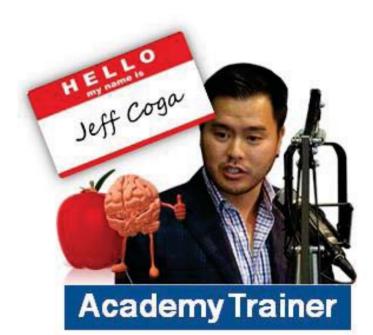
# Welcome To The: STUDY HALL

INBOX

ACADEMY



### Let me tell you a story (Don't worry. It'll only take a minute...)





#### In A Down Market

#### **Struggling Agents Says:**

- "Too Much Inventory"
- "Can't Find Buyers"
- "No One Qualifies"

**Ultimately You Say...** 

"Sellers and Buyers are Unreasonable!"

"I'm not making the income I want!"

In An Up Market

#### **Struggling Agents Says:**

- "Not Enough Inventory"
- "Too Many Buyers"
- "Too Much Cash"

**Ultimately You Say...** 

"Sellers and Buyers are Unreasonable!"

"I'm not making the income I want!"



#### In A Down Market

#### **Action Agents Says:**

- "Too Many Seller Leads"
- "Too Many Buyers Leads"
- "Too Many Listings"

#### **Ultimately They Say...**

"Let Me Scale My Business To Handle These Leads" In An Up Market

#### Action Agents Says:

- "Too Many Seller Leads"
- "Too Many Buyers Leads"
- "Too Many Listings"

**Ultimately They Say...** 

"Let Me Scale My Business To Handle These Leads"



# Winning in Email Marketing

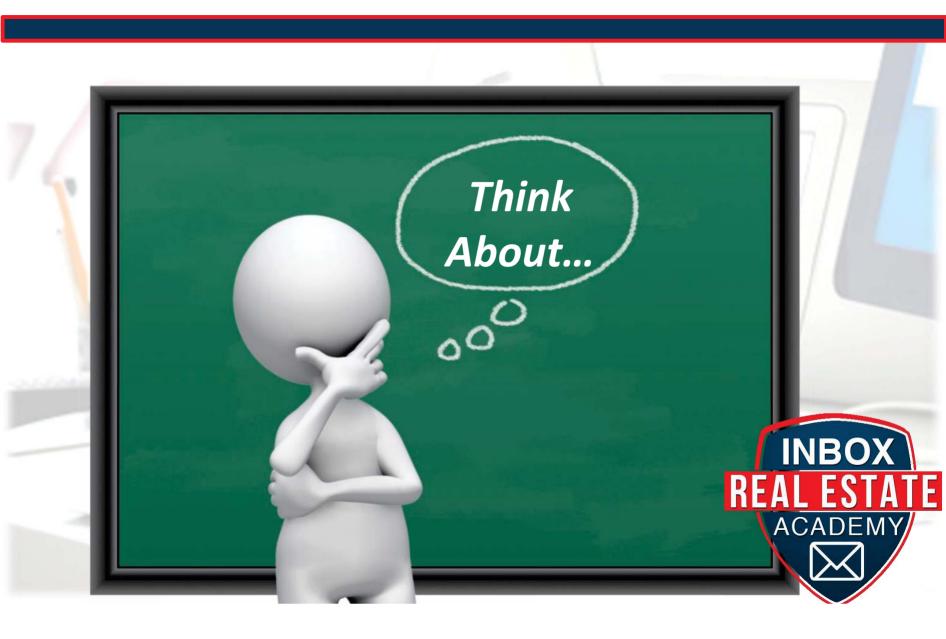
Can you deliver in these two vital areas?

#### TACTICS

- Setting Up Campaigns
- Sending email
- Setting Up Auto
- Responders
- Filtering Emails

#### STRATEGY

- Team Building
- Marketing
- Monetization
- Growth
- Execution
- Systemization





### Download Quick Reference Guide

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DOWNLOAD

### www.reinboxacademy.com/quick

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ACADEMY



### **IMPORTANT INFORMATION**

DOWNLOAD

#### 1 PAGE - QUICK REFERENCE GUIDE

Please print or save this document.

#### Support Email: support@reinboxacademy.com

 All support emails will be responded in 24 hours or less during regular business hours.

Member Access Site: Access your training materials by visiting the link below. As new training is made, it will be uploaded.

- www.reinboxacademy.com

**Create a Digital or Hard File:** You should immediately create a "special" file on your desk top or create a hard binder to keep our entire curriculum from FB Real Estate Academy. This will be our accountability and quick reference guide.

