank you for calling about 123 Maple Street. This is a beautiful home, etc. We did this to it, that to it, the next thing. By the way, I’ve also put together this great consumer guide. If you’d like a copy of this, all you’ve got to do is, at the tone, leave your name and number in a message. Or you can press 1 and you’ll be connected to me right now.

So, lots of different things that we can do there. But instead of just giving them information, let’s try and attract leads to us. Years ago this used to be really, really popular. People were using free recorded messages in the real estate business like crazy, and then everyone stopped doing it. They stopped doing it, because now we’ve got the Internet. We tell them to go to a website. Great, tell them to go to a website, but to assume that everyone’s going to go to a website is kind of crazy. Let’s give them both options: “Call this number or visit this website.”

The only ones that I’m not crazy about personally are when you see a home for sale and people have the riders on their yard sign, like “Text this keyword for more information on this home.” The reason why I’m not crazy about those is, that’s almost like asking them to do more. It’s usually a short code, that means it’s a five to six-digit number. There’s still a whole section of people out there that don’t understand why you don’t have seven digits, or 10 even really nowadays with the area code. And so, I don’t want to confuse those people who don’t understand what a short code is. Maybe you’re one of them and you’re going, “I don’t even know what a short code is.” Good. Another reason why I’m not crazy about that.

But also think about how easy it is. Someone’s driving by a home and they see, “Call this free 24-hour recorded message for updated pricing on this home.” I think the great agents are the ones who will use that as a yard sign that they’ll put right in front of the big signs they’ve got for the home. It’s an additional sign that they put there. Shoot, I’m going to call into that. I’m driving around and I don’t really want to get out of my car. It’s not an open house anyway. I’ll just call in to that. Now, of course with SMS Conversations, you can have that hooked up to a special list with “123 Maple Street” as the name of the list. So, someone calls in and listens to the updated pricing – they automatically get put on that list. You now know who you can go follow up with, because they were looking at 123 Maple Street. And then call them...

I saw you were just calling in about 123 Maple Street. Did you have any other questions that I could help you with on that property?

They go...

No, no, it was great. I just basically wanted to know the price.

Well, tell me, are you one of the residents in the area, or are you actively looking in that area?

So, now we've opened up the door and we can start going down that conversation...

Well, I'm one of the people who live here.

Great. Are you just trying to find out what the homes are selling for?

Yeah, actually I am kind of curious.

Great. Would you like to know what your home is worth? Are you thinking about maybe selling?

There are so many different ways that we can take that conversation, and that's what you want to do. I love using free recorded messages, and I use them literally in all my businesses. I even put them on my books. When people buy my books off of Amazon...

Before you read this book, call this free recorded message for updated information.

And whatever else I've put on my little tagline. It generates leads for me, and that's what it's supposed to do. And that's what we're trying to do with you. So when it comes to advertising, everything comes back to entering the conversation that is going on in their mind. It's not about us, it's all about them. Let's enter that conversation going on in their mind.

So, that's what I wanted to cover with you guys on today's call. I do have, let's see here, two questions that were emailed in. If you've got a question on anything that we've covered either on this or anything else, go ahead and hit \*2 at any time. That's going to raise your hand, I'm going to see it here raised on my computer screen and I'll be able to unmute your line. But until then I'm going to go ahead and answer these questions. Yes, so this person was saying...

Hey, I'm setting up SMS Conversations account. Unfortunately, I'm a pretty new agent, never really used a CRM before. I have about 1,300 contacts that I email weekly, but I don't have phone numbers for most of them. I was thinking that I'd like to ask for phone numbers on my weekly email, but I don't know the best way to go about getting people to respond to that.

So, this is going to be tough, right? Whenever you're trying to get phone numbers from a list, it's going to be tough when you're emailing them. But the very first thing that I would do on these weekly emails that you're doing, whether you're using our emails or you're writing your own, is I'm going to offer a consumer guide and I'm going to send them to a landing page that asks for their phone number, in addition to their mailing information, so I can send it to them.

Now, a couple of things are going to happen. Number one, you're not going to get a lot of people to respond. Just the nature of things, right? You've got 1,300 people on your list; I guarantee you, not 1,300 people are reading your email. Statistically speaking, 10% are opening your email. How many of them are actually reading it? Who knows? That's why it's going to be greatly reduced. And then how many of them would actually want the consumer guide? Again, greatly reduced. However, the ones who do do it – let's say it was three to five people a week – those are actually pretty good leads out of that 1,300. Now you know what they're interested in. I would personally be offering a different consumer guide each week and basically trying to divvy those people up on your list into multiple different categories, if you will, so you could follow up with them appropriately.

