



Welcome To The: STUDY HALL



Academy Trainer

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





HISTORY OF EMAIL MARKETING



1990s *The era of spray and pray*



1991

The birth of the Internet



1996

HotMail launches 1st web based service

[No Title]

1992

1st smartphone introduced



1998

'Spam' added to the Oxford English Dictionary

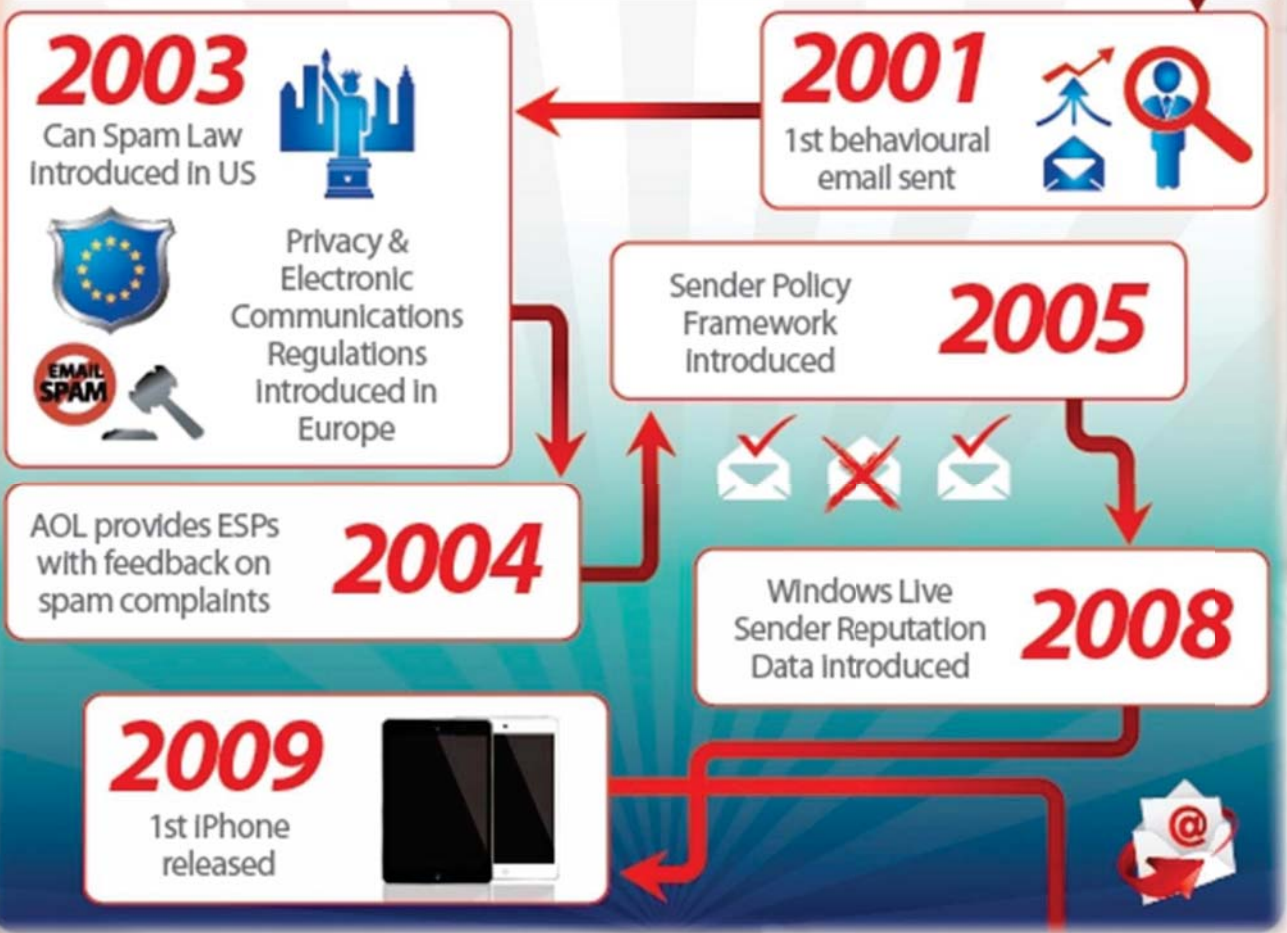
Data Protection Act updated to include email opt-out



Data Protection Act 1998



2000s *Anti-spam and the rise of the email database*



2010 – 2013

The age of people power: segmentation and targeted email



2012

DMA reports 85% of email marketers segment their lists

Informz reports 40% of marketing email is opened on a mobile



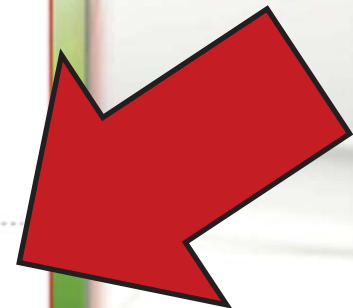
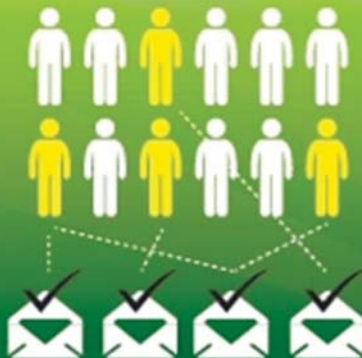
Introduction of Hotmail Sweep

2010

2013

eMarketer reports email marketers who take advantage of automation have seen conversion rates as high as 50%

Industry research by Asend2 reveals 53% of marketing professionals agree email is the most effective marketing tactic





IMPORTANT INFORMATION

 **DOWNLOAD**

Download Quick Reference Guide



www.reinboxacademy.com/quick



IMPORTANT INFORMATION

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.



 **DOWNLOAD**

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 ANNOUNCEMENT!

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

**SUCCESS
STORIES**



What You Can Win!

