

A Simplified 3 Part Guide to Fast Profits In Real Estate

By Dean Graziosi

Part 3: Marketing Online and Off

In this section you'll learn how to advertise and market your services, properties and any of your other real estate needs.

How to Market Successfully

In my book "Profit from Real Estate Right Now" I covered marketing and advertising in more depth than I had previously. Quite frankly, the topic of marketing and advertising could be the sole topic of a book for real estate investors, (Hmmm).

You need a basic understanding of solid marketing strategies for your efforts to build buyers and sellers lists, as covered in the previous two sections. In this third and final section, I've compiled more specific ideas and examples to help you get your message to the right people at the right time. Which in short, is what good marketing is all about.

Again, I want to stress that the majority of tips in this section come NOT from ME, but from my Academy Instructors, posts they have made from marketers outside of the real estate industry as well as from your fellow investors and their posts at www.deangraziosi.com.

Let's Start With Easy and FREE

Craigslist

One of the most powerful marketing tools for any small real estate investor is Craigslist, www.craigslist.com. It is useful for both attracting deals, finding sellers and finding buyers, and best part is it costs absolutely nothing.

One tip to making your ads effective is to not do what everyone else is doing on it. You'll see lots of ads on CL, often redundant, that they say the same thing or try to bait people to the same website with various properties or the promise of information. To a viewer, this looks like spam and is a turn off. Do the opposite of what these people are doing. Do not post a zillion ads a day with the same stuff.

The trick is to make your ads look unique. Don't be vague. Put as much info as you can up front in the ad, do not make it look like a robotic or mechanical type spam looking ad, make it seem like you are genuine individual from their community.

For instance, this is an ad that stinks:

Headline: Need Foreclosure Help?

"Are you going into foreclosure?! I can help you no matter what! Call me right now at XXXXX or visit my website at XXXX"

This is a better ad:

Headline: (City)Resident Offers Real Foreclosure Help

"Are you facing foreclosure? Need to get out of your house but can't? I have lived in X town for X years and know how to help. I have a variety of options and strategies to solve nearly any situation you might be facing, and I don't charge you a fee for providing you with those solutions.

Below are some of the most typical situations and the ways I can solve them:

(List different situations and the solution in plain English. You don't have to be super specific, save that for later).

This same solution has worked for countless other people in your situation, and I am confident we can make it work you for also.

Contact Name

Email Address

Website

"

The idea is to give people as much info as possible so they feel comfortable you know what you are talking about and they aren't wasting their time with you.

The Automated Foreclosure Finder has flyers and ads in it, a recorded message and email autoresponder. All you have to do is promote those things on places like craigslist and other ways. The website version has a cool website to send people to, which will work good for craigslist, since people are already online. The best part is the on line audio message and the free analysis

questionnaire to screen people. That also puts people in your autoresponder to build a relationship with clients without doing anything.

Craigslist Marketing Basics

Craigslist is the small real estate investor's dream come true. It is ideal place to find investment properties, materials for renovating properties, and even sell your renovated properties.

Millions of people search Craigslist daily. Best of all, it's completely free to list items for sale, and you can list items all over the world. All you need is a Craigslist marketing plan.

Before you do anything else, you need to know Craigslist's posting guidelines. They have rules, and they take them seriously. For example, you cannot post the same advertisement within 48 hours, and you cannot spam people through their system.

This is all explained on their website. Follow the rules because Craigslist users are quick to flag advertisements that don't follow the set guidelines.

Like any successful marketing strategy, Craigslist marketing must be targeted to the people most likely to buy a property from you.

Fortunately, Craigslist made this very easy for you:

Just choose the city (and nearby cities) where the property is located. You can also advertise a property in an area where you know recent buyers have lived. Just make sure you create different advertisements for each city.

The ad itself doesn't have to be flashy or contain HTML. In fact, the most effective ads on Craigslist are the ones with simple text and photographs. All you really need to do is give detailed information about the property and upload a few good photographs.

Make sure you include keywords, like the property's location and property type. Search results are listed first by the date and then by keywords.

