

3 Easy Ways to Create an Irresistible Lead Generator



What's a lead?

In basic terms - getting people to contact you regarding your products or services.

The words 'lead generation' get thrown around a lot, particularly in the context of online marketing, but when you break it down, all it means is, 'to summon enough interest in your business to get people to contact you'. And you're probably doing this on a daily basis anyway. The trick is to be conscious of every opportunity that comes your way and be authentic and consistent in your delivery of your brand, product or service. Don't be afraid to try something new, and keep an eye on what your audience respond to.

Myth: We are **not all born marketers.**

Most people will agree with that statement and also they may say; "I am not a sales person." And I will say, wronnnnng! Let me prove you that the opposite is true.

Fact: We are all born marketers.

We are all born marketers. Babies are the best marketers you can find out here. When they are hungry and not knowing a better way to ask for food, they star crying, so they can get what they want, food.

For the sake of this argument, it's save to say, that if we need a business we must learn how to "cry" (market) until we get the business. This is marketing 101 in my book.

We are all, also, sales people. By the way, that's all we do all they long, sales. The sad thing is that not everyone is aware of it.

Why is it that we are so good selling other businesses' "experience" and not our as a real estate professionals?

We are in the business of selling "Experience". When you go to a restaurant and have a great experience with the food, service and environment, etc., you can't wait to see your friends, relatives or fellow partners and tell them about your total great experience. You just have sold them your experience.

We can go on and on with a list of things we "market" for other people. The big question is: *Why we can't do same for our real estate business?* Do we believe in our service, knowledge, etc?

In our *Simply Self-Coaching*® program we cover all the basics needed to develop our "inner coach". Through this program you learn how to be confident in the sales business of any kind, how to build a strong brand, marketing system, etc.

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ONE - Provide enormous value for your client

Don't be shy here. Learn what home owners needs are and deliver beyond their expectations.

Deliver an "**Awesome Experience**" Just see these interesting statistics:

Burger King has a **\$1.5** million in sales per year per store.

McDonalds has a **\$2.5** million in sales per year store .

Chick-fill-A has **\$5.2** million in sales per year per store. Not to mention that they are closed on Sundays. Cick-fill-A sells an *EXPERIENCE*

CARMAX - "EXPERIENCE clear and simple car buying and selling. NO HAGGLING!"

TWO - Establish you as an authority and an specialist in your field

"One of the biggest marketing mistakes is to attempt to appeal to everyone at once." When agents are trying to reach every, last conceivable prospect, their marketing end up with a vague and meaningless focus.

THREE - Organic Marketing - Branding (OMB)

The term is intuitive; the definition of organic marketing refers to the act of getting your customers to come to you naturally over time, rather than 'artificially' via paid links or boosted posts.

Be patient with your organic lead (**OL**), they cost you almost nothing. Educate them and keep in touch. With **OL** you can choose who you want as a client and who you don't. Do not prejudge your leads. But instead to take the long-term "asset management" approach to nurturing your leads as the treasure trove that they are.

Go out there and meet people, give away something useful. No one reads newsletter any more

This is just lead generator in a nut shell. We go over with details in our Marketing program available to our agents.

We understand the challenges with marketing and branding. It's painful to see the frustrations most agents have trying to get businesses. We have decided to offer solution to that frustration.

At the end of the day, if we don't get leads, there is no need to stay in the industry.

But doesn't have to be that way. You need quality leads coming your way in a systematic way without investing thousands of dollars in paid marketing with 3rd parties.

Book your (no obligation) private consultation.

Visit: www.rckrealty.com



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