

Email Marketing Campaigns



Gary Wilson

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Today we're going to focus on managing our current clients and prospects on our database. We want to try to refrain from scarcity thinking that happens when the world is cast in doubt—that's fear-based thinking. It's easy to do, and I'm not saying it's not real; it's very real. But when you hear me talk about things I'm doing, it's not that I'm being glib or callous. It's just I've been through tough times before.

The best way to combat it is through mindset. I've developed an abundance mindset. I really don't worry about tomorrow; I focus on today. I do what I can today to serve others. And so my sole purpose is to serve you in business and help you to serve your clients or prospects.

Email campaigns are you communicating directly with your clients. It all starts with your database. There are two ways to go about this. Let's assume you've created the booklet we talked about that you're going to send to your database—all contacts, no exclusions. Here's what you say. "I'm being trained as a certified investor-agent. I'm creating this booklet for investors, just like you. And if you're not already an investor, I'm sending this because I thought you might want to become an investor." Then follow up with, "Would you please give me your opinion on this booklet? It has an introductory letter then an example of an investment, then sample properties, and a tool to help investors analyze properties." The booklet will also include testimonials.

You send this email with the booklet as an attachment. Now, here's what's going to happen. Most of the people on your database are not going to respond. Just move past that.

Among those who do respond, you're going to have two basic kinds. One is going to say, "Gee, I didn't know you were doing this. I thought you just helped people buy and sell their own homes. I am an investor [or I would like to invest] but I don't want to risk my money. The stock market just stole a third of it. But tell me how we get started." Okay. That's your low hanging fruit, found by shaking the tree with this campaign. Don't be surprised if you actually get one or two transactions out of this, which would be really nice.

The other kind of responses won't be ready to move forward yet, but can be nurtured over time.

Combing your database

Normally I tell you to choose one letter per day, like tonight, you would go through the A's in your contact list, and tomorrow the B's. For each contact record, ask yourself how

you know the person, how you met and what you remember about them, and how likely they are to be interested in investing.

This is an intuitive process. You're triggering the recall function inside your brain. Your memory is actually made up of two parts—storage and retrieval. Your storage is 100% intact, but the trick is in the recall. Memory works in layers. As you begin to answer these questions, it dips into the second layer of your memory, and you start to recall things like seeing the Robert Kiyosaki book *Rich Dad, Poor Dad* on their tabletop. Well, that person is probably interested in investing.

Next I want you to categorize these clients on a scale of 1 to 10 as prospects—1 being not likely to want to invest, and 10 being highly likely to want to invest. What you do next is simple. You send this booklet out to the 8s, 9s, and 10s. Don't send it to the 1s, 2s, or 3s, because they're the least likely to be interested in investing.

You might be thinking, "Why wouldn't I do the broadcast effort? Because then I'd get everybody to respond." The truth is, not everybody does respond, and if you tap your entire database, some of them will have no interest in what you have to say. But when you align your message with the market—those who have an interest in investing—you will get a much higher open rate, a much higher response rate, and much easier conversion. That's why we do targeted marketing.

Now, if you do the broadcast method and too many people mark your email as "junk," you could be accused of spam. If you get non-deliverables—bounced because of misspellings or bad addresses—delete them from your database.

What to say in the email

This is a short written version: "Hey, I'm working with Gary Wilson to add real estate investments to my services." Whenever you associate yourself with someone perceived as an expert, it lifts you up in the reader's mind. "I'm being trained as a certified investor-agent." They might not even know what it means, but it continues to lift you up in their mind. "Have you ever wanted to... [flip a home, buy a rental, wholesale]?" You can use positive images to strengthen this part, like: "flip a house into a big paycheck, own rentals earning passive income for life, or make money in real estate without even owning property through wholesaling."

If you don't know whether your audience will be more interested in flipping, rentals, or wholesaling, then you can send them links to all three books found on the Members section of our course website.

Now your readers are going to associate you with giving them a valuable free resource. This is what you do when you live in a mindset of abundance. It also generates reciprocity.

Back to your goals

If you have a 200-person database, maybe you're in this initial campaign looking to land two transactions. That's 1%. Maybe you get eight leads to nurture—people who are motivated and inspired, but not ready or able to pull the trigger yet. So you put those eight people into a nurturing campaign, giving them the resources and information they need to move closer to the outcome you've now offered up for them. Over time, two of those eight will be ready and you'll land those investment sales you set as your goal. Quite frankly, you'll probably get more than that.

Another email option

Instead of including all three books (flipping, rentals, and wholesaling) in the first email, you could send a simpler email with bullet-point choices, asking which investment style they would be most interested in. Then when someone replies, you forward only the book they're most interested in. You can either do that in lieu of the booklet, or as a follow-up to the booklet.

Now my preference is to do it as a follow-up to the booklet because the booklet created engagement. After people engage with you initially, then you can send them the free books to warm up the relationship further.

You could also use the free book offer as a second reach to those who did not engage with the earlier email. Something like: "Hey, I didn't hear anything back the first time around. That's okay, I understand you're busy. Here's a book you can read for free [just on flipping or just on rentals or just on wholesaling]."

Now, you'll again get responses, either from someone who's ready to go, or from someone who needs more nurturing. Next we need to segment your campaigns to nurture those who are not yet ready to buy or sell.

To provide more value and continue to nurture these prospects, next you'll send them to YouTube to get more educated and comfortable with their preferred kind of real estate investing. Encourage them to subscribe to "Real Estate With Gary Wilson" and send them the links for the playlist they're most interested in: flipping, buying rentals, managing rentals, wholesaling.

Or better yet, you can set up your CMS to email them once or twice a week, giving them individual links for the individual videos in their preferred topic playlist." It's called a "drip campaign" because the content drip-drip-drips over time.

The main benefit to sending people through this drip campaign with content from this YouTube channel is that now your prospects and clients will be trained to invest the

same way you're being trained to work with them. It helps you help them better, which is what this is all about.

Then it's time to make them an offer. "Hey, you know, we should probably have a conversation about this. Let's see if we can get you screened and qualified."

The offer

Let's assume they email or call you. Or both. You want to screen them, because they might not be ready yet.

Here are the five things you need them to have:

- timing
- motivation
- readiness
- willingness
- ability

Timing and motivation are probably already in place because they're responding to your email campaign. Now it's time to screen them using the checklist in Module Two of our course. It's the 12-step process outlined in our course material.

Once you've built rapport, you always want to qualify them by asking what they have in savings, whether they have an available line of credit, and if they know what their credit score is. These are preliminary questions you ask, not like a formal bank qualification, but to help you know if you should be working with them now or later.

Then after every conversation, ask the prospect to send you an email with a recap of the conversation. This helps you keep in sync with them, but also helps you determine what level of commitment they have. Remember, we're always looking for engagement, action, and commitment. Engagement is that they respond to you, taking action to meet with you, then in the interview they show commitment to taking the next step in the process.

I'm constantly asking you guys to take action, even though you're not aware of it sometimes. When I've asked you to send an email to me recapping a conversation, I'm causing you to take action. You'll start doing this with your clients and prospects. Ask them to send you an email, and if they don't, maybe you follow up, but maybe you don't. You can't make people want something. If they don't take action, they're not going to get results. I'm just being brutally honest. When they send you the email back, those are the folks you want to work with. That's your money. Now you've got yourself a client.

After you work with them in this 12-step process, you should send your contract agency agreement. You want to get them to agree to work with you. And the ones you want to work with will agree based on reciprocity because you gave them real content, real information, and real tools.

In closing

You weren't born with a spirit of fear. You were born with a spirit of strength. We live in an abundant world. Wake up and just say thank you to God for what you've got today. You can't go wrong with being present in the moment because that's where the power is. That's where you find your spirit and strength. Courage comes from within. I promise you good things will happen when you have faith and live in that faith, and when you *take action*. Faith and action.