Alright, before we get to the next question, I see I've got a hand raised here from someone in the 805 area code. Go ahead and let us know who this is and what your question is.

**Jan:** Hi, this Jan Banister from Santa Barbara Village Properties.

**Pete:** How are you?

**Jan:** Great, thank you. And you?

**Pete:** I'm doing good.

**Jan:** Alright. Question is on testimonials. How do you get people to use Yelp or Zillow or any of those formats, because they don't want to give their information to them, so that you can get the star rating online on these sites?

**Pete:** Right, yeah, a couple of things on that. We actually have a consumer guide on the website. I can't remember what it's called, but I'm going to reach out to Taylor. I'm going to make this note right here because she was the one who put that consumer guide together. And a couple of things that they did when they were getting Don's testimonials is, they reached out to their database and basically bribed them. They said, "We'll give you a \$5 gift certificate to Starbucks when you do this for us." And if someone said yes, they'd do it, they immediately sent them the gift card, not waiting for them to actually do it. And so when that would come in the mail, people would feel guilty and they'd go on there and do it. So, I'm going to actually reach out to Taylor and we'll stick it on the call. When we put this call up on the website later today, I'll make sure that that consumer guide is on there.

But that's one of the key things that I do all the time, is I bribe them. I give them what I call the "ethical bribe". I've done movie tickets, which are a little bit more expensive, gift cards, Starbucks is always an easy standby. The only ones that I don't like to see people do is when they say, "I'm going to enter you in a contest and one winner is going to get a \$50 gift card." That to me is not worth it at all, I don't think it makes you look good. But bribing people, giving them an ethical bribe. As Robert Cialdini would say, it's the law of reciprocity. You've already given them something before they've even done anything for you, and they feel obligated to do it for you. And then that kind of overcomes the whole issue of, "I don't want to put my information online." A lot of times they don't have as big of an issue with it when you've already done something like that for them.

**Jan:** Okay, thank you.

**Pete:** Alrighty. And I got another hand raised. This is from someone in the 843 area code. Go ahead and tell us who this is and what your question is.

**Jackson:** Hi, this is Jackson from Hilton Head Island, South Carolina.

**Pete:** How are you doing?

**Jackson:** Doing better than I deserve.

**Pete:** I like it.

**Jackson:** Thank you. Right now we're actually in a mandatory hurricane evacuation zone, but still out here grinding. So, I just had a really quick question. My question was just, is there any way that I can get this coaching call or a script or anything like that, or a summary of it online or emailed?

**Pete:** Yeah, absolutely. So what we do with all these calls is, the recording of it will be put up on the website a little bit later today, and then we give it over to our transcriber and they transcribe the whole call. That will go up later in the week when our transcriber gets that back to us. So, later in the week, all you have to do is go on the website, look for the coaching calls with Pete, and the transcription will be there.

**Jackson:** Okay, perfect. Thank you so much.

**Pete:** Yeah, no problem. And yeah, you've got to love that hurricane zone. My assistant actually lives in Florida and he was giving us the play-by-play last week. He said they were going to wait until Saturday and see if they need to move. And finally he wasn't in the direct path anymore, so he's like, "Yeah! We're staying." Here in California we don't deal with hurricanes. We get earthquakes. That's what hits us all the time. Okay, I see another hand raised. This one I've got absolutely no number. It just says "anonymous". So, go ahead and let us know who this is and what your question is.

**Holly:** Pete, this is Holly Sanders from Brickell Bay Realty in Miami, Florida.

**Pete:** Hi Holly!

**Holly:** Hi. We escaped the hurricane. We're lucky. It's getting into Georgia and Carolina, but I evacuated anyway. I'm in Marco with some friends. Anyway, you mentioned in your postcards that some of the postcards are – and maybe I got this wrong – are similar, but they have the same theme. Is that correct?

**Pete:** Yeah. So what we've done on the postcard is, we've got, for each guide it's a little bit different, but anywhere from six to 10 different headlines, and basically that's the theme. And then we've done different colored backgrounds. So, for each guide, I think the least amount is six different headlines, and the most was probably like 10 or 12 different headlines. Those are all on the website. All you've got to do is go to the kit, and when you go to the kit, you'll actually see something that says "Postcards". You click on that and you'll see all the different postcards and all the options.

