





### 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?

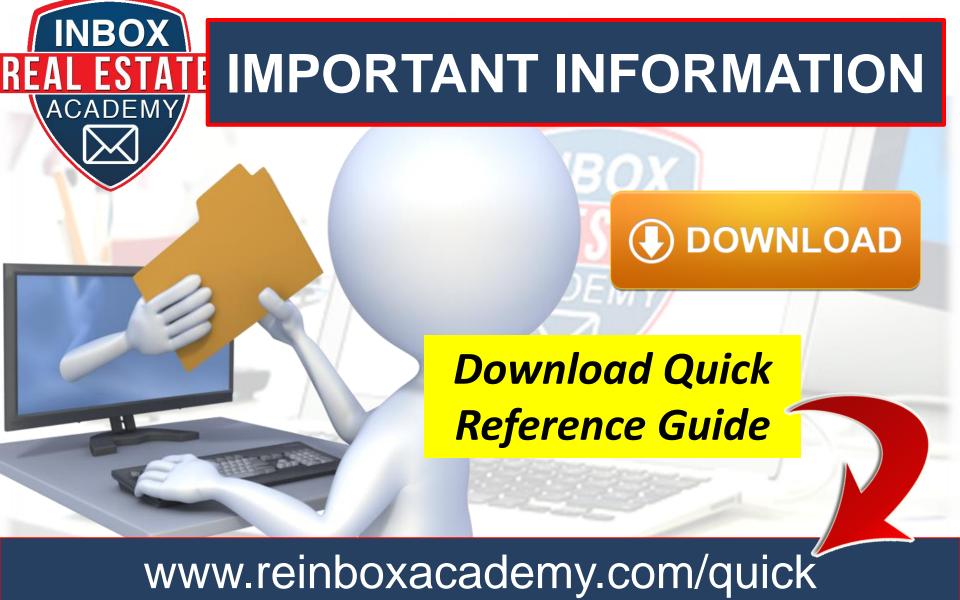
#### **TACTICS**

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

#### **STRATEGY**

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







### IMPORTANT INFORMATION

#### 1 PAGE - QUICK REFERENCE GUIDE

Please print or save this document.

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**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.







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### **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!**

REAL ESTATE

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!





## Which color will you choose?

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





Two Ways To Enter the Contest...

SUCCESS STORIES



Send Us an Email of ...

SUCCESS STORIES ACADEMY

We'll Pick Two Winner
Every Week!

support@reinboxacademy.com



### Leave us a Comment



We'll Pick Two Winner
Every Week!

Leave a Comment Under The Real Estate Inbox Academy Curriculum

www.reinboxacademy.com



## **Success Story!**



From Jese Gonzalez on Oct 13, 2014 at 3:29 pm







This Message Contains Images

Attachments

Screen Shot 2014-10-13 at 4.28.07 PM.png @ Q





I sent t is that?

### Last Week Winners Are Jese Gonzalez and Elaine Bierstock

cool

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### In A Down Market

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

- "Too Many Seller Leads"
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- "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"



## Get Business Now

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

(Now... Let Me Show You)



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





Because...

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



DEAL FOTAT

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



## STEP #1

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



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.