### www.reinboxacademy.com/quick

#### Academy Curriculum Module Recap

FAST START: Email Campaign Set Up & Optimization

MODULE #1: Get Business NOW System

**MODULE #2: Seller Auto Responder Seller** Lead to Conversion System

**MODULE #3:** Buyer Auto Responder Lead to Conversion System

MODULE #4: Building Your Personal Marketing Plan



### **SPECIAL ANNOUCEMENT!**

INBO

SUCCESS

STORIES

We're Looking For Success Stories and We're Going To Be Giving Away OVER \$1,000.00 in Prize Gifts!



### Win a Kindle Fire HD!





INBOX

## Which color will you choose?

Fire HD is available in black, white, magenta, citron, or cobalt.







IN3(0)

### Two Ways To Enter the Contest...

# SUCCESS Stories



### Send Us an Email of...

SUCCESS Stores

We'll Pick Two Winner Every Week!

support@reinboxacademy.com



SUCCESS

**STORIES** 

### What You Can Win!

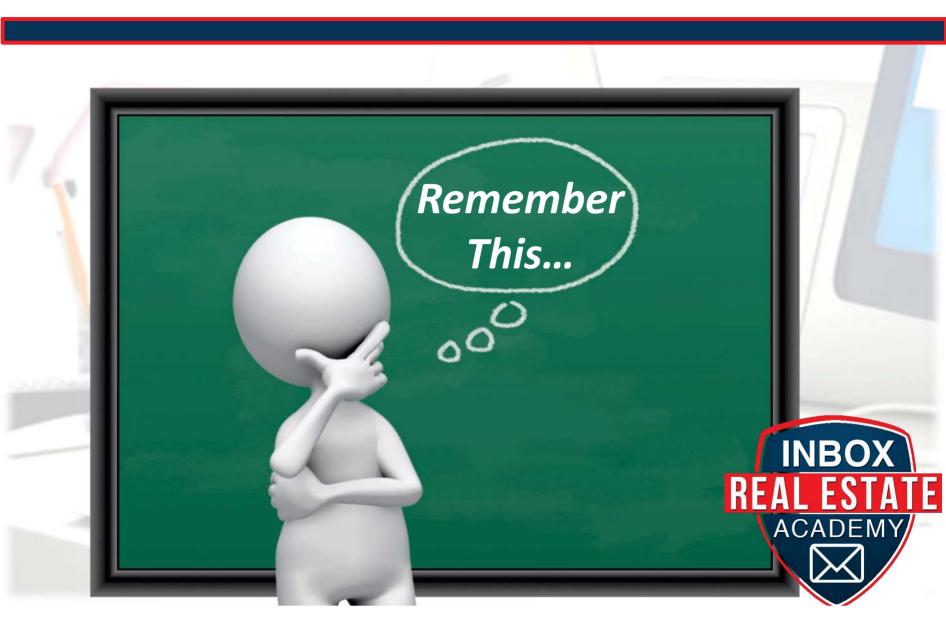
### Leave us a Comment

#### We'll Pick Two Winner Every Week!

Leave a Comment Under The Real Estate Inbox Academy Curriculum

www.reinboxacademy.com







#### In A Down Market

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- "Too Many Buyers Leads"
- "Too Many Listings"

#### **Ultimately They Say...**

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**Ultimately They Say...** 

"Let Me Scale My Business To Handle These Leads"



### Open House Blitz Campaign: How to Use Other Agents Listings To Build Your Buyer List

(Now... Let Me Show You)



2

by Google

### Setting Up Your Email Account To Engage With Seller and Buyers



### **Even If You Already Have A Gmail, Please Make Sure To Setup a NEW Gmail Account**

by Google



### Because...

### We Don't Want To Mix You Seller and Buyer Leads When Your "Engaging" Them



If This Doesn't Make Sense Now... Don't Worry! It Will All Come Together In The Next Module



### WE WILL USE GOOGLE CHROME FOR OUR BROWSER. CERTAIN PLUGINS ONLY WORK WITH CHROME.

### www.google.com/chrome



### Go To The Link Below And Set Up A New Gmail Account:

**STEP #1** 

Mal

by Google

www.accounts.google.com/SignUp

#### Create your Google Account

#### One account is all you need

A single username and password gets you into everything Google.



#### Take it all with you

Switch between devices, and pick up wherever you left off.