We've got two different sizes. We do a 6 x 11, because that qualifies for Every Door Direct Mail. So, if you've got a geographic farm and you want to use Every Door Direct Mail, the 6 x 11 size will work perfectly for that, plus it doubles on your overages. So, let's say you have 500 printed, but your farm is only 400 homes – you've got 100 extra postcards. You could literally put a regular first class stamp over the EDDM indicia, and then a regular label over the part that says "Local Postal Customer", and you could actually mail that same postcard out to people who you wanted to reach out to directly. That's the reason why we did it specifically in the 6 x 11 size.

The 4 x 6 size is regular postcard size. We did that to the Click2Mail.com specifications for postcards. That's really if you want to reach out to specific people. So let's say you've got a database of 200 people, but not in a geographic farm, you can't use Every Door Direct Mail. It's going to be cheaper to send the postcard size than a first class stamp size. So that's the reasoning for the two different sizes. And then it's just various background colors, basically, for the postcards. They're all there on the website for each

kit.

**Holly:** But my question is basically you're sending the postcard, but are all the kits different, the consumer guides? Because if you keep getting a postcard with a similar message, they're going to say, "Oh, it's the same thing over and over again."

**Pete:** Okay, yeah. Great question. What I would do in that scenario is, I would actually look at my market. So let's say my market is an elderly community, and I know that downsizing is the big topic for this community. I am going to send a "Downsizing" postcard every single month, because I know that that's going to match up with that market. I'm just probably going to use a different headline, and I'm going to track everything. We do actually go through the tracking side of things in the training program that's on the website called "Ultimate Listing Marketing System". In Module 1, we go into tracking.

But I'm going to do that every month, and you've got to understand the reasoning behind it. Someone might have been seeing it every month; however, they weren't thinking about downsizing last month. Now all of a sudden they're thinking about it, and your postcard shows up and they respond to it. The mistake that we often get into is people are thinking, "I've been sending the same one over and over again. They've already seen it. They're not interested." That's the conversation in our head. To them, they don't remember what you sent them last month. You can send it out every month. They don't remember, because they didn't care back then. And now all of a sudden they do care, now all of a sudden they respond. So, if I knew that was my market, I'd do the same thing every month, just a different headline.

**Holly:** Thanks, Pete!

**Pete:** Yeah, no problem. Alright, last question I got emailed in – someone was asking...

Can I put a landing page on my main authority website?

If you've gone through when we talk about the tech side, which we just did recently for "The Ultimate Listing Marketing System"; I think last month we did a whole call on it as well – you can technically put a landing page on your main authority website; however, I wouldn't send people there from any advertisements or postcards, because they're going to get confused, they're going to get lost. And usually a website domain name is going to be like PeteMitchellRealty.com/MoveUp. And the problem is, they see that PeteMitchellRealty.com and they're thinking, "Okay, this is a salesman." That's their first thought: salesman.

And even though you're like the coolest salesman in the world – because isn't that what everyone thinks, that you're not like all the rest; you're one of the cool ones – their fear is, it's going to be the used car salesman. That's why I'm not going to send them to my main authority website when I'm running any kind of ad. It's going to be its own unique landing page website. It'll be MoveUpInRossmoor.com, DownsizeYourRossmoorHome.com, SellYourHomeYourselfInRossmoor.com. I'm going to be doing something local, I'm going to be doing something that is much more generic, in the sense that I'm going to have whatever I legally need to have, my disclosures, all that on the website, but I'm not going to advertise, "I'm a salesman, and that's who's getting your information."

Now, that's if I'm running ads, but do I still have a, quote, unquote "landing page" on my authority

website? Absolutely. I'm going to have opt-ins. I'm going to offer my consumer guides. I'm absolutely going to have that stuff on my main authority website, because people are still going to go to my main authority website and I might as well generate leads from it. It's just I'm not going to send people to my main authority website in order to request a guide. We're going to be sending them specifically to the landing page.

Anyway, with that, guys, I know we are out of time. If you've got any additional questions, feel free to email me. Go onto the Excellence Inner Circle website and send me a message, and I'll be happy to respond to you as soon as I get that. I will look forward to talking with you again in two weeks, and Debbie will be on the call next week. So, thanks so much everyone. I'll talk to you soon. Take care!