
8 WAYS TO USE *REAL ESTATE* NEWSLETTERS TO GET MORE BUSINESS

A NEWSLETTER IS JUST A DOCUMENT. IT ONLY WORKS IF YOU WORK IT. **IF YOU WORK IT, IT'S GOT MORE REACH FOR LESS COST THAN ANY OTHER MARKETING TECHNIQUE.** HERE ARE 8 WAYS TO USE NEWSLETTERS TO INCREASE BUSINESS.

1. SEND TO EVERYONE

Send your newsletters to **all** your past clients, friends, neighbors, and others in your sphere of influence. Don't be shy. Top producers get to be top producers by being visible to as many people as possible. Your newsletters are interesting and fun; no one will mind getting them!

TOP PRODUCER TIP—Segment and Call Behind: Segment your list into two smaller lists: One contains your very best referral sources and the other contains all your other contacts. Then mail a **hard copy** (print) of your newsletter to your top referral sources, and an email copy to all the others on your list. A few days after mailing your newsletters to your top referral sources, pick five to ten people from your list, and call them. Call five to ten different contacts per month until you've gone through them all, then start over. Chat with them about something in the newsletter that you thought might interest them. Keep the conversation about them, their thoughts. Then ask if they have anybody you can contact about real estate.

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Email and print newsletters. [Click here to view pricing and order](#)

2. NETWORKING

When you're at a networking event, instead of handing out business cards, hand out hard copies of your newsletter. Call attention to a few of the items in the newsletter to get them interested. This sort of personal tour of the content has been shown to increase a person's affinity for you. Then ask them if they'd like to be on your mailing list. Most will be delighted! Ask if they'd like a hard copy or an email copy sent to them. Or direct them towards email, if that's your preference.

TOP PRODUCER TIP—Sponsorships: Consider adding a service provider box to each newsletter. Then invite your networking connections to advertise in your newsletters. You can either charge a fee for this, or you can do it for free, but ask for referrals in exchange.

HERE AT FAST NEWSLETTERS WE HAVE TWO BIG GOALS

- 1) **Save you time...**it's easier to customize a finished newsletter than to write one from scratch.
- 2) **Generate referrals and repeat business for you...**we put 20 years of newsletter marketing experience into creating newsletters that get noticed and shared.

Please download and send this FREE REPORT to a friend in the business.

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3. LEAD CONVERSION TOOL

You've got warm leads who aren't quite ready yet. Stay top of mind and build credibility by handing them a hard copy of your newsletter. When handing it to them, take a few minutes to go through it, pointing out the value. This sort of personal tour of the content has been shown to increase a person's affinity for you. Ask them if you can put them on your list to get the newsletter monthly.

TOP PRODUCER TIP—Ask for input: Point out the real estate question and answer of the month and the free report. Ask them what kinds of questions they have about buying/selling that no one has answered for them yet. Tell them that helps you design future newsletter content that has real meaning to your readers.

4. POWER FARMING

Use your newsletters as a geographic farming tool. Change the title or a key article to reflect the neighborhood. It doesn't take much...you don't need to change the entire newsletter to be about the neighborhood. Just a piece will make it feel hyper-local. Print the same number of newsletters as there are houses in your farm. Drop them once per month at every door step. Take the occasion to talk to people who are outside. This is especially effective on weekends during the summer months.

TOP PRODUCER TIP—Door knocking: Door knock on every door in your farm once per month. If someone is home, use a solid door-knocking script (see [Door to Door Real Estate Prospecting](#) on Amazon for ideas for residential agents). Only leave the newsletter on the doorstep if they're not home.

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5. WEBSITE SUBSCRIPTION

Add your newsletters to your website as an opt-in offer. Use language in your subscription box that gets people interested. Maybe point out your quiz contest or free reports. The more people you add to your newsletter list, the more eventual referrals and new business you'll get. Just get them on your list and let your newsletter work on them automatically!

TOP PRODUCER TIP—Internet marketing: Go on an all-out campaign to sign up as many people as you can to your newsletter. Use opt-in offers, create contests on Facebook, take sign ups at networking events, have everyone at your open houses opt in, offer a drawing at a street fair, use a fish bowl at your neighborhood café, etc. When you have 2,000 people getting your e-newsletter each month, you increase the odds of getting a referral or new business from it!

[FAST NEWSLETTERS](#) IS A SIMPLE SERVICE

We produce a fresh newsletter each month, and provide it to you in Word (also Publisher and Pages), and in HTML through MailChimp. We also give you extra articles and long free reports to use as calls to action. You personalize and send the newsletter yourself.

"Personality-driven newsletters are simply more effective than generic 'me-too' newsletters sent by marketing companies." ~ Dan Kennedy

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6. LISTING PRESENTATIONS

Add your newsletter to listing presentations. Every seller wants to see you're stable, credible, and have longevity. A newsletter system proves the point. When presenting your newsletter at listing appointments, take a few minutes to point out the client thank you and referral box. Mention how many people get your newsletter (if the number is high), and point out that you maintain a long relationship with your clients.

TOP PRODUCER TIP—Testimonials: Add a testimonial to every newsletter. It shows third-party proof of your success and gives you a way to talk about how you've helped other home sellers. Go out of your way to get good testimonials from every seller you help. Ideally, get a picture, too!

7. OPEN HOUSE CONVERSATION STARTERS

There's nothing worse to a potential buyer than having to fend off awkward advances from real estate agents or investors who don't know what to say at an open house. Instead of saying "So, are you looking for a house to buy?" try "Since you're looking in this area, you might enjoy getting my Talmadge neighborhood newsletter." Point out interesting features, and chat about the community. Find out why they're looking in the area. Ask for an appointment or call to action. Ask if you can put them on your list to get your email version of the newsletter. Ask, ask, ask.

TOP PRODUCER TIP—Put a surprise inside: When handing out your newsletters at open houses, insert a coupon for a Starbucks card, or a scratch off lottery ticket. If they don't notice while at the open house with you, then wait a few minutes after they leave and call them. Ask if they looked inside the newsletter. Then take the opportunity to reinforce your call to action.

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8. FREE MAGAZINE STYLE

This is a power technique that works well if you have all your ducks in a row. When customizing your newsletter each month, spin it towards buyers who are new to your area. Then create relationships with a few small businesses in the area who are willing to let you leave a stack of newsletters on the counter next to the register. Add profiles of the neighborhood or add an interview with a neighborhood character. Insert a listings sheet. Make your call to action about setting up a home tour, getting a free “insiders secrets” guide to the neighborhood, etc.

TOP PRODUCER TIP—Strategic alliance business model: Print the newsletter in a glossy format and spend a little more money on a custom template. Focus on your business relationships. Offer free placement in the newsletter for businesses who agree to put stacks of your newsletters in their places of business. Consider purchasing and using magazine racks. Then ask for referrals exchanges...specific marketing about you to their clients. They send the marketing.

WHY OUR NEWSLETTERS COST LESS

We're a small group of real estate marketers who write specialty newsletters for three dozen real estate brokerages and training companies world-wide. We saw a gap in the market that left many agents & investors without an easy, affordable newsletter solution.

Similar services cost \$47 to \$107/mo. We decided we could help a lot more people by charging much less, using tools everyone can access, such as Word and MailChimp. The result is a flexible, affordable newsletter that really works.

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