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@gmail.com
address
Year

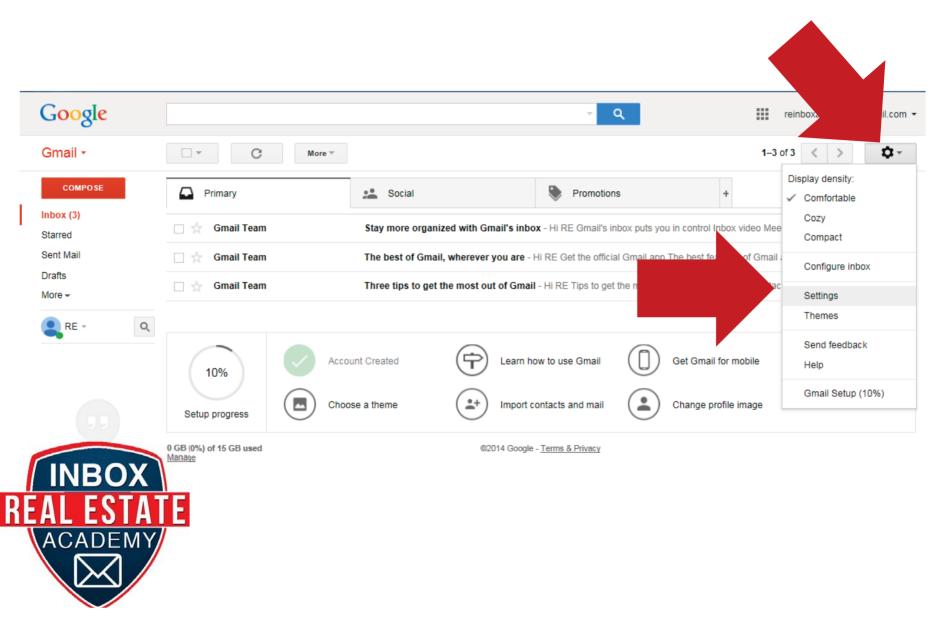


# **STEP #2**

INI={0]

### ENABLE CANNED RESPONSES ON YOUR GMAIL ACCOUNT

### It's Under Setting => Labs



G <mark>oo</mark> gle			reinboxacademy@gmail.com -
Gmail -	Settings		<b>\$</b>
COMPOSE	General Labels Inbox Accounts and Import Filters Forwarding and POP/IMA	AP Chat Web Clips Labs Offline Themes	
Inbox (3)	Gmail Labs: Some crazy experimental stuff. 🁔		
Starred	Gmail Labs is a testing ground for experimental features that aren't quite ready for primetime. They may change, break or disappear at any time.		
Sent Mail	If (when) a Labs feature breaks, and you're having trouble loading your inbox, there's an		
Drafts More <del>-</del>	escape hatch. Use https://mail.google.com/mail/?labs=0.		
	Search for a lab: e.g. search, gadget, preview		
RE × Q	Save Changes Cancel		
	Available Labs Apps Search	○ Enable	
	by the Apps Search team	Disable	
	Extends search with Google Docs and Sites results. Apps Search will find the most relevant Docs and Sites and show them below Gmail search results.	Send feedback	
INBO	Authentication icon for verified senders	O Enable	
DEAL ECT	ATE me to eBay!	Disable	
NEAL ES	Displays a key icon next to authenticated messages	Send feedback	
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COMPOSE	General Labels Inbox Ac	counts and Import Filters Forwarding and POP/IM/ Displays a key icon next to authenticated messages from certain senders that spammers at onpt to fake. Learn more	AP Chat Web Clips Labs C Send feedback	Offline Themes	
Starred Sent Mail Drafts More -	After archiving, deleting, r © Go to the next (newer) O Go to the previous (old Go back to the threadling	Auto-advance by Bruce D Automatically shows the next conver- your inbox after you delete, archive, of conversation. You can select whether to next or previous conversation in the "Gen page.	<ul> <li>○ Enable</li> <li>● Disable</li> <li>Send feedback</li> </ul>		
RE · Q	Insert Refer to documentation Status report template FAQ	Canned Responses by Chad P Email for the truly lazy. Save and then send your common messages using a button next to the compose form. Also automatically send emails using filters.	<ul> <li>Enable</li> <li>Disable</li> <li>Send feedback</li> </ul>		
	Actes         Model           Compose         F           Sector         F           Sector         F           Back to threadle         F           Three domains (with)         S	Custom keyboard shortcuts by Alan S Lets you customize keyboard shortcut mappings. Adds a new Settings tab from which you can remap keys to various actions.	<ul> <li>Enable</li> <li>Disable</li> <li>Send feedback</li> </ul>		
INBOX	Today (Tue, Jul 29) 9a Dr. Appointment 1:30p Lunch w friends 4p Pick up Eli at SFO	Google Calendar gadget by Ben K and Garry B Adds a box in the left column which shows your Google Calendar. See upcoming events, locations, and details.	<ul> <li>Enable</li> <li>Disable</li> <li>Send feedback</li> </ul>		