Your Craigslist marketing plan isn't complete without a way to build credibility and trust. You do this by becoming a member of the Craigslist community.

Users prefer to buy and sell to people who are part of the community rather than those who just use the free advertising for their own profit. The website's forums are extremely active, and it's the perfect place for you to interact with potential clients and fellow investors.

Navigating Craigslist

Although Craigslist has been around in one form or another since 1995, there are still some who have no idea how to use Craigslist. These individuals are missing out on a wonderful opportunity to be a part of a growing and continually evolving online community. This community is an excellent resource for finding information, finding jobs, finding friends or dates, making purchases, selling items or discussing important issues. This information will provide a brief introduction to areas that you can use in the real estate business.

Housing Section

Craigslist's housing section offers a variety of options related to property. Users of this section can find apartments or homes available for rent, sublet opportunities, potential roommate situations, house or apartment swaps, real estate sales, vacation rentals and even storage, parking and office space for rent or sale.

For Sale Section

The "for sale" section of Craigslist is largely self explanatory. Like most sections, it is divided into a number of different categories. Each of these categories describes the types of items which are offered for sale within the category. Additionally, there is a wanted section where users may post advertisements seeking to purchase particular items. Not all of the items listed in the for sale section require a fee to be paid to receive the item. Some of these items are available for free or in barter situation.

Advertising on Craigslist

Craigslist only charges a posting fee for help wanted advertisements in three specific markets and specific housing advertisements in one city. Otherwise all advertising of products and services is free.

Elena, one of my students from Arizona has stated that the BEST times to post on CL are always Sunday evenings around 7pm. Also be consistent and do it every Sunday. The best time for weekdays is Tues & Thurs between 1-3pm & 7-9pm. This was tested by a marketing guru. These ads that have worked for Elena:

We Buy, Sell & Finance Used Mobile Homes.
Affordable Prices – Flexible Terms. No Banks!
Call:

Behind on your mortgage? Facing Foreclosure?
I buy homes. No fees or commission.
Call:

HANDY MAN SPECIAL
3/2 RANCHER
CHEAP! \$20,000 CASH DEAL
Call:

HELP I NEED MORE INVENTORY!
I can't keep up with the demand of my investors!
If you have any properties please call:

Attention Investor's 3brm / 2bath large fenced in yard,
Below Market Value, WON'T LAST LONG!!!

Contact: your phone No.& email address.

Finally, advertising on Craigslist is appealing because there is no need to generate traffic to the website. Craigslist already receives approximately ten million visitors per month who generate approximately four billion page views per month. There is no denying advertising on Craigslist has the potential to reach a massive audience. The key to reaching your target audience on Craigslist is placing your advertisement in the most appropriate locations.

Other Online Tips

Another productive way to market yourself is creating a facebook page. Once you create your facebook page join all of the Real Estate groups in your area and start sending friends invitations to the people in the group. You can build a buyers list and even feature properties there by creating and posting videos.

This was another post from www.deangraziosi.com that gives you a great way to find buyers.

1. Go to the HUD website for your state.
2. Go to the Bid Statics page and write down the addresses every week of homes that have sold to investors. They will be the non-owner occupied homes.
3. After a few weeks these deals will all be closing.
4. Go to your tax records and find out who bought them.
5. Contact those people by phone or send them a postcard with a call to action to go to your web site.

This method cuts out a ton of junk because you will be directly tracking non-owner occupied sales. These buyers are mostly investors who are actively buying properties and looking to buy more.

Best of all once you start tracking; you will have a fresh, updated list of the newest buyers every single week!

You can develop a relationship people at the Tax Assessors office and perhaps they can let you know who the buyers are of these HUD properties as soon as they get the information. Just send the buyers a letter and you may have pretty good results.