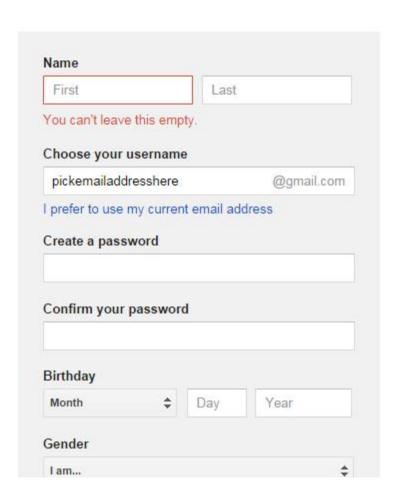




#### Take it all with you

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





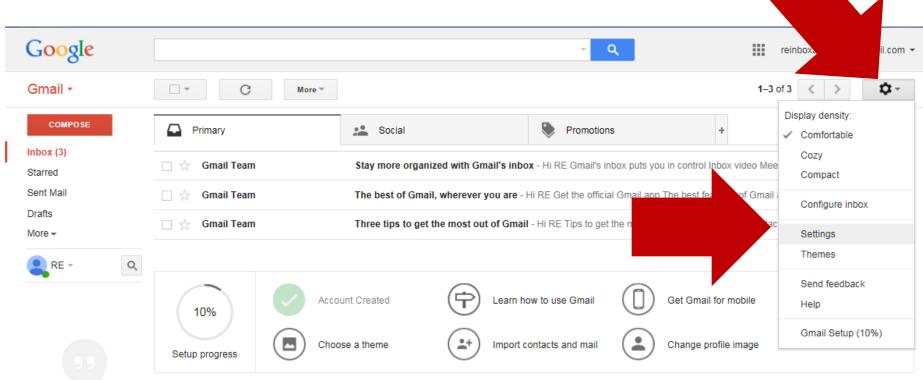


## **STEP #2**

ACADEMY/

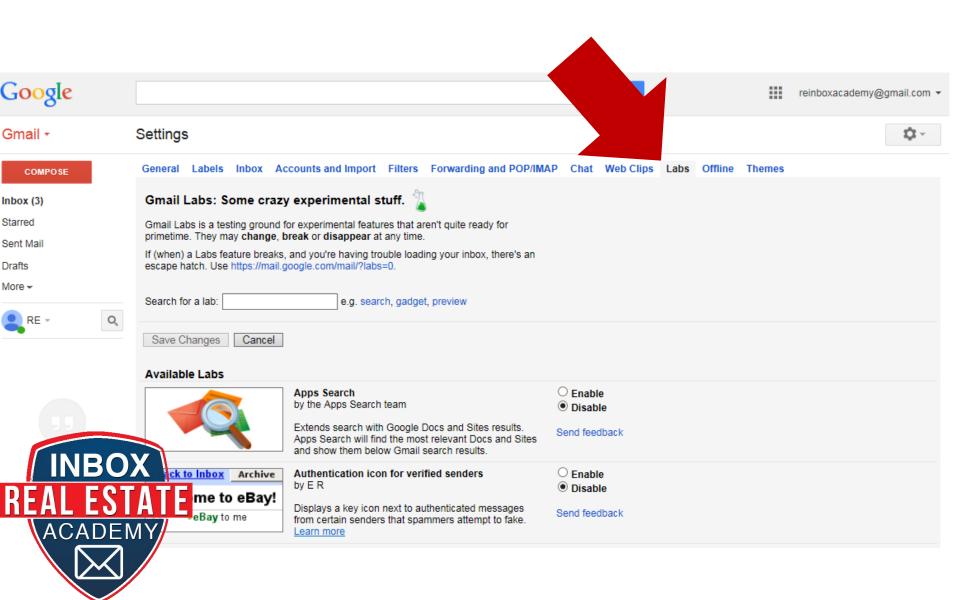
# ENABLE CANNED RESPONSES ON YOUR GMAIL ACCOUNT

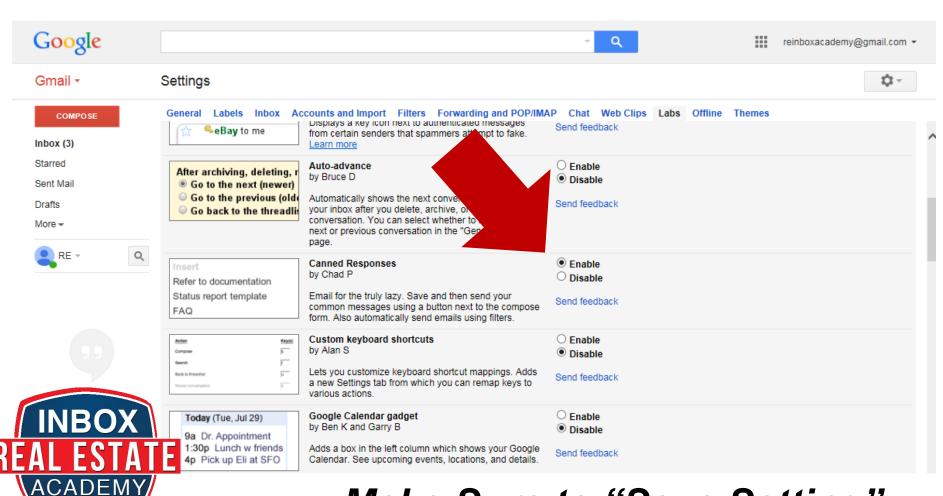
It's Under Setting => Labs



INBOX
REALESTATE
ACADEMY

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### Make Sure to "Save Setting"

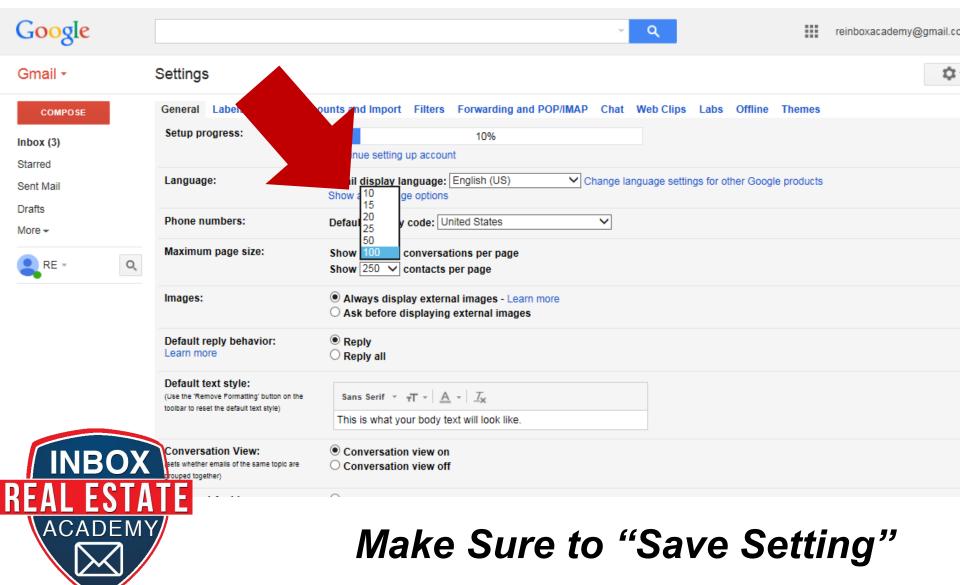


## STEP #3

### 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



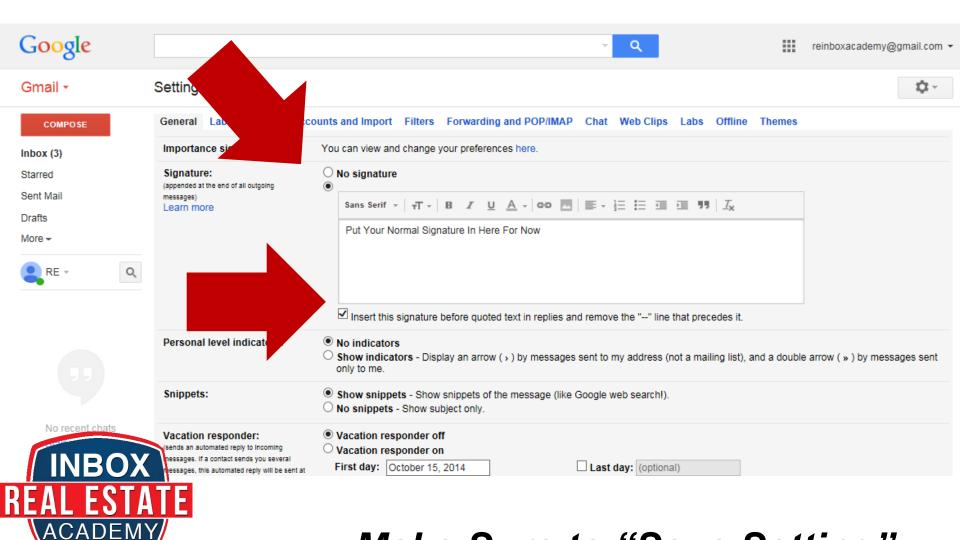


## STEP #4

REAL ESTATE

ADD YOUR SIGNATURE (USE YOUR REGULAR SIGNATURE FOR NOW)

It's Under Setting => General



### Make Sure to "Save Setting"



## STEP #5

### INSTALL RAPPORTIVE TO GMAIL

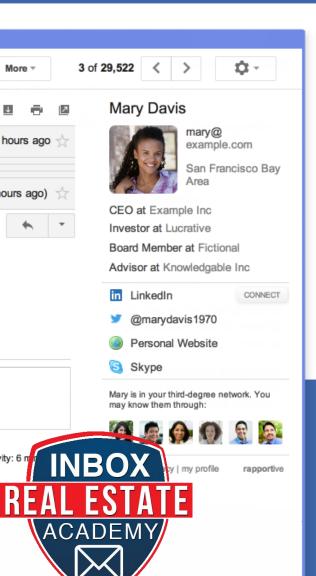




## rapportive

Get rich contact profiles right inside Gmail.

www.rapportive.com



Linked in

## 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.



Where are they?

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



What do they do?

See their job, company and



Who do we both know?

See your shared connections.



#### INSTALL RAPPORTIVE TO GMAIL

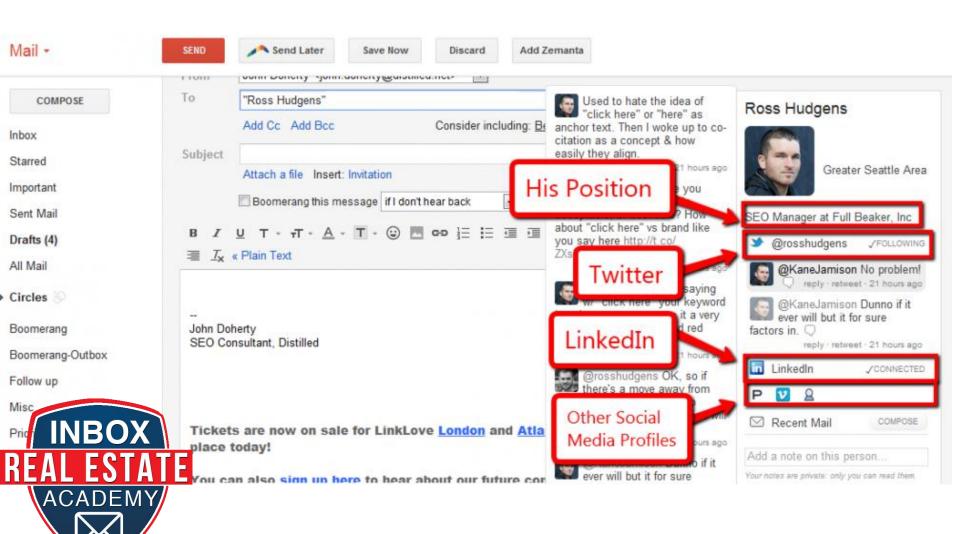


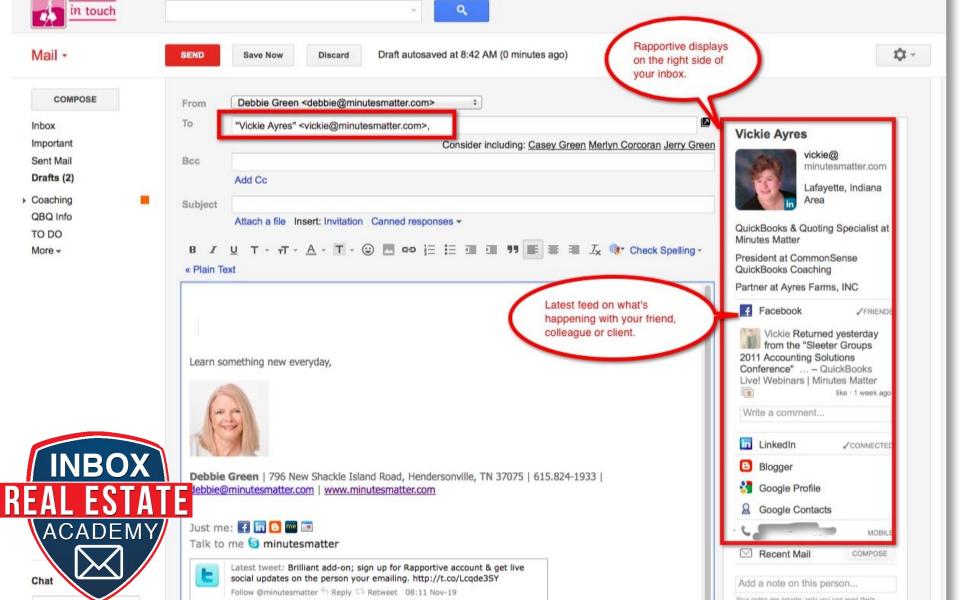


#### rapportive

Get rich contact profiles right inside Gmail.

www.rapportive.com







#### EXTRA CREDIT

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



## Get Business Now

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.





#### **OVERVIEW**

INBO)

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



#### YOU NEED A GOAL

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...



#### 4 COMPONETS

Interest and Desire

**Bonding and Trust** 

**Proof** 

Sample

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



#### YOU MUST FIRST CREATE INTEREST AND DESIRE.

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



## 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.



#### 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.

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.



#### CAMPAIGN OVERVIEW

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

"The Perfect Welcome Email"



#### CAMPAIGN OVERVIEW

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

"The FLASH Sale"
Works GREAT For Buyers



#### CAMPAIGN OVERVIEW

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

"Throat Grabber"
Works GREAT For Sellers



## LETS RECAP

Interest and Desire

**Bonding and Trust** 

**Proof** 

Sample

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
- Sending email
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- Filtering Emails

#### **STRATEGY**

- Team Building
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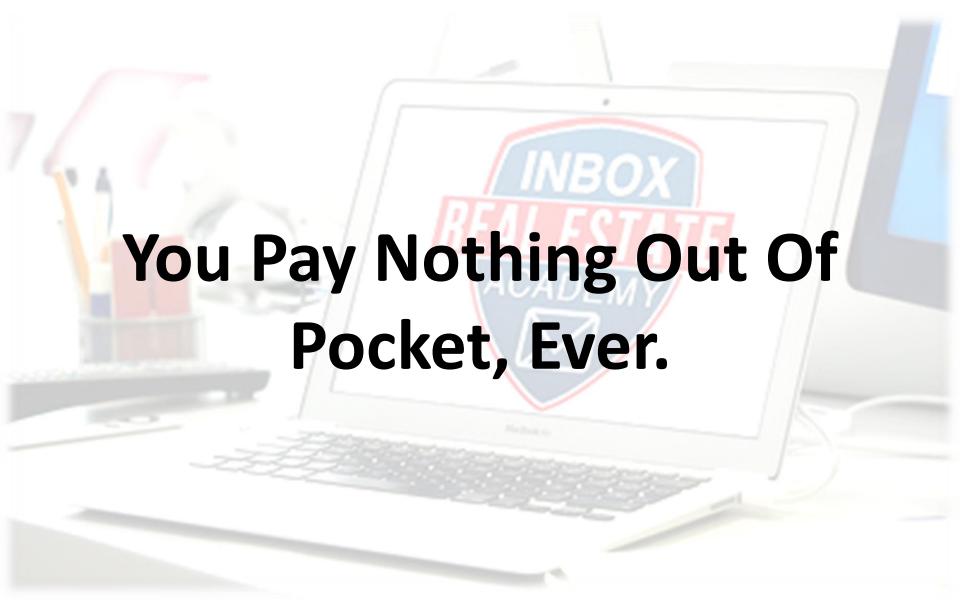


# SPECIAL ANNOUNCEMENT

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.

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



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.



#### 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 <u>CAN</u> 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