Make Sure to "Save Setting"



# **STEP #3**

INBO

### **CHANGE DISPLAY TO 100 EMAILS**

(When You Reply To The Leads at Scale, You Want to See All Of Your Leads At Once)

### It's Under Setting => General

Google		- Q	reinboxacademy@gmail.co
Gmail -	Settings		\$
COMPOSE Inbox (3) Starred	General Labels Setup progress:	ounts and Import Filters Forwarding and POP/IMAP Chat Web Clips Labs Offline Themes	
Starred Sent Mail Drafts	Language: Phone numbers:	il display language: English (US) Change language settings for other Google products Show a 10 ge options 15 Defaul 20 y code: United States	
	Maximum page size:	Show 25 v conversations per page	
	Images:	Always display external images - Learn more     Ask before displaying external images	
	Default reply behavior: Learn more	<ul> <li>● Reply</li> <li>○ Reply all</li> </ul>	
	Default text style: (Use the 'Remove Formatting' button on the toolbar to reset the default text style)	Sans Serif $\tau$ $T$ $A$ $\tau$ $I_x$ This is what your body text will look like.	
INBOX	Conversation View: sets whether emails of the same topic are rouped together)	Conversation view on Conversation view off	
ACADEM	Y/		11

### Make Sure to "Save Setting"



# **STEP #4**

INBO

### **ADD YOUR SIGNATURE** (USE YOUR REGULAR SIGNATURE FOR NOW)

### It's Under Setting => General

Google		~ <b>Q</b>	reinboxacademy@gmail.com 🝷
Gmail -	Setting		\$~
COMPOSE	General Lab	ounts and Import Filters Forwarding and POP/IMAP Chat Web Clips Labs Offline Themes	
Inbox (3)	Importance size	You can view and change your preferences here.	
Starred	Signature: (appended at the end of all outgoing	○ No signature	
Sent Mail	messages) Learn more	Sans Serif	
Drafts More <del>-</del>		Put Your Normal Signature In Here For Now	
RE - Q		✓ Insert this signature before quoted text in replies and remove the "" line that precedes it.	
	Personal level indicate	<ul> <li>No indicators</li> <li>Show indicators - Display an arrow ( &gt; ) by messages sent to my address (not a mailing list), and a double only to me.</li> </ul>	arrow ( » ) by messages sent
	Snippets:	<ul> <li>Show snippets - Show snippets of the message (like Google web search!).</li> <li>No snippets - Show subject only.</li> </ul>	
INBO	Vacation responder: reends an automated reply to incoming nessages. If a contact sends you several ressages, this automated reply will be sent at	Vacation responder off     Vacation responder on     First day: October 15, 2014     Last day: (optional)	
RÉAL EST	ATE		
ACADEN			

### Make Sure to "Save Setting"



Mai

by Google

# **STEP #5**

### **INSTALL RAPPORTIVE TO GMAIL**

### rapportive

Get rich contact profiles right inside Gmail.

www.rapportive.com

help install

Ô.-3 of 29,522 More -Mary Davis mary@ hours ago example.com San Francisco Bay Area ours ago) CEO at Example Inc Investor at Lucrative Board Member at Fictional Advisor at Knowledgable Inc in LinkedIn CONNECT @marydavis1970 Personal Website Skype S Mary is in your third-degree network. You may know them through: INBOX cy | my profile rapportive ACADEMY

# rapportive

#### Get LinkedIn profiles right inside Gmail.

Rapportive shows you everything about your contacts right inside your inbox.

#### Add Rapportive to Gmail

Free add-on for Firefox & Chrome.

#### You've got mail...



Who is this? See their happy smiling face.



What do they do? See their job, company and



Where are they?

See if they're nearby, and arrange to meet.



Who do we both know? See your shared connections



by Google

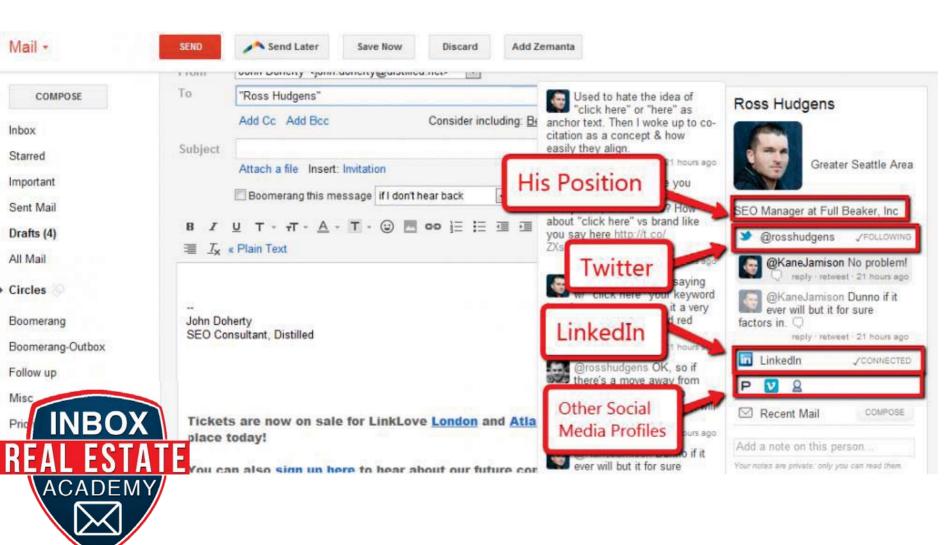
# **STEP #6**

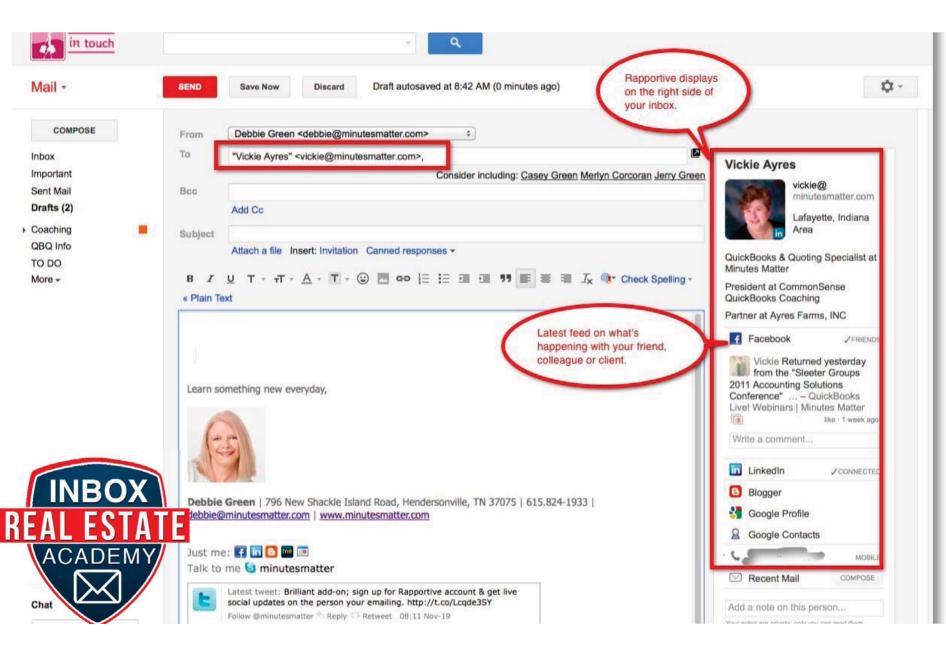
### **INSTALL RAPPORTIVE TO GMAIL**

### rapportive

Get rich contact profiles right inside Gmail.

www.rapportive.com







#### UPDATE ALL OF YOUR SOCIAL MEDIA ACCOUNT WITH THIS NEW GMAIL ACCOUNT. FB AND LINKEDIN CAN HAVE MULTIPLE EMAILS.



#### Buyer Blitz Campaign: How to Mine For Pocket Listings Using the MLS

(Now... Let Me Show You)



## MODULE 1

#### "What is an Email Campaign?" (The Overview)

A coordinated set of individual email marketing messages delivered at intervals and with an overall objective in mind. A campaign allows each new message to build on previous success.



### For An Email Campaign To Be Successful You Need The Following...

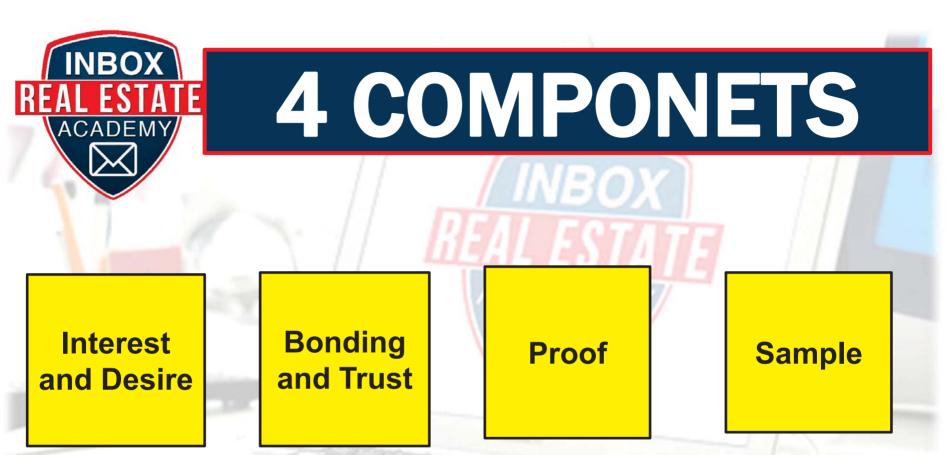
**OVERVIEW** 

INBO



### A Game Plan on the "END RESULT" You Want From The People You Are Emailing.

Don't Worry We're Going To Give You 3 Campaigns In This Module...



#### You Want To Take Your Prospect Thru Each of The Four Components



**STEP #1** 

### YOU MUST FIRST CREATE INTEREST AND DESIRE.

**Examples: Free Foreclosure List, First Time Buyer** *Guide, New Development List, Low Down Payment Program, etc* 



## **STEP #2**

### NEXT YOU MUST BOND AND TRUST

Your clients want to know that you are real and you can do this by creating a report or teleseminar about you. Tell a personal story on why you got into real estate or the joy you get doing real estate.



## **STEP #3**

### NEXT YOU NEED SHOW PROOF THAT IS WORKS

You should get tons of testimonials and give those out in many forms.

Examples: LinkedIn Reviews, Video Testimonials, Pictures, etc



### FINALLY YOU SHOULD GIVE THEM A SAMPLE OF WHAT THEY WILL GET WHEN THEY WORK WITH YOU.

**STEP #4** 

Be authentic and tell them what they really get by working with you. IE. A trusted advisor they can turn to for any real estate leads.



#### Here's What We're Going To Cover...

#### "The Perfect Welcome Email"



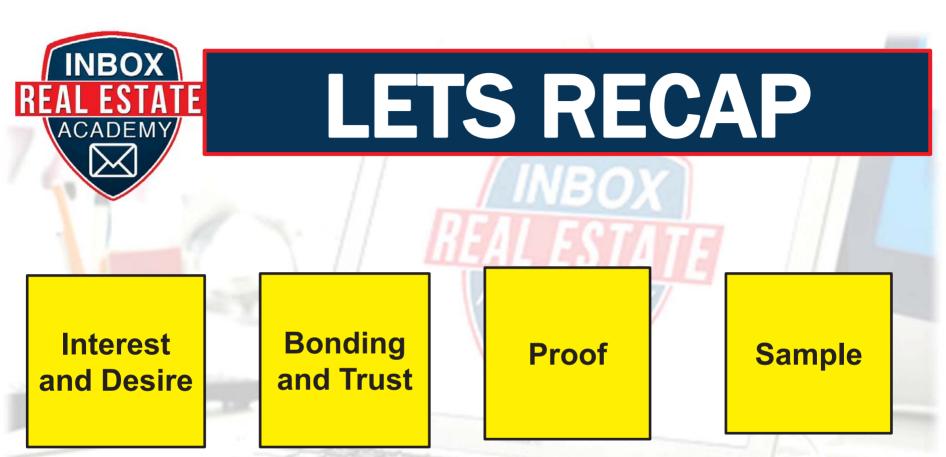
#### Here's What We're Going To Cover...

#### "The FLASH Sale" Works GREAT For Buyers



#### Here's What We're Going To Cover...

#### "Throat Grabber" Works GREAT For Sellers



The Campaigns You Will Receive In THIS Module Will Hit ALL of These 4 Important Componets.

#### Winning in Email Marketing Can you deliver in these two vital areas?

#### TACTICS

 Setting Up Campaigns

Setting Up

Auto

 Filtering Emails

Sending email

Responders

#### STRATEGY

- Team Building
- Marketing
- Monetization
  - Growth
  - Execution
  - Systemization



## SPECIAL ANNOUNCEMENT

### Would You Like Me To Personally Manage Your eMail Campaign and Double, Triple, or Even Quadruple Your Business ...For Free?

I'm looking for a "dream" client that I can bring in massive windfalls for.

If you're that client, I will personally work with you one-on-one managing your eMail campaigns that will generate seller and buyer leads in your business to help you double, triple, or maybe even quadruple your revenue for the next 12 months

## You Pay Nothing Out Of Pocket, Ever.

INBOX

Here's why....

The first thing I'm going to do for you is to personally help you create a strategic eMail marketing plan to bring in immediate money.

There's no charge for this and it only takes about 30 - 45 minutes for us to do together.

(After doing this type of thing for almost 2.5 years straight, I've gotten pretty good at fast results).

Anyway, I'll even do most of the heavily lifting for you ....telling you exactly what campaigns, who to target, what will work in your market place and how to have your eMail marketing campaigns all on autopilot and doing the part you "love" in the business. At the end of this initial planning session **one of these three things will happen:** 

- 1. You love the plan and decide to implement it on your own. If this is the case, I'll wish you the best of luck and ask that you keep in touch with me to let me know how you're doing.
- 2. You love the plan and ask to become my client so I can personally help you execute, maximize, and profit from it ASAP. If that's the case, we'll knock it out of the park ...And that's a promise. Every single one of my one-on-on consulting clients makes money. Every. Single. One.
- 3. In the unlikely and *unprecedented* event that you feel like you wasted your time, I will send you \$100.00 as payment immediately. No questions asked. Your time is your most valuable asset you have, and I respect that.

At the end of this initial planning session **one of these three things will happen:** 

1. You love the plan and decide to implement it on your own. If this is the case, I'll wish you the best of luck and ask that you keep in touch with me to let me know how you're doing.

### It really is that simple and there's no catch.

3. In the unlikely and *unprecedented* event that you feel like you wasted your time, I will send you \$100.00 as payment immediately. No questions asked. Your time is your most valuable asset you have, and I respect that.

The "worst" that can happen is you get \$100 for "wasting" 30-45 minutes of your time.

The best that can happen is we work together one on one to increase sales and profit several times over

### That's Why This Is The Closest Thing To FREE MONEY You'll Ever See.

#### Here's how it'll work:

First, we get on the phone one-on-one and go over your current business.

I take a look at what you've got, what you're doing, and what you want to achieve going forward.

Once we have those "raw materials", I help you come up with a strategic fb plan of action to **immediately increase your profits dramatically.** 

There are a number of ways I might do this for you.

For example, I might show you how to restructure your eMail marketing campaign so you can drum up business, how to create campaigns, or how to target your ideal clients (both sellers/buyers and even leases)

#### And if you have a list of prospects, we're bound to whip up a quick promotion you can run within days ...and have the cash register ringing over and over again.

## So Why Would I Offer It?

INBOX

Two reasons:

First of all, I enjoy it. This type of thing is what I do best, and it makes me very, very happy to see someone achieve financial success (and all that comes with it) as a result of the help I give them.

Second of all, it's how I attract clients to William and I's mastermind.

Here's how that works:

Assuming you're happy and you want me to crank out these types of plans for you all the time, you'll probably want to continue working together long term so I can help you implement them.

If this is the case, I might invite you to become a eMail Power Management consulting client.

#### My "fee" is \$500 a month ...but if you think about it, **it really doesn't "cost" you anything.**

Why?

Because I expect to make you much more than \$500 in the first month ...and if we keep working together over the next 12 months, I'm confident I can double your entire business ...at minimum. The reason I'm so confident is because every single one of my clients has made significantly more than what they've paid me.

#### Literally. *Every single one of them.*

But look. If you don't want to become a client, don't worry about it. You don't get any sales pitch or pressure from me of any kind, ever.

# In fact, here's my promise to you:

You Find Our Conversation To Be Incredibly Valuable Or I'll Pay You \$100.00 Immediately To Compensate You For Your Time. Now, obviously this is an amazing offer which you'll probably *never* see from any other "consultant" in the world.

Think about it.

I'm personally generating a eMail profit-plan for you up front *-for free-* and *then* letting you pay me later if *(and only if)* you decide to work together long term.

## Plus, I'm taking it one BOLD step further by guaranteeing you'll find this free plan immensely valuable - or I'll pay you \$100.00 just for wasting your time.

Just tell me, and it's yours. No questions asked.

### Who Else Would Do That? NOBODY. (I checked).

### But I'm happy to put it on the line like this because my clients always ...ALWAYS make money.

### Period.

Every single one of them.

# After all, I'm the most sought out real estate direct marketing and eMail consultant on the planet for a reason.

My stuff works, and I know that if we work together, you'll make money. Consider this: Over the past 9 years, I've bought and sold over 100 MILLION+ DOLLARS in real estate sales for myself and my private clients.

This is why I'm sought out by real estate professionals all across the nation.

# Anyway - as you can imagine, I'll get a LOT of interest from this webinar.

# And that's why I need you to pay attention to this next part carefully:

# This Is NOT For Everybody. Here's Who I CAN Help: I'm VERY picky about who I'll speak with and I've got a strict (but reasonable) set of criteria that needs to be met in order for us to proceed.

#### Here it is:

1. You have to have a solid business already.

This offer is for people who are up and running already and simply want to run a lot faster and a lot farther.

You should be doing around one listing a quarter or more each year already with average commissions over \$2,500.

Oh, and I won't work with beginners, one listing a year agent, or "I want to *try* real estate" folks.

2. You must have a steady flow of seller and buyer leads.

This means that you're getting consistent seller and buyer leads and making deals already.

You're marketing, you're phone is ringing, and you're getting leads.

You don't have to be "everywhere" or "huge" ... I just need you to be PRESENT in your market and doing deals.

#### 3. You must have a good and solid reputation.

Everything we do together will not only be bringing you more sales and profits, but we'll be doing it in a way that creates MASSIVE goodwill in your market.

And in order for us to do that, you need to have your act together.

In other words, you need to be legit.

### 4. You MUST follow directions. (Don't worry, I won't ask you to do anything weird.)

After all, if you don't actually implement the stuff I give you, neither one of us will make money.

That's it! Those are all my requirements.

# Here's What I Want You To Do Next

If you meet the criteria above and would like to talk to me personally about getting you incredible results, then I'll happily set aside some time for you. Here's how the process works:

First, you'll need to fill in an application. Don't worry, it's simple and easy.

I just need to know what market place you're in, get an idea of what you want to accomplish, and so forth.

I'm also going to ask for a "real person" deposit" of \$100.

Don't worry, I could care less about your \$100. I'm just using it as a "filter" to keep the time-vampires at bay.

I'll give it back right after we hang up (unless I take you as a client - and in that case, I can apply it to your first month balance.) Here's What Will Happen After That.

Once I have your "real person" deposit and your application, someone from my office will call you and set up a time for us to talk.

Our initial call will be between 30 and 45 minutes.

This is where we really begin working to figure out exactly what you want ...and how to make it happen I'll painstakingly review your goals, your business, and so forth ...and I'll deliver a plan to bring in money immediately.

If you see the value in becoming a client, great! We can talk about it.

And if you don't want to become a client - *that's OK too.* I'll return your deposit as soon as we hang up. No biggie.

And if you tell me I've wasted your time, I'll give you DOUBLE your deposit back immediately.

So you literally can't lose.

I'll painstakingly review your goals, your business, and so forth ...and I'll deliver a plan to bring in money immediately.

By the way - I've *never* had anyone feel like their time was wasted. EVER. That's why I can make this offer. I DELIVER. Would anyone else take such a risk?

And if you tell me I've wasted your time, I'll give you DOUBLE your deposit back immediately.

So you literally can't lose.

### WARNING - TIME IS A FACTOR

This opportunity is extremely limited because of the intense one-on-one time needed in order to provide you with results (and... I run my own businesses.)

Therefore, it is physically impossible for me to work with more than a handful of people.

Also, you should realize there's a very large demand for personal one-on-one help from me, and what I'm offering to you is unprecedented. Yes, Jeff! I Want This! I'm applying to speak with you about the eMail Power Management.

And in doing so, I'm leaving a good faith deposit of \$100.

To Claim Your Consultation Call: www.reinboxacademy.com/strategysession