104 Web Sites To Sell Your Properties

Property Listings Websites:

1. www.base.google.com
2. www.realestate.msn.com

3. www.ebay.com
4. www.realestate.aol.com
5. www.craigslist.org
6. www.zillow.com
7. www.trulia.com
8. www.kijiji.com
9. www.olx.com
10. www.oodle.com
11. www.livedeal.com
12. www.domesticsale.com
13. www.edgeio.com
14. www.househunt.com
15. www.homesalez.com
16. www.isoldmyhouse.com
17. www.Forsalebyownercenter.com
18. www.propbot.com
19. www.Fsbosellbuy.com
20. www.homes-for-sale-by-owner.info
21. www.fastrealestate.net
22. www.homesbylender.com
23. www.hometoursonline.net
24. www.homeportfoliojunction.com
25. www.mlshub.com
26. www.forsaleownerhomes.com
27. www.allthelistings.com
28. www.actualhomes.com
29. www.realtymadeeasy.com
30. www.fsbogorilla.com
31. www.homeclassifieds.com
32. www.wantedtosell.com
33. www.theyellowsign.com
34. www.fsboads.com
35. www.forsalebyowners.com
36. www.listingofhomes.com
37. www.home-for-sale.com
38. www.fsbo.net
39. www.nwrealestate.biz
40. www.ushx.com
41. www.homesellnetwork.com
42. www.tourmeonline.com
43. www.fsboi.net
44. www.talkingproperties.com
45. www.shopdreamhouse.com

46. www.allstatesfsbo.com
47. www.ownerswillcarry.com
48. www.byowners365.net
49. www.neorealestate.com
50. www.homesforsalebyowner.com
51. www.homes85.com
52. www.helpussell.com
53. www.virtualfsbo.com
54. www.owners.com
55. www.realestate.com
56. www.usatoday.com
57. www.backpage.com
58. www.fsbo.com.foreclosure.com
59. www.forsalebyowner.com
60. www.homesbyowner.com
61. www.buyowner.com
62. www.fsbo.com
63. www.militarybyowner.com
64. www.intlistings.com
65. www.byowner.com
66. www.forsale.byowner.com
67. www.fsboadvertisingservice.com
68. www.totalrealestatesolutions.com
69. www.fsboamerica.org
70. www.fsbolocal.com
71. www.salebyowner.com
72. www.listbyowneronmls.com
73. www.usapropertyadvertiser.com
74. www.fromhomeowner.com
75. www.fsbozone.com
76. www.postyourpad.com
77. www.propertysites.com
78. www.salesbyownerrealty.com
79. www.mhbo.com
80. www.sellhomeshere.com
81. www.owner.com
82. www.realestatemate.com
83. www.fsbo-bc.com
84. www.homes4salebyownernetwork.com
85. www.privatesalerealty.com
86. www.sellyourhomeyourself.com
87. www.fsbon.com
88. www.privateforsale.com

89. www.fsbosites.com
90. www.repus.net
91. www.fraserhomes.parkwest.com
92. www.sellitbyowner.com
93. www.reachbuyers.com
94. www.weblistings.com
95. www.houses4sale-online.com/index.htm
96. www.findgreatrealty.com
97. www.homesseekerz.ccom
98. www.thehomelist.com
99. www.fsbodepoe.com
100. www.usfreeads.com
101. www.realestateshows.com
102. www.properazzi.com
103. www.propsmart.com
104. www.walmart.oodle.com

This was posted by Jeff J., one of our Academy Coaches

7 Great Marketing Tips

Marketing Tip #1: Gain peoples confidence. Indecisiveness, skepticism, indifference, or confusion is among the top deal killers in the business world. If you haven't clearly communicated the advantages and solid reasons for them to do business with you, then they'll be hesitant to commit and the sale will go to your competitor.

Marketing Tip #2: Use multiple marketing strategies. The more ways the public hears about you, the better your chances are for achieving recognition, credibility, and greater market share.

Marketing Tip #3: Sincere enthusiasm in everything you do is contagious. If you deeply believe in your services and yourself, then people will pick up on that passionate attitude and feel confident and optimistic about doing deals with you. Your words are important, but your nonverbal communication -- your tone of voice, inflection, rate of speech, volume, facial expressions, listening skills, eye contact, and overall responsiveness -- can have an even greater impact on how you influence and persuade others. Buying is an emotional decision. Instill a good feeling about your company, your business relationship with them, and how you can improve their lives or solve their problem.

