

Prospects To Profits Guaranteed!

Monthly Newsletter For Prospects to Profits Members

January 2010 – Volume 3

Mike's Corner

Happy New Year. I hope 2010 brings everyone who reads this newsletter health, happiness and success in whatever they may turn their hands too. There is no question that the last two years have been challenging in all walks of life but if we look around we can also see signs of positive change.



It has been my experience that the best change starts from within. I also understand that change gets its best foothold when it starts with a positive attitude and outlook. So in my message this month I want to talk about, you guessed it, change and the power of positive thinking.

First, change! Starting this year as we launch our Prospects to Profits Membership program we will be featuring a Member of the Month. This section is where you, the members, get to share your experiences and successes with the rest of us. We think this is important because nothing we say about ourselves can ever be as valuable as what you can share.

The other thing is the importance of thinking positively. The new year is always a time for resolutions and change. To that end our Feature Article to kick off the New Year will be "The Power of Positive Thinking". I hope you all take the time to read and consider its message. Once again, Happy New Year to all of you and much success in your marketing efforts.

The Power of Positive Thinking!

Did you ever stop to consider that the difference between "can" and "cannot" is 3 letters. If it was only that easy. Well, it can be but it all has to start with you! Do you want to be a totally can-do person? All you have to do is change the brain filters you subconsciously use in your day-to-day life. You know it as selective hearing. Like it or not, many of us are tuned to hear things we want to hear while we shut out those things we consider noise or excess. In a sense we have pre-programmed ourselves to admit things that are not contrary to our own thinking. If we view something negatively then we will be much more receptive to hearing things that support our own suppositions and beliefs.

Now don't get me wrong. There's nothing wrong with selective hearing and in fact I believe it helps us all cope with the bombardment of information coming at all of us today. **BUT**, this is the important part for you to take away from this article. We need to honestly think about how we approach the majority of things we deal with daily. Do you rejoice in good news and acknowledge the successes ...

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Celebrity Corner

Jim Casey is a well know and very successful Speaker and Marketing Specialist. This month Jim shares his knowledge on

Contact Management and Lead Incubation strategies and systems. See page 6 for more on Jim...



Tip Of The Month... *Tips To Improve Your Voice Broadcasts*

Voice Broadcasting can be used on its own to deliver a message or as part of a multi media campaign. But whatever it is, there are some rules and regulations that must be adhered to.

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Continued from Front Page – The Power Of Positive Thinking!

...of others or would you rather hear the negative to support your own beliefs that things are tough, that others have it worse than you, that life's not fair and why bother dealing with things because they can't be changed. Do you know people who have many positive things in their lives yet they fail to see them because they are focused on the things they don't like about their life? Did you ever wonder what might happen to them if they changed their focus?

So, what is positive thinking and what are these filters I just mentioned? Positive thinking and filters are the process that allows you to admit the positive thoughts, words and ideas that nurture positive feelings and positive growth. Sure, you may still hear negativity but as you strengthen your filters these things will be channeled to a less important place and the positive things will start to accumulate and share a greater part of your consciousness. I'm going to steal something that you Stark Trek fans should be familiar with and it concerns the "*Borge*". Their goal is to assimilate. Now consider this. Everyone, including ourselves, are a collection of others ideas, thoughts and emotions. It's how we are educated so that we fit in and can work together in a cooperative way. We share history, feelings of love and rejection and so on. We can empathize with others because of this. What happens sometimes is that many problems arise concurrently and we get exposed to too much negativity; we start to assimilate it. As things in our own life get tougher we become susceptible to the negative and a spiral starts.

Here's how it all works. Instinctively and subconsciously we all transfer to and receive from everyone we meet our moods and feelings. Through body language and facial expressions we determine what others are feeling. Through words and inflections we hear their subconscious come through. Now we have to ask ourselves this. Would we rather spend time with those that bring us up and buoy our own emotions and dreams? Do we feel lighter after a day or an evening with a friend whose cup is always half full, who may have problems like we all do but focuses on the things that are going well and seems to attract good things regardless of what negative items come their way? Or do we want to spend our time with those who only see the down side of everything. Regardless of what they have they can never be satisfied and think that if they only had this or that their lives would be better? You have one nano-second. OK, times up!

Most of us know or have known people who fit both descriptions. I don't think I am going out on a limb when I suggest that we all would prefer association with the first group. But if you want to be a part of that group you need to be like them to attract them. Positive people anticipate joy and good things filling their lives. Good health, success in business, life and relationships. They carry an aura that attracts like minded individuals. Others want to be around them because they make it easy and fun to do so. When we present a positive image we are more likely to attract others willing to help and guide us because they share in the success of others when they contribute. This applies to employees, customers and business associates.

...Positive Thinking – Cont'd

Positive thinking is visualizing as an already accomplished fact the things you want to achieve. Reality often is nothing more than a mirror of your own thoughts so to expect anything less than success is jeopardizing your ultimate rewards. I know that not everyone subscribes to the whole spin on positive and negative thinking but think about it for a moment. Think about those people in your life you like to be around and why. Think about those you try to avoid. And remember, success cannot just be measured in wealth. People have many different measures; money, health, friendships, happiness and much, much more.

Now this is what I would ask you all to do as you move forward into 2010. Whether you subscribe to the above or not just give it a try. Turn your mind towards more readily accepting the positive. Train your mind and subconscious to consider and accept the benefits of being positive. Make the successes, no matter how insignificant, be the focus of your day. Visualize things that are favourable to you and to your situation. Start smiling more and using positive words in your communication and see what happens to others around you. You might think that people around you are changing when in fact it is you who has changed and what you are seeing is the impact of your changes. It may take time but don't give up.

Keep smiling, don't surrender to the negative. Eventually you will see a change and it will all be because you decided to think positively.

Why People Fail

A series of No B.S. Articles from Dan Kennedy

How To Get Rich In ‘Un-Rich Times’



Dan Kennedy, The
“Millionaire Maker”

In the Renegade Millionaire System, I dispense this advice: #1: BE the Wizard, #2: BEWARE the Wizