

How To Use Your Newsletter Effectively

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Newsletter is one of the most versatile marketing tools available to Realtors. It is the only tool that can simultaneously (1.) provide useful information to your prospects, (2.) position you as the local real estate expert, (3.) help you stay in touch with your prospects until they are ready to buy or sell, (4.) stimulate referrals, and (5.) accomplish all this consistently and without being too aggressive. Still, the Resulti newsletter is not meant to be the only marketing tool you use. Instead, it is designed to supplement your marketing efforts to make it easier for you to grow your business, and it should be used in conjunction with your other marketing activities.

In this report you will find ideas on different ways to make your newsletter work for you. Many of these ideas come from our members who are currently successfully using our newsletters in their real estate practices. And while different Realtors choose different strategies, all successful agents have one thing in common – consistency. Whichever strategy you decide on, your success will depend on doing it consistently, month after month, every month. This does not mean you cannot experiment and try new ideas, but it does mean that you should find one strategy that works for you and stick with it. Consistent results come only from consistent marketing.

So, without further ado, here are the ideas for customizing, distributing, and even saving money on your newsletter.

Customizing

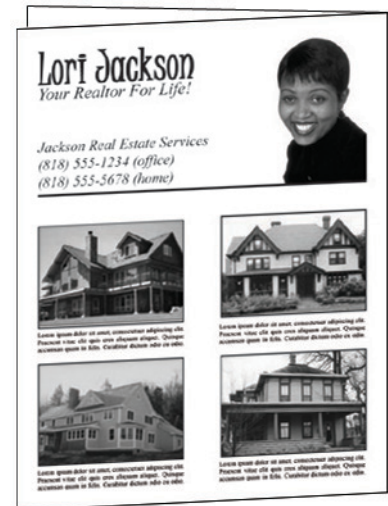
The Resulti newsletter is designed to be used as-is in order to save you time. Changing the content of your newsletter is generally not possible due to its design. However, there are still a couple of ways to further customize your newsletter if you intend to deliver it in printed form.

Add a Page

Placing a listing or personal brochure in the middle is a simple and inexpensive way to add more information to your newsletter. Printing that page on a paper of different color would also make it stick out more.

Replace Page 4 With Your Own

You can simply discard the Page 4 we send you, and replace it with one you create. Our subscribers often do this, and add information about their listings, local market activity, or their own articles. If you choose to create your own Page 4 and intend to mail the newsletter, remember to leave enough space at the bottom for the address and postage.



NOTE: The above suggestions will work only if you are distributing the newsletter in printed form. Changing the electronic version (the PDF file) is generally not possible.

Who Should Receive Your Newsletter

Past Clients

These folks can absolutely, positively be your greatest source of business if you make an effort to maintain consistent contact with them after the sale. If they had a good experience working with you, they will be happy to work with you again. And they will gladly recommend you to their friends. That is, if they remember you. Today, people live increasingly busy lives, and with

everything that they have on their minds, they might not think of you the moment someone tells them they are looking to buy or sell. Sending your past clients your newsletter on a regular basis is an elegant way to stay on their minds, and to make it easier for them to remember you and recommend you. Oh, and don't forget your current and most recent clients, too! Their experience with you is still fresh on their minds, and they will probably be talking to their friends about it. Those friends may also be in need of a good Realtor!

Family And Friends

Here is a frequently untapped source of business. Many agents feel awkward asking family and friends for business or referrals. But people close to you often don't think of you as a Realtor – they think of you as a friend, sister, brother-in-law. They would love to help you get more business, if they'd only remember that they are supposed to send you referrals! So help them remember by sending them your newsletter!

Geographical Farm

Thousands of Realtors around the country successfully farm their areas, and make a good living doing so. Your newsletter provides an easy and inexpensive way to start and maintain your own farm. Repeatedly targeting the same geographical area will allow you to build name and face recognition, and help you build credibility. When people start to recognize you as their local real estate expert, they are more likely to do business with you. This should result in a steadier flow of new leads for you, and ultimately more business. (Look for a special report *Guide to Successful Farming* coming soon the Free Stuff section of our web site).

Business Contacts

Home inspectors, appraisers, real estate lawyers, financial planners and other professionals can be a good source of referrals for you. When you meet them, they usually give you their business card, right? It lists an e-mail address? So, why not e-mail them your newsletter? E-mail doesn't cost you anything, and, chances are, you will be the only Realtor sending them interesting information on a regular basis.

How to distribute your newsletter

Mail

Mail is easy and quick, but it does cost money. If you choose to deliver your newsletter by mail, first decide on a budget – how much money you want to spend every month. Keep in mind that *consistency* is the key; so make sure that you can afford to *consistently* do your mailings as opposed to doing it once and then running out of money to do it again. Also, if you plan on using mail, consider getting a bulk rate permit from your local post office – it could save you considerable amount of money on postage.

Distribute By Hand, Hire Kids

Here is a cheap way to deliver your newsletter to your farm. You should be able to deliver about hundred copies in less than two hours. Do this for five days, and you will cover five hundred homes. Distribute the newsletter to the same five hundred homes every month, and you will start to build name

and face recognition in your area – the first step towards having a successful farm. And besides growing your business, walking is good for your health! A few words of caution: never put the newsletters (or any other brochures) in people's mailboxes – Postal Service regulations prohibit this and you could be fined. Instead, stick them in the door, or hang them to the doorknob with a rubber band. Also, make sure that the neighborhood you choose does not prohibit brochures, handbills, etc.

E-mail

E-mail is the ideal way for staying in touch with people you already know, such as past clients, business contacts, family and friends. It is free, fast and easy. You can e-mail your newsletter as an attachment along with a brief introductory paragraph of your own. I would caution you not to send it to people you don't know - spamming them won't make you very popular.

Open Houses

Why not bring your newsletters to your next open house? Every other Realtor uses only brochures and business cards. When a buyer goes home after visiting open houses, among the pile of brochures she collected will be only one newsletter – yours. Also, you use a guest book at open houses, yes? Put those people on your mailing (or e-mailing) list, and send them your newsletter regularly. If they are not ready to buy now, they may be in a few months. If you stay in touch with them consistently, you increase your chances of converting them from prospects to clients.

Bulletin Boards

Grocery stores, bagel stores, coffee shops, sandwich stores. They all have bulletin boards where local businesses can advertise for free. Why not select five to ten stores in your area, and post some of your newsletters once a month? It shouldn't take more than a couple of hours to do this. Again, to see the results you must be consistent, so cover the same stores every month.

Networking Meetings

If you belong to your local chamber of commerce, or a similar organization, their meetings are a good opportunity to distribute your newsletter. Also, as you meet new people there, and they give you their business cards, add them to your mailing list. After all, the purpose of chamber of commerce or similar networking organizations is for people to *network* and do business with each other.

Pre-Approach!

When you set an appointment with a potential buyer or a seller, do you send them any introductory information prior to the appointment? No? Perhaps you should. Sending pre-approach information helps strengthen the appointment and reduces the number of cancellations and no-shows. It can also help break the ice, and give your potential client a chance to learn more about you prior to meeting you in person. A newsletter is a good supplement to your pre-approach package, but should not be the only thing you send. I recommend also sending a one-page introductory letter about you and copies of recommendation letters from past clients (if you don't have any, start asking for them – they are absolutely wonderful at breaking the ice prior to an appointment). Be careful not to send too much information though - if you overwhelm people with information they may just choose to ignore it. Also you don't want them to know all about you before meeting you - save something for the appointment.

Final Thoughts

Get Someone Else To Pay For It

If you are looking for ways to decrease your costs, consider asking a loan officer you work with to pay for a portion of the printing and postage in exchange for featuring him or her in your newsletter. You can easily include the lender's brochure with your newsletter, or, if you are replacing the Page 4 with your own, include the lender's ad in the new page you create. Many loan officers will welcome the opportunity to partner up with you this way as this can result in more business for both of you. I would suggest you feature only one lender per newsletter, and if you find a loan officer that wants to work with you for the long term, stick with that one for every issue (as long as she agrees to split the cost with you!). And keep in mind that the main purpose of the newsletter is to promote you, so make sure that you are featured more prominently than the lender.

Make a plan and stick with it

The main reason why many Realtors fail is they fail to plan. By sitting down and making a marketing plan *in writing* you will enable yourself to be more consistent and more successful. How many newsletters will you distribute each week? To whom? Which methods of distribution will you use? How much money will you spend? Which day of the week will you do it? How much time will you spend? Write all this down, and schedule the times in your calendar for your newsletter marketing. Then stick to your plan and follow it every month. You will not see the results immediately, but after a few months leads will start to trickle in. And, by continuing to consistently send out your newsletter, the trickle should turn into a steady flow.

I cannot over-emphasize the importance of being consistent. If you want a steady flow of business, if you want a more predictable income, then you must have consistent marketing. Make a plan and stick to it, and I know you will be successful.

With a smile,

Bané Obrenovich
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