Marketing Tip #4: Chase away distrust. Gain people's confidence and overcome potential feelings of distrust by offering written guarantees of satisfaction whenever possible, testimonials, references, and by joining respected and well-known professional organizations, such as the Better Business Bureau, Chambers of Commerce, and real estate industry associations.

Marketing Tip #5: Impose a deadline. One of the biggest obstacles to closing a sale known to mankind is procrastination. To overcome the natural human tendency to deliberate, postpone, and delay, it's often necessary to inject a sense of urgency into your marketing. One of the strategies many of my students use is to schedule more than one person at a time to show up at a property they are renting or selling (key - at the same time). That way they know other people are interested and it helps them make a decision quicker.

Marketing Tips #6: The Internet can be very effective, and it's here to stay! If you already have a web site, make sure it's "optimized" for keywords that your prospects are actually looking for. You can find out what keywords your customers are searching for and how much competition you're up against for those particular keywords by subscribing to a service, such as Word tracker.

Marketing Tip #7: Create a real estate investing marketing plan to identify and capitalize on your strengths and opportunities. It is nothing more than a punch list of what you plan to do and when. Your marketing strategies should also take into account factors such as your weaknesses (and possible remedies), external threats (competition, economic factors, etc.), your marketing mix strategy budgets, target market analysis and readily available marketing tools, as well as marketing strategies and tools that you need to research or acquire.

What Is A Marketing Plan?

One effective real estate marketing strategy is to use a three-step approach. You must define your audience, your goal and, ultimately, your message.

1. Define your audience:

Who do you hope to sell your properties/services to? Who do you hope to motivate and persuade? The key here is to go beyond the obvious.

In your mind, try to picture your typical prospects. Visualize them. What do they look like? What do they want? What fears wake them in the night? What happiness do they seek? What problem(s) do they have that you can solve better than anyone else?

When you can answer these questions, you're ready to move on to the next step – defining your goal.

2. Define your real estate marketing goal:

To define your real estate marketing goal, you must also clarify and simplify it. The clear part is obvious – a clearly defined goal is easier to achieve. By "simplify," I don't mean making your goal trivial or unworthy of pursuit. I mean reducing the goal to its purest form.

Strip away anything that does not support your objective (which is the action or response you want from your readers). If you have several goals for your marketing message to accomplish, you haven't simplified enough. Refine it until you have one specific action you want people to take.

3. Define your real estate marketing message:

Based on your audience and your goal, what must your message do to bridge the gap? What should you say or write to get your audience to move toward the desired action?

Process in Practice

Now it's time to get specific. Let's say your audience would obviously be people shopping for homes. You've researched home-buying demographics in your area, you've got a good mental picture of your audience, and you've made a list of things that are important to them.

Now it's time to define your goal.

Don't confuse your ultimate goal with your messaging goal. In other words, don't define a messaging goal that your message can't deliver. Instead, go for the low-hanging fruit.

Let your real estate marketing message do what it's good at. Let it move the reader one step closer to a larger, more ultimate goal.

That's what marketing messages have been doing effectively for decades, moving readers toward specific, achievable actions.

For instance, if your ultimate goal is to gain a new potential buyer, the goal of your messaging might be to initiate first contact (a phone call or email) from that prospective buyer.

Words on paper can sell your prospects on the next step they might take (in this case, calling or emailing you). After that first contact, there's plenty of time to show them your ability to deliver.

Give your real estate marketing message a break from some unreasonable expectations. Let it do what it's best at. Let it move the reader forward in your ultimate plan.

Below is a sample letter that Carol Stinson posted on DG.com that was probably created from the text of my recorded message script in my Automated Foreclosure Finder course. You would send this to a prospective seller. Below this letter you will see how Tony converted Carol's letter to reach a potential buyer.

Sample Letter to homeowner

Dear Homeowner, (try to find out their name to make it more personal)

It has come to my attention that your property located at _____ is for sale or has recently been taken off the market.

It is my hope that you are not one of the millions of Americans that are facing foreclosure because they are finding it difficult to pay their mortgage. There are currently over 4 million Americans that are currently behind on their mortgage or have lost their home to foreclosure.

Whether it's due to the loss of a job, a health issue or an Adjustable Rate Mortgage, know that you are not alone.

If this is your current situation I want you to know that we can help. We have the resources through investment partners to help prevent home foreclosure by purchasing homes directly from the homeowner for cash. We can remove the burden of a mortgage that you can no longer afford and save your credit from a foreclosure. Contact us today to discuss the sale of your home and the possibility of a quick settlement.

If this is not your current situation I do apologize for the intrusion and I wish you the best of luck with the sale of your property.

Same Letter to homeowner Converted For Buyer

Dear Soon to be Homeowner, (try to find out their name to make it more personal)

It is fantastic that you are looking for a home to purchase. Now is one of the best times in history to buy a home. I have a number of terrific properties that I have just recently decided to put on the market.

It is my hope that one of them will be perfect for you.

Many times people come to me with credit or job issues that have prevented them from buying in the past. If this is your current situation I want you to know that I can help. I have a few dependable resources and creative options to help people just like you to purchase homes.

We can remove the burden of rent and in many cases get you into home ownership for much less than the cost of renting!

Contact me today to discuss the exciting process of finding your perfect home.

If you are not in the market to buy a home, I do apologize for the intrusion, but please keep this letter and call me

first if your situation changes. I wish you the best in all you do.

Sincerely,

Name

Contact info

Nice Job on that rewrite eh? And as long as I'm giving out "atta boy's" here's some more from Tony on flyers:

The Thrifty Way To Building A Profitable Real Estate Business

I'm not sure, but I have my suspicions that flyers and door hangers probably got their name for what happens to them after you put them out... they go flying down the street, or worse yet, get thrown away.

I can't help you with forces of nature, but I can tell you how to create a flyer that has a 200% better chance of being read.

Here are the elements of a good flyers and door hangers:

1. **Powerful attention getting, benefit driven headline** - You've got about three seconds to get attention, (especially if you put them on peoples doors) to go from doorway to crumpled up piece of trash. Make sure you have a very visible headline that will stop them cold. Remember, they may have had a very bad day and this paper in their doorjamb may be the icing on their misery cake. Make the headline exciting for them.
2. **Make the copy exciting for them** - people do look at door hangers, they have to take them off and rip them up right! Well, all a savvy real estate marketer like you needs is a few seconds. The headline is crucial; next pull them in with copy that speaks to their desires.
3. **Write it like an article, not a billboard-** most flyers are like mini billboards, they don't say enough. The sheer act of making it look like an important article is often enough to get the prospect to stop and pay attention.
4. **Consider making an offer for FREE information** - rather than trying to sell directly from the flyer, offer a gift or service that is compelling to them. A free booklet on how to

buy a home for less. How to get out from under a foreclosure without ruining your credit. You get the picture...

Here are some ideas on distributing the flyers.

Go online or into your dusty yellow page phonebook. Look under Distribution-Flyers, Circulars, Samples. If you live in a large city or town, you should find a number of companies to choose from.

You can use a service to deliver the flyers right to the door for you. It costs around 3 cents per piece. This in turn saves you considerable time. It costs you 30 dollars per 1000 flyers. If the time you would take to deliver 1000 flyers personally is worth more than \$30, it makes sense to hire a company to do the walking for you.

Now, if you don't have such a service in your town or city, then hire someone to do it for you.

Here are some links to postcards and scripts I've developed. These are copyright protected, do not post or share them outside the "Graziosi investor family" please:

http://www.deangraziosi.com/ufiles/business_cards.pdf

http://www.deangraziosi.com/ufiles/script_1.pdf

http://www.deangraziosi.com/ufiles/script_2.pdf

http://www.deangraziosi.com/ufiles/script_3.pdf

Mail and More

Next to flyers, using letters and postcards through direct mail is an inexpensive way of reaching a large number of if you follow some simple rules that professional copywriters follow.

Grab their attention on Side A

Side A is the side you usually see the picture on. The beauty of a postcard is that your prospect does not have to open it. There in the morning mail is your sales message.

So make sure you put something on Side A that arrests the attention of your prospect.

Here are some ideas:

1. A wacky photograph related to your topic
2. A photo of your property in an unusual setting
3. An outrageous (but true) claim
4. Your unique promise stated in a clever or intriguing way
5. Your prospect's problem (the one that you're going to solve), stated or presented in a compelling way

The goal of Side A is to grab attention and stimulate interest. (OK, so that's two goals). You must motivate your prospect to turn your postcard over to read the other side. So make sure Sell them on Side B. Side B is the one with the address and postage stamp.

Here you create desire and motive your reader to take action. You do not have much space to give your sales pitch, so stick to your strongest benefit. Describe in clear, compelling language what your reader gets by contacting you. You don't have enough room here to say enough to make a sale, so just sell the next step.

The next step these days is often for the prospect to call or visit your website. That's a great use for a direct mail marketing postcard: driving potential buyers to a special page on your website or a recorded message.

The next step may also be for the reader to call you, or to visit your open house, auction, etc. Make sure you say enough, and in a strong enough way, on this side of the card to motivate a potential buyer to lift the receiver or start heading in your direction. Which brings us to your offer.

All direct mail pieces should contain an offer. The offer is what you dangle in front of prospects to motivate them to take the next step in giving you their business. What you are selling and what your offer is are two different things.

For example, using direct mail, banks promote credit cards. That's what they are selling. But to persuade you to act today they extend you an introductory and time-limited interest rate of only 2.5% (some conditions apply, of course!). That's their

offer. Their offer must overcome apathy, and yours needs to also.

You can find people to mail to by getting the absentee lists, just go to First American or Fidelity, these title companies have nationwide data. Everyone gets their info from them - even Zillow - I guess it's not so commonly known though...

Don't be afraid to ask! Your title company will be happy to give you the tools you need to help bring business their way.

Here's what I recommend:

Go to the title company, tell them you want a list of absentee owners in your zip code (you'll get their mailing address), so you can mail them your letters.

Remember, Absentee owner = Investor. Your title company wants you to market to them and bring them back their way

Using Postcards and Flyers In Non-Traditional Ways

Here is a list of places to put flyers and postcards that you might otherwise overlook:

Storage Places	Dry Cleaners
Hardware Stores	HOA Newsletters
Hospitals	Apartment Bulletin Boards
Wedding Shops	Convenience Marts Counters
Grocery Stores	Local Bars and Pubs
Post Offices	American Legion, VFW, etc.
Sponsoring Local Events	

What about just leaving them where ever you go?

The next time you're out eating leave a few biz cards around the condiments on the table, or in the menu, when you pay the cashier give her one.

Next time you're at the library leave some in the real estate books, when you pay a bill by mail stick one in there. If you're on a shoestring budget and \$20 is a stretch, vistaprint.com has

250 FREE cards, just pay \$5.99 for shipping, that'll at least get you started and in the habit of giving them away.

I've mentioned these before but...

They are worth repeating:

Place a newspaper ad (major daily)

Place an ad in Pennysaver, Thrifty Nickel, Greensheet, etc.

Bandit signs

Get Free Marketing by using the Media

Public Relations can give real estate investors more exposure than traditional advertising, and for a fraction of the cost.

Real estate PR also builds your credibility due to its third-party nature. After all, what would you be more likely to believe ... an advertisement, or an article in the newspaper?

How to incorporate PR into your real estate marketing program:

1. Develop relationships with your local media. Position yourself as their "go to" guy or gal for real estate investing expertise.
2. Is there a TV or radio "Houses" show in your area? What would being a guest interviewee on that show do for your real estate business?

Seek out the producers and editors of your local programs. Pitch yourself as an expert on investing in the local real estate scene. Be proactive – send them relevant news and articles from time to time.