***Win a Kindle
Fire HD!***





What You Can Win!

Which color will you choose?

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





What You Can Win!

Two Ways To Enter the Contest...

**SUCCESS
STORIES**



What You Can Win!

Send Us an Email of...

**SUCCESS
STORIES**

*We'll Pick Two Winner
Every Week!*

support@reinboxacademy.com



What You Can Win!

Leave us a Comment

**SUCCESS
STORIES**

***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  

OMG William!

I sent t
is that?

cool

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

From	Subject	Size	Date
Ruben Roos <ruberros@hotmail.com>	Re: Hey	5(KB)	2014-10-11
Martha Anaya <margarita_anaya@hotmail.com>	Re: Hey	6(KB)	2014-10-11
Perta Portillo Portillo <noylesperia@gmail.com>	Re: Hey	7(KB)	2014-10-11
Kerna2625 <kerna2625@aol.com>	Re: Hey	7(KB)	2014-10-11
Charles Robinson <robinson.charles.cn@gp>	Re: Hey	6(KB)	2014-10-11
Adela <aascudero@aol.com>	Re: Hey	7(KB)	2014-10-11
Araceli <acjovier@gmail.com>	Re: Hey	7(KB)	2014-10-11
"CORRAL, MARIBEL" <mcorra@seid.net>	Re: Hey	15(KB)	2014-10-11



I Have A Question...

“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

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 COMPONENTS

**Interest
and Desire**

**Bonding
and Trust**

Proof

Sample

***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 tele-seminar 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



STEP #4

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. I.E. 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

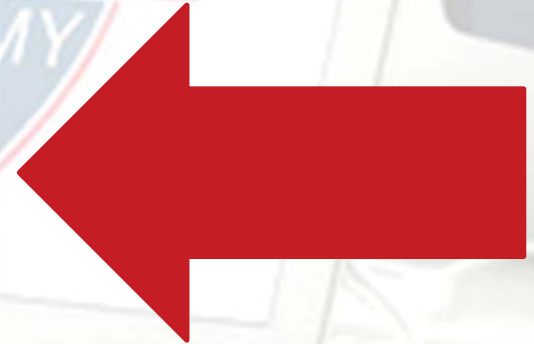
Can you deliver in these two vital areas?

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- Filtering Emails

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- Marketing
- Monetization
- Growth
- Execution
- Systemization





Perfect Welcome

Let's First Start With...

“The Subject Line”



Perfect Welcome

**Subject: Welcome to
[PROGRAMS/SYSTEM NAME]!**

Here's where to start...

***Examples: 49 Seller Programs, Best
Foreclosures in City Name, \$1,000 Down
Payment Program***



Introduction

**Interest
and Desire**

Hey... my name is **[INSERT NAME]** I wanted to take a second to say hello and welcome you.

Seriously, on behalf of myself, and the entire **[INSERT COMPANY NAME]** I want you to know that we're truly excited and grateful that you decided to contact us...

I know that I will be an absolute game changer for your real estate needs, regardless if you you're looking to **[INSERT SERVICE (IE: BUY A HOME, SELL A HOME, LEASE AN APARTMENT)]** no matter what stage you're in.



Setting Expectations

Bonding and Trust

Here's what you can expect from me...

I'll publish fresh **[INSERT FREE STUFF (EXAMPLE: foreclosure list, hot deals, etc)]** and News at least **[INSERT AMOUNT]** month then once it's live I'll send you an email with a short description, why we think it's important for you and a link to the **[INSERT FREE STUFF]** .

I'll also send you emails about new real estate market updates and news and other cool premium resources from time to time BUT only once we've vetted them.

Sound fair? GOOD!

Here's what you need to do now to get started...



Bonding and Trust

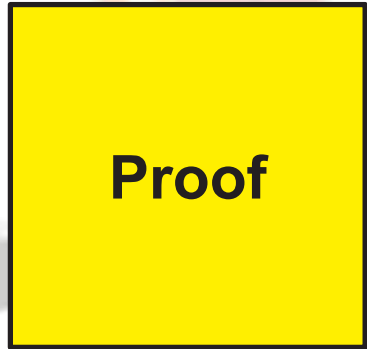
Whitelist and prioritize all emails from **[INSERT YOUR NAME AND COMPANY NAME]**.

This is important! Not only will you receive updates about new **[INSERT FREE STUFF]**, you'll also receive notifications about new **[INSERT ANOTHER VALUE]** so you can **[INSERT END RESULT]**.

But if our emails aren't getting through to you, you will miss these important updates and you won't receive the full benefit of being a subscriber.

So please take the following simple actions to make sure nothing slips through the cracks:

- 1) Follow the whitelisting instructions for your email provider at this page: **[LINK TO WHITELISTING INSTRUCTION PAGE ON YOUR SITE]**
- 2) If you are a Gmail user or you use any other web-based email that filters broadcasts away from your main inbox, be sure to "drag" any emails from Real Estate Strategy Lab or "Jeff Coga" into your Priority Inbox. (Again, you don't want to miss something.)
- 3) Create a special "[INSERT YOUR COMPANY NAME]" folder where you can archive emails from me as well as "[INSERT YOUR NAME]" AFTER you have read them. This is important...DO NOT setup filters to automatically direct our emails into these folders, or again, you are likely to miss something. Simply move them manually to the folder after the information in the email has been consumed.



STEP 2:

Take two-seconds and join the [INSERT YOUR SOCIAL MEDIA (IE: Facebook page)], as this will be our primary method of communication outside of email updates, and again you won't want to miss a thing:

Facebook:

[INSERT LINK HERE]

You can also join my personal Facebook Page and follow me on Twitter by going to:

[INSERT LINK HERE]

[INSERT LINK HERE]

(TIP: If you need to get in touch with my directly, my cell is usually the fastest. Just drop a me text to [INSERT YOUR CELL] and I'll do my best to respond.)

Talk soon,

FIRST NAME

COMPANY NAME

WEBSITE



**ALWAYS
HAVE A
P.S.**

P.S. The next few days are going to feel like Christmas...

Because as an added bonus for subscribing, I'm going to be sending you my "best of the best" what's [INSERT SOMETHING THEY WILL BE INTERESTED IN].

Tomorrow you're going to get the first of the "[INSERT VALUE]".
It's about how to [INSERT END RESULT THEY WILL GET].

Stay tuned...it's gonna be good.

P.S. Do you know the #1 reason/why 95% of people [INSERT A QUESTION: over pay on their home, not get the home they want, can't get top dollar for their home]?

...I bet it's not what you think.

I'll give you the answer tomorrow, but for now spend a little time thinking about what it could be. If you're anything like me, you'll get more benefit from the "thought experiment" than from the answer itself.

See you tomorrow...



Engagement Question

**ALWAYS
HAVE A
P.S.**

P.P.S. If you have a second, I'd love to know:

What can we do to help you solve your biggest problem right now?
Just reply to this email or shoot me a quick email at:



The Seller Campaign

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

“The Throat Grabber Campaign”



Remember This?

“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.





Remember This?

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and Desire**

**Bonding
and Trust**

Proof

Sample

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



THROAT GRABBER CAMPAIGN

This campaign is less about content and more about getting a call/text. It follows the D.B.S. structure (Direct, Blind, Scarcity) to convince as many of your sellers as possible to take action by either call/text you. Due to the aggressive nature of this campaign, it is not recommended that you deploy it more than once in a 30-day period.



THROAT GRABBER CAMPAIGN

Throat Grabber Email #1: The opening email in this series should be very direct as to the topic and benefit to segment off as much of the “low-hanging fruit” as possible before the scarcity kicks in.



THROAT GRABBER CAMPAIGN

Let's First Start With...

“The Subject Line”



THROAT GRABBER DAY#1

Subject: How to [INSERT KNOWN DESIRED END RESULT]

Subject : Free Report: [TITLE OF REPORT] (PDF)

Subject : New Training: [TITLE OF COURSE/VIDEO]

EXAMPLES:

- How to Buy A Home and Get INSTANT Equity (Over \$100,000)
- Free Report: Weekly Foreclosure Deals (PDF)
- New Training: What Every Home Buyer Ought to Know About Writing An Offer That'll Be Accepted!



Have you ever wanted to [INSERT KNOWN DESIRED END RESULT]?

Well now is your chance, call/text me at (xxx) xxx-xxxx or hit reply back.

Recently I created a special list of properties about [TYPE OF HOME/APT BUYER WANTS] and I want you to have [a copy/it/one]. You can [access/get] it right now by call/text or emailing me back. But do it now while it's fresh on your mind, because if you wait it will be gone.

Talk soon,
[YOUR NAME]

P.S. Just imagine, you [DESCRIBE FOR THE READER WHAT IT WILL BE LIKE WHEN THEY HAVE ACHIEVED THE DESIRED END RESULT YOUR LEADMAGNET/PRODUCT WILL GIVE THEM]. You don't have to imagine...get into the [HOME, INVESTMENT, APARTMENT, ETC] today!

**Interest
and Desire**



THROAT GRABBER DAY#2

Day 2 Email: While the first email was more straightforward, this one is a little more blind and mysterious.

Subject: Really...REALLY?!

Subject : Have you seen this yet?

Subject : You definitely want this...



THROAT GRABBER DAY#2

Have you really not call/text me about [INSERT BENEFIT]?

EXAMPLE:

- How to Buy A Home and Get INSTANT Equity (Over \$100,000)
- Free Report: Weekly Foreclosure Deals (PDF)
- New Training: What Every Home Buyer Ought to Know About Writing An Offer That'll Be Accepted!



THROAT GRABBER DAY#2

If you're on my list, it's fair to assume you [DESCRIBE INTEREST OR BENEFIT] If so, then this is the ideal next step is to call/text me at (xxx) xxx-xxxx...before it's too late.

Talk soon,
[YOUR NAME]

EXAMPLE:

- Want to buy a home and get INSTANT equity (over \$100,000)
- Want a list of weekly foreclosure deals
- Want to still lease a luxury apartment



THROAT GRABBER DAY#3

Day 2 Email: This email pushes a little harder, and deploys scarcity as a "reason why" they need to call or text you.

Subj: Third and FINAL Notice

Subj: LAST CHANCE

Subj: Free video series is CLOSING

Subj: Free report is EXPIRING



THROAT GRABBER DAY#3

Sorry for the ALL CAPS in the subject line.....but this is important. According to our records, you still haven't call/tex me yet.

Call/text me at (xxx) xxx-xxxx

What's the deal?! People are loving it, the feedback is incredible and [INSERT BENEFIT].

More importantly, this is your LAST CHANCE, because after today [this property is going to the next buyer, I know it won't be available, etc]



THROAT GRABBER DAY#3

Just imagine, you [DESCRIBE FOR THE READER WHAT IT WILL BE LIKE WHEN THEY HAVE ACHIEVED THE DESIRED END RESULT].

You don't have to imagine...call/text me at (xxx) xxx-xxxx

Talk soon,
[YOUR NAME]

P.S. Sorry for making such a big deal about this, but if you're on my list I know it's something you'll love, and the last thing I want is for you to be upset when [property sells / get involved in a bidding war / etc.].

Winning in Email Marketing

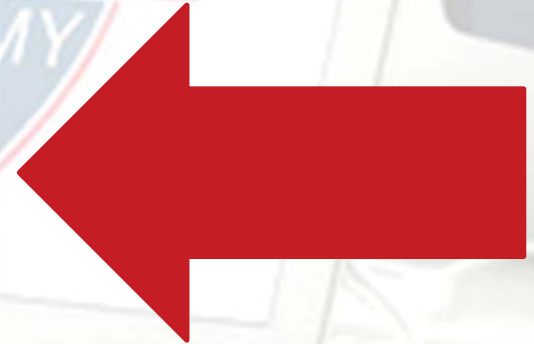
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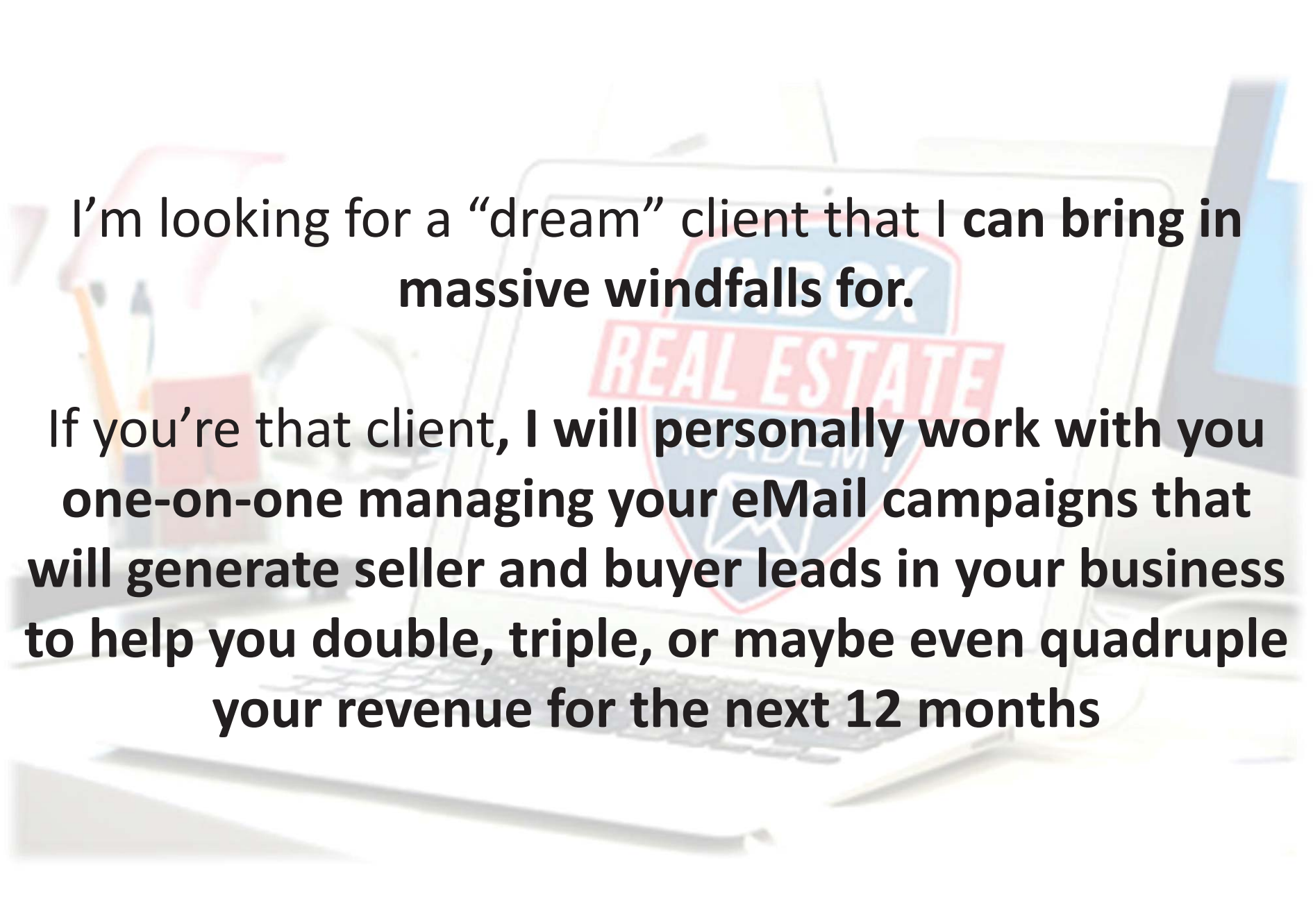




**SPECIAL
ANNOUNCEMENT**



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.

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



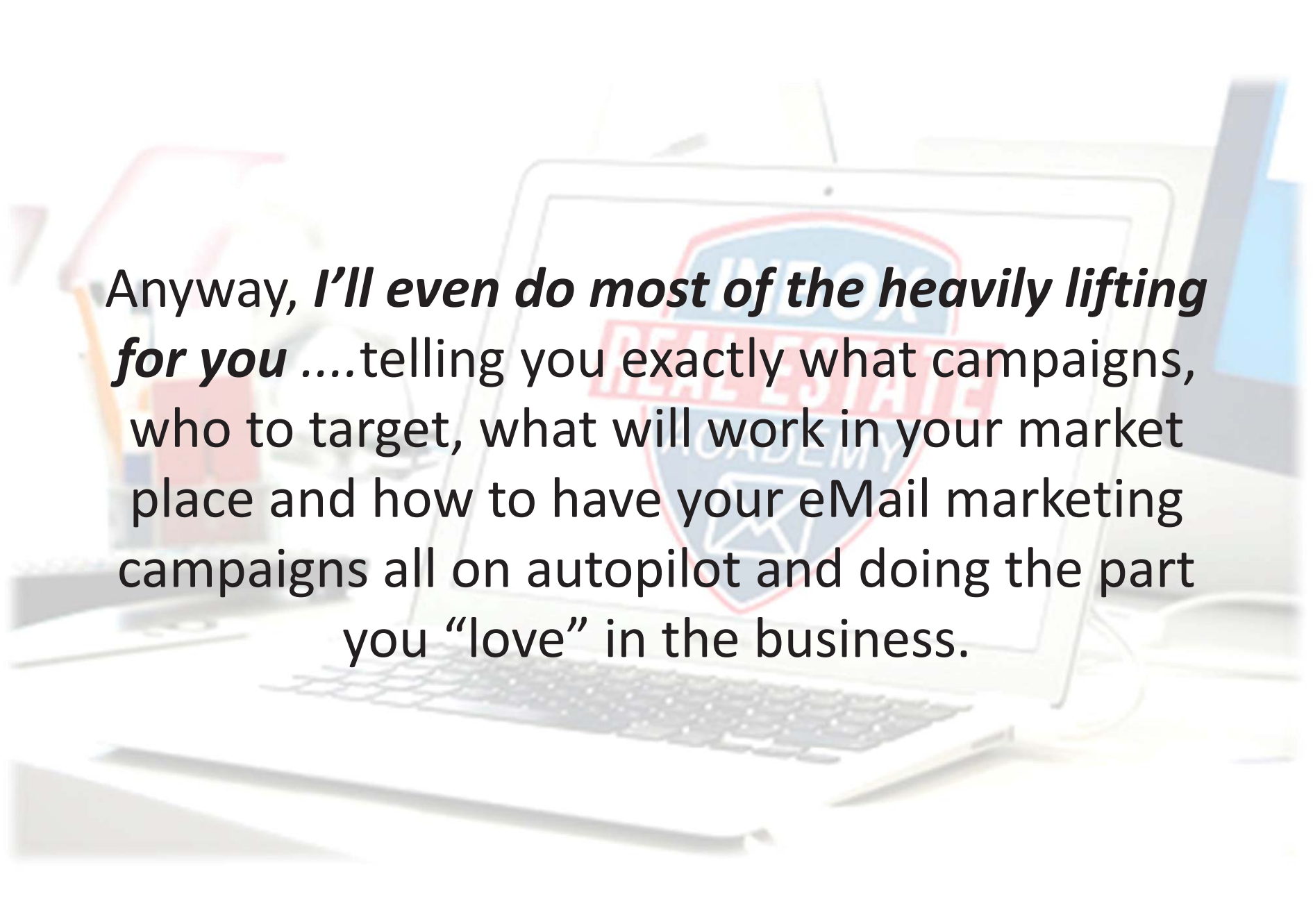
**You Pay Nothing Out Of
Pocket, Ever.**

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.*

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.**

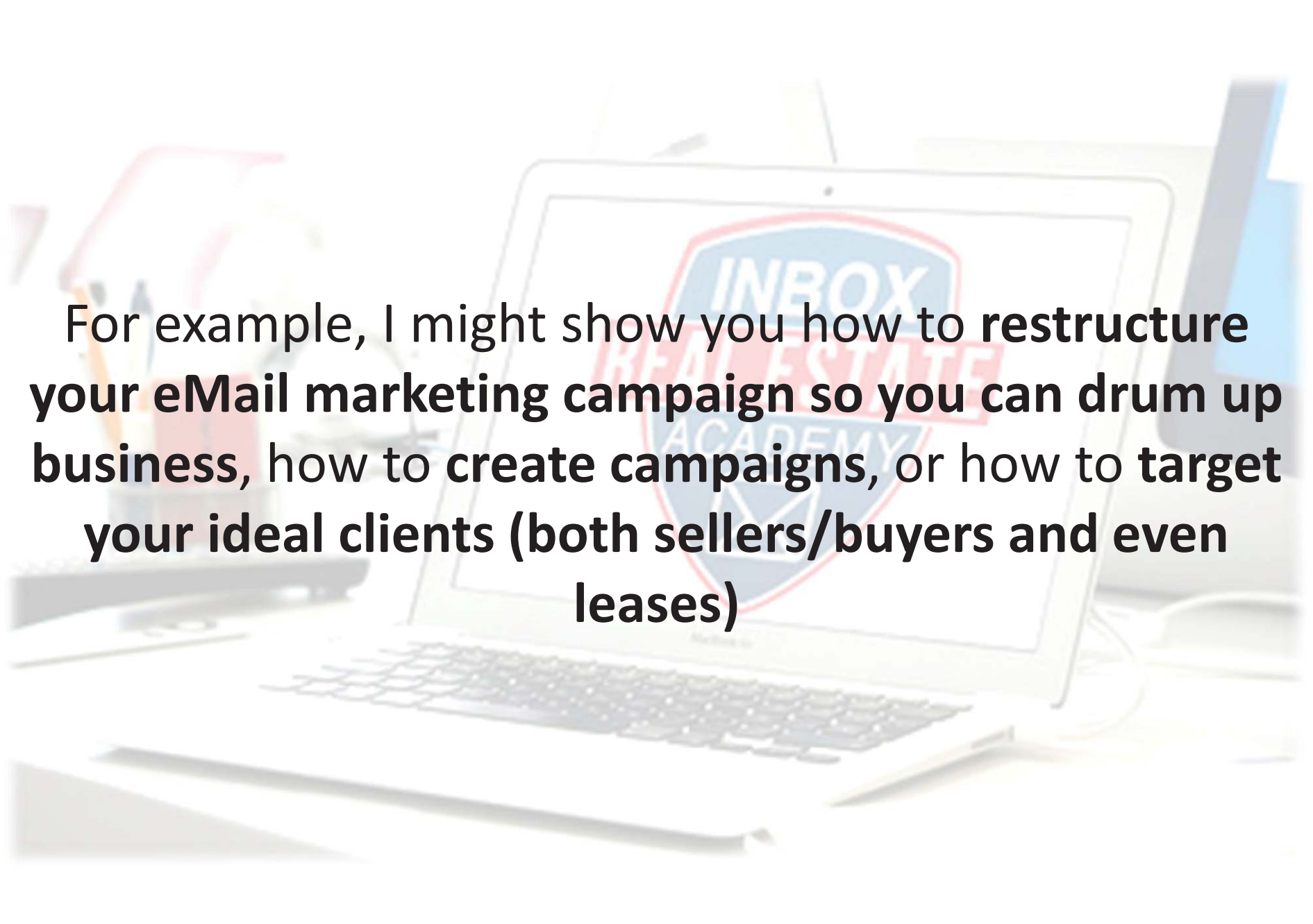
Here's how it'll work:

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

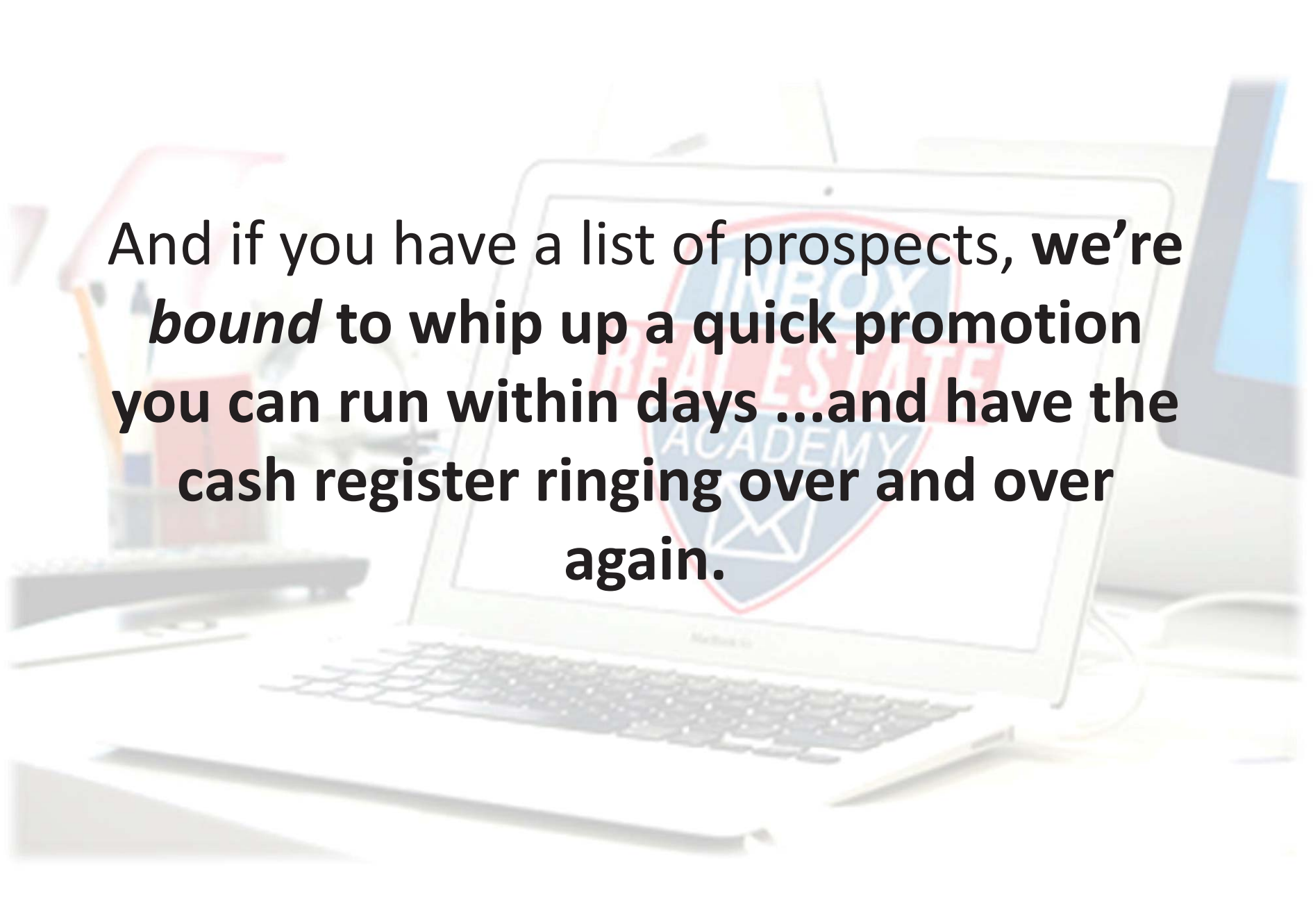
I take a look at what you've got, what you're doing, and what you want to achieve going forward.

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.**

A silver laptop is open on a desk. The screen displays a logo for 'INBOX REAL ESTATE ACADEMY'. The logo consists of a blue shield with a red border. Inside the shield, the word 'INBOX' is written in white on a blue background at the top. Below it, 'REAL ESTATE' is written in white on a red background. At the bottom, 'ACADEMY' is written in white on a blue background. Below the shield is a white envelope icon. The text 'So Why Would I Offer It?' is overlaid in large, bold, black font across the center of the image.

So Why Would I Offer It?



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.

The background of the slide features a blurred image of a laptop. A large, semi-transparent watermark is overlaid on the laptop screen, consisting of a shield-shaped emblem with the text 'NEO STATE ACADEMY' inside. The text 'NEO STATE' is in a larger, bold font, and 'ACADEMY' is below it. The watermark is in shades of red and blue.

Here's how *that* works:

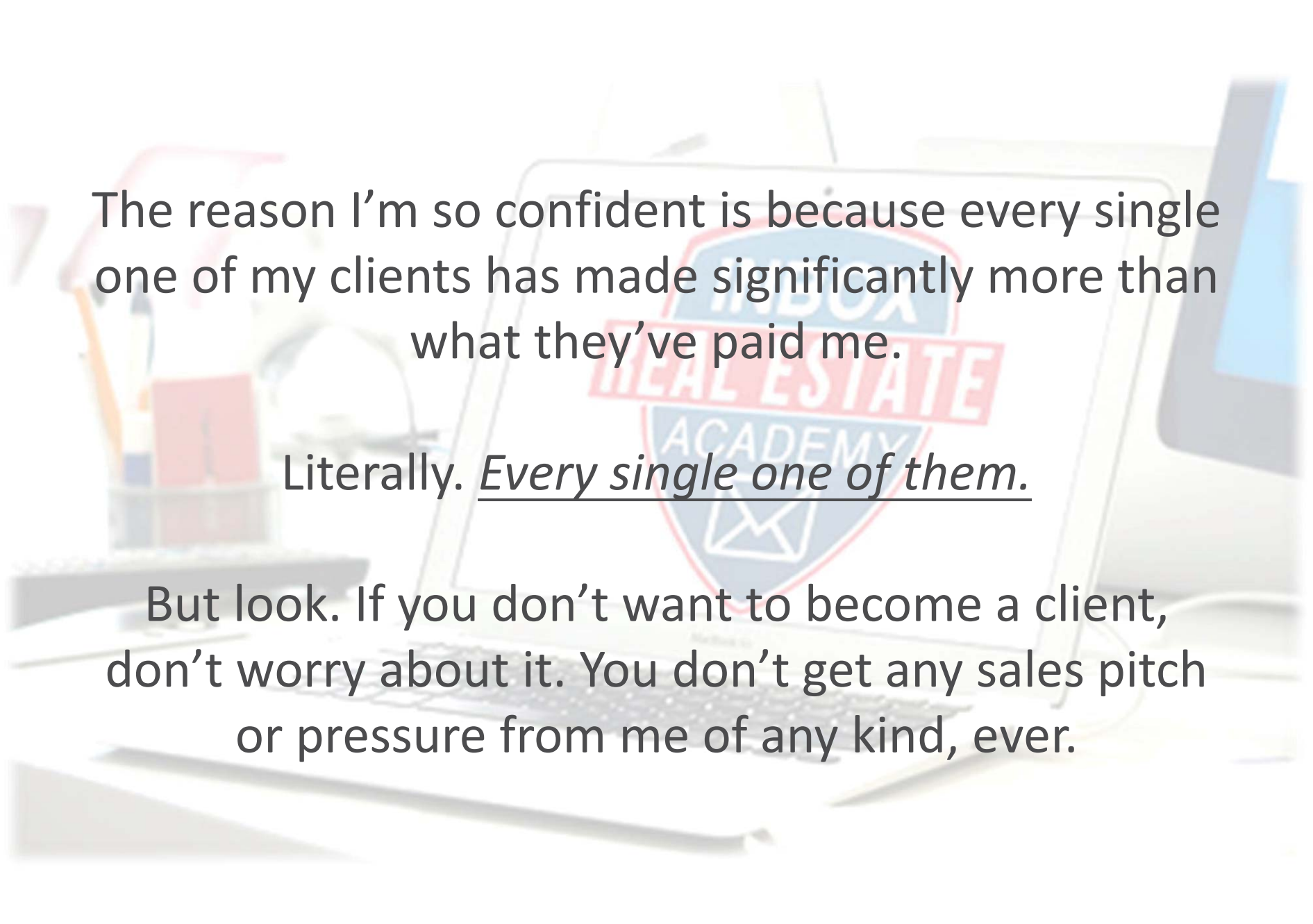
Assuming **you're happy and you want me to crank out these types of plans for you all the time**, you'll probably want to continue working together long term so I can help you implement them.

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.

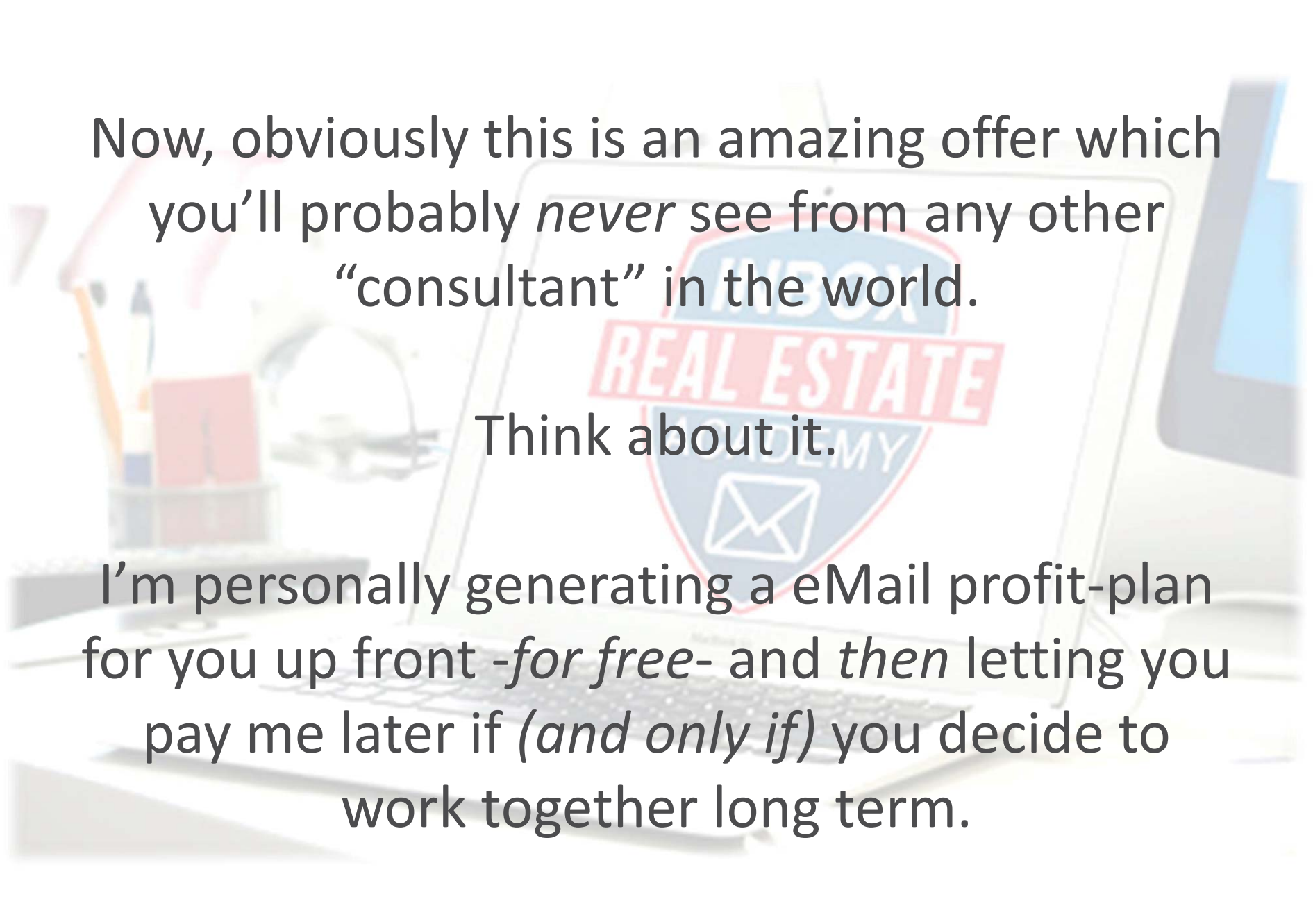
But look. If you don't want to become a client, don't worry about it. You don't get any sales pitch or pressure from me of any kind, ever.

The background features a blurred desk scene with a laptop. Overlaid on the laptop screen is a shield-shaped logo with a blue top section containing the word 'INBOX' in white, a red middle section with 'REAL ESTATE' in white, and a blue bottom section with 'ACADEMY' in white. To the left of the laptop is a house icon, and to the right is a bar chart with blue bars of varying heights.

In fact, here's my promise to you:

You Find Our Conversation To Be
Incredibly Valuable Or I'll Pay You
\$100.00 Immediately

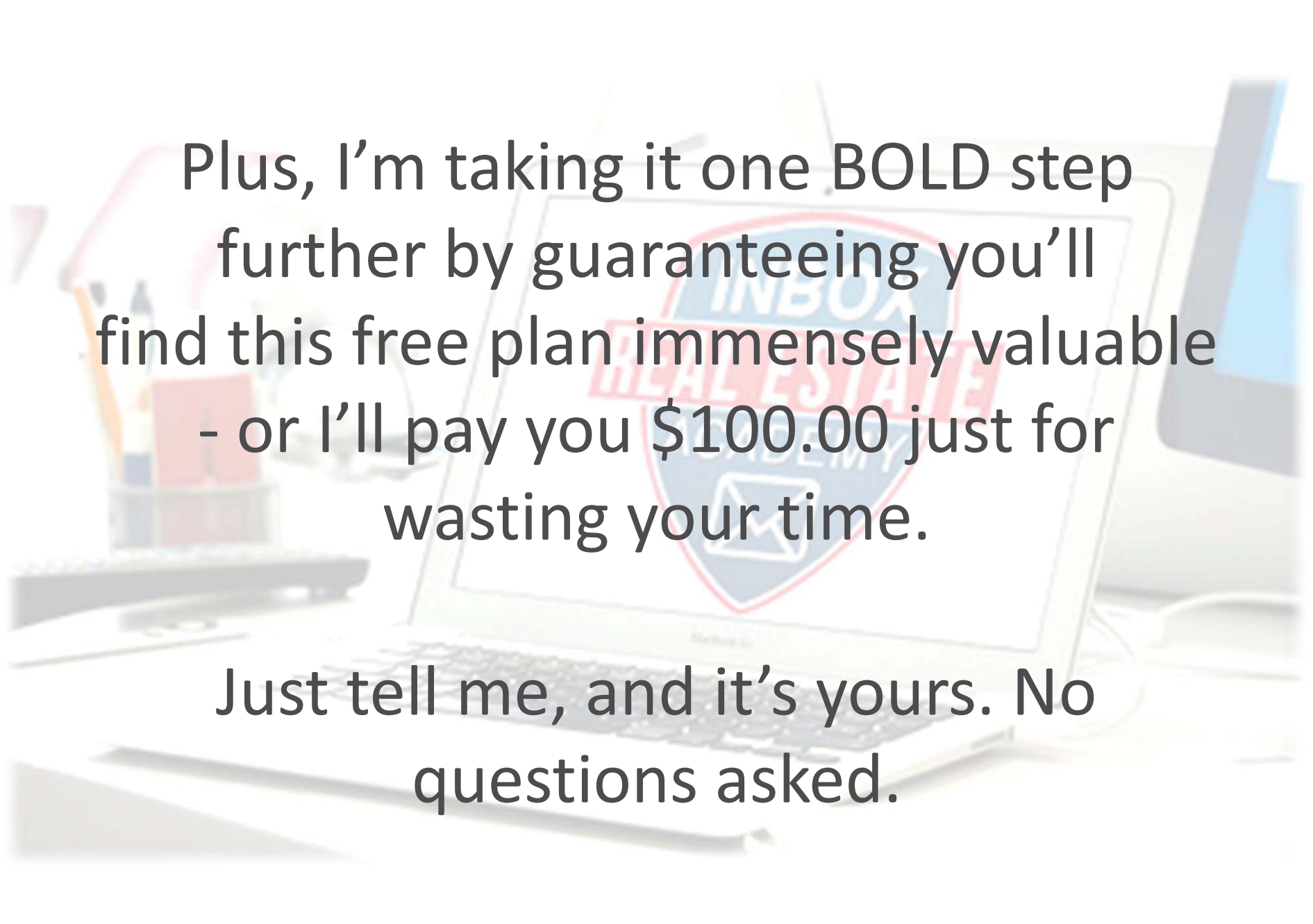
To Compensate You For Your Time.



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.

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