

Tom Zeeb's

**MAKE YOUR MARKETING
CONNECT GUIDEBOOK™**

The 5 Key Marketing Elements to Get Your First 5 Deals!



TRACTION
REAL ESTATE MENTORS



Hi ---
 My name is Tom Zeeb. I help real estate investors go from spinning their wheels to doing profitable deals.
 I help them find more deals, negotiate better terms & higher profits, and lock-in & secure their deals with bulletproof contracts protecting their profits & avoiding the pitfalls so they make more deals, make more profits, and have more freedom.

This short guide will show you how.

Tom

Here's why your real estate investing business needs The "Make Your Marketing Connect Guidebook"™...

If you don't have a successful framework for getting your message across to motivated sellers, you waste both time & money on unqualified or worthless leads, expensive failed marketing campaigns, botched negotiations that don't convert to deals, and contracts that fall apart under closing pressure or worse leave you legally vulnerable --- all of which means your business is stalled out & stuck at the starting line.

Enter The Rapid Cash Generator System™

The Rapid Cash Generator System™ has 3 essential pieces — The Make Your Marketing Connect™ is a part of the 1st step "Find the Deal" and is detailed in this guide.

The 1st step is all about building & running a solid & consistent marketing system that Finds the Deals and sorts, sifts, & separates out the motivated sellers from the tire-kickers & time wasters. This lets you find the deals that will make you the most money quickly.

Second, when you have leads coming in, then you'll need to heat them up. Face it, leads come in luke-warm at best (good marketing skips the cold ones entirely) and then you need to Make the Deal by negotiating correctly

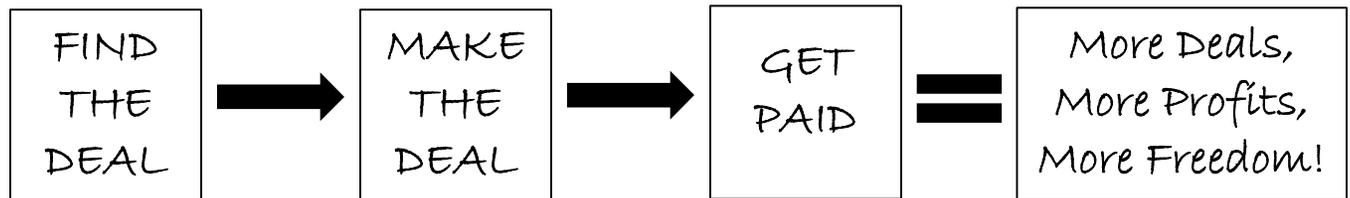
to turn up the heat & get them from saying "no" to saying "YES!" to you.

Third, once they say "YES!" you'll need to Make the Deal by confidently locking the deal up properly using a solid legal contract. This protects your deal from outside interference & allows you to control what happens next: whether you buy & hold it, buy, rehab & resell it, or whether you quickly assign your contract for a rapid cash profit.

Done right, these 3 steps mean more deals, more profits, and more freedom.

Investors who implement The Rapid Cash Generator System™ get a higher volume of qualified leads, negotiate better deals with higher profits, and move ahead confidently as they are secured by bulletproof legal contracts.

On the following pages are the 5 key elements you need to have to properly connect with motivated sellers in your marketing campaigns.



- * Gets motivated sellers contacting you
- * Filters out the cold leads & brings in the warm leads

- * Leads them to best price & best terms
- * Gets them saying YES!
- * Maximizes profits

- * Locks the deal in position
- * Protects your position
- * Closes deals so you cash out!

- Let's you do what you want, when you want!
- Expands your lifestyle
- Protects your family's future



STEP
#1

Properly identify
WHO you will mail

You are looking for MOTIVATED sellers.

People who **need** to sell their house even more than they **want** to sell it.

What makes a seller motivated? PROBLEMS.

Money problems. Family problems. Health problems. Job problems. Aging problems. Problems with the condition of the house. Problems with keeping up on the payments. And the list goes on and on...

Where do you find these motivated sellers?

By identifying the situations that cause their problems and then researching how to contact them based on these problems.

For example:

1. Find tired landlords through the eviction court after they have sued a tenant for non-payment of rent.
2. Find probate leads at the county records office as the heirs need to close out the estate of the person who died. If they owned real estate, you can help them by taking it as-is rather than having them deal with repairs and selling hassles.
3. Find vacant & run-down houses by driving around your target neighborhoods looking for problem properties. Look up the owner in the tax records and contact them and make an offer to buy their property as-is.
4. Find expired listings by looking on your multiple listing service for people who wanted to sell with an agent but their time expired.



STEP

#2

Understand their “itch”

Why would a motivated seller want to sell quickly? And why would price not be their #1 issue in the negotiation?

Because of the itch they have. And that itch needs to be scratched.

It isn't enough to just send them a letter or postcard that says "We Buy Houses". You need to speak specifically to the problem you know they have. This will massively improve your response rate.

Therefore, for example, if you got their name from evictions, you know they might be "tired of tenants and toilets", so send them a message that speaks to this pain.

Or if they have inherited a property thru probate, then offer your condolences and offer to help them quickly sell the property as-is, without having to make any expensive and time-consuming repairs. Remember that they have busy lives too, and having to take on a property after a relative died is a burden on them. But it's a burden you can help remove.

The key is to put yourself in their shoes and think through the problems, concerns, and motivations that they have due to their situation.

Then address those problems, concerns, and motivations in your marketing.



STEP
#3

***Get the right
“Message-to-Market Match”***

Don't mix your messages.

Each different type of motivated seller needs a different message sent to them.

This is called “Message-to-Market Match”.

What you say to each type of motivated seller needs to match and address the problem they are actually having.

If you send a message about being a tired landlord to someone in divorce, it won't resonate properly.

Same if you send a “tired of tenants & toilets” themed message to someone in probate.

It just doesn't match. It won't resonate. And therefore they won't respond.

Think of TV ads that you see during football games.

They are specifically targeted to the type of people watching. You expect to see ads for cars, beer, and burgers. If they advertised the opposite they wouldn't be driving any business and would be wasting their money.

Think about your target markets in the same way. And be sure you are sending messages that match their situations, motivations, needs and desires.



STEP
#4

***Articulate that message
with understanding***

Now that you have identified the motivating situation you are targeting and have developed the appropriate matching message for each group, you now need to articulate that message with understanding.

Be sensitive to the situation the person is in. Think of how they want to be talked to and what they want to hear.

For example, if it is a probate situation, someone has died. And 9 times out of 10 the person dealing with the inherited property is related to the deceased person.

So offer your condolences. Tell them you know how difficult it can be to

have to deal with cleaning up, repairing, and selling a property of a loved one.

Offer to help make the entire process easy. Show them how easy it can be for them.

No matter what the motivating situation is, if you articulate your message to them with understanding you will bond better with them, stand out from any other competition, and build the right rapport that sets you apart as the consummate professional who is the logical choice to do business with.

STEP
#5

***Repetition, Repetition,
Repetition***

Finally, it isn't enough to just send out one single round of mailings and then think that is enough.

It takes repetition to be successful.

People often don't respond until they have seen that you have been around for awhile.

Persistence also conveys professionalism. It tells them that you are serious and makes them trust in you more.

It's also just a practical matter that people won't respond on the first round.

Sometimes they are blind to the messaging until they get really motivated by the pressure the situation is putting on them. And then

your marketing mailing arrives and they are suddenly ready to take action.

Or they have been thinking about selling their property, but for whatever reason they just aren't quite ready yet. They hold on to your mailing, but don't call.

Then, when your 2nd or 3rd mailing arrives, they are finally ready, as your 1st attempt has started their mind moving and now the repetitive mailing as triggered them to action.

You don't know when they'll be ready. But if you stay persistent and consistent, you'll be able to do the deals that others are losing because they drop out after just one round of mailings. (And that's most people actually.)

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-----cut along the dotted line-----



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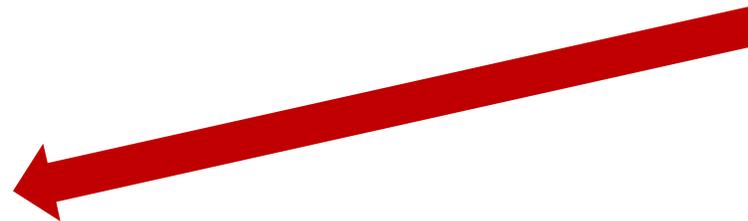


#2

Understand
their "itch"



#3 Get the right
"Message-to-
Market Match"



#4



Articulate that
message
with understanding



#5

Repetition,
Repetition,
Repetition





At the start of this guidebook, you saw a diagram which showed how it fits into Step 1 "Find the Deal" of The Rapid Cash Generator System™

If you want to take and install the entire Rapid Cash Generator System™ into your business, the next step is to order the Rapid Cash Generator™ Kit and/or come to my 3-day Rapid Cash Generator Implementation Bootcamp™ -- The techniques I'll teach you work ANYWHERE!

The Kit has multiple ready-to-use marketing campaign sequences. Simply customize the letter, postcard or flyer templates with your name and contact information and send them out.

It also has complete trainings on how to negotiate properly to move sellers from "no" to "YES!" and my entire library of legal contracts so you can lock-in & control your deals with confidence.

My Rapid Cash Generator Implementation Bootcamp is a 3-day training intensive that shows you in-depth how to find deals, make deals, and get paid. In addition, I teach the mindset, structures, frameworks & advanced systems for starting, growing, or scaling your real estate investing business no matter if you are on your 1st deal or your 50th.

Because of the hands-on nature of the training, seating is limited.

To see all of what's covered, and find out more, go to:
TractionRealEstateMentors.com/bootcamp

My Podcast goes into deep detail about the process of building a successful real estate investing business: GetTractionPodcast.com

Download a copy of my Best-Selling book "How to Correctly Flip Houses for a Profit", go to TractionRealEstateMentors.com/book