3. Publish articles online to position yourself as an expert. Find out what key phrases your target audience is searching on the Internet, and then publish articles focused on those phrases. Use article distribution websites to save time and increase your coverage.

4. Conduct home buying seminars in your area. If your seminar becomes popular, invite the local media to attend. Sell them on how popular it has become with local residents ... that's the angle that will get their attention. At the very least, send them a press release about your seminar. Get some quotes from satisfied attendees and put them in your release.

Public relations can strengthen your real estate marketing program with credibility and targeted exposure – and for a fraction of the cost of traditional advertising. But only the patient and persistent need apply. Real estate PR takes time and effort, but the lasting results are well worth the effort.

Critical to your success in marketing is aiming your marketing efforts at a target market. Planning your marketing strategy without knowing to whom you're trying to appeal is like planning a party without knowing anything about the people attending.

Are you targeting people with no or poor credit?

Are you targeting a specific age range?

Are you targeting specific industry oriented buyers?

Remember, a market is people with something in common, not a place or a thing. Find out some statistics about the size of your target market. Find information on whether the size of your target marketing is growing, shrinking, or staying the same.

Describe your target market in the following terms:

- Characteristics they share such as age, income level, sex, race, number of children, marital status, where they live, etc.
- Habits or hobbies they exhibit. These specifics can tell you if they are good candidates for homes near urban or suburban areas.
- Wants and needs they have and how your product fulfills them. For example, most single, working mothers often need affordable, quality daycare for children.

Describe your market's buying habits For example, how do they spend their disposable income? When do they buy? How much? How often?

Note: You may have more than one target market. Identify your primary market – the customers who buy your products or services most often. Then, include secondary groups if you feel they will provide significant business.

Perhaps the single, most important marketing strategy that should be practiced by all is to make marketing a daily routine.

Granted, there may be 101 different priorities vying for your attention at any given moment, but if you neglect marketing on more than just an occasional basis, then you risk placing self-imposed limitations on your income growth.

Develop a "marketing consciousness". If you can get yourself to become just a little "obsessed" with marketing, then you'll tend to read more marketing books, attend more seminars, and discover more marketing websites, newsletters, and blogs that will provide you with valuable ideas and inspiration.

Continually ask questions, re-evaluate what you're doing, and be flexible. If your flyers, ads, website etc., isn't converting the way it ought to be, try to pinpoint its weaknesses and correct them.

If the solution doesn't jump right out at you, ask your associates, acquaintances, neighbors, or spouse what their initial gut reaction is to your latest print ad, website landing page, a marketing postcard, or a radio advertisement. Whenever possible, don't let them know it's yours.

Just ask them what they think of it. If they know it is your ad, instead of asking them what they think of it, ask them how they think it could be improved (and assure them that you won't be offended by their constructive criticism). Useful feedback can often come from unexpected sources.

Start a blog related to your area of expertise about solving or preventing problems or making the most out of the real estate services you offer. Then, invite your customers and prospective customers to check out your latest blog posts.

Blogging will help give you more credibility as an expert, and it will also help keep your name and company in the forefront of people's minds.

The key to finding the motivated sellers and ready buyers is marketing. Good marketing is getting potential motivated sellers to call you before anyone else including the Realtor. If you can get the seller to call you and you are the only competition on the property you can work out a lot of ways to purchase the property without using your own money.

In fact, good marketing may allow you to go to your buyers list and find the perfect buyer who has been searching high and low for that very house you just put under contract.

Marketing is weighed by cost vs. return. For example if you are tracking your marketing (which you should be) and find you are spending \$2,000 a month (this is just a random number) and 5 hours of time managing it and you get only one contact and purchase the house which makes \$10,000 in profit - - for most of us, this would be a good return! Many times new investors will not weigh the cost vs. return and do not know how their marketing is doing.

For more marketing ideas, get involved on www.deangraziosi.com and go back and review at minimum, chapter 3 in my book "Profit From Real Estate Right Now." With some basic good marketing, and a solid buyer and seller list, you'll be well on your way to big profits in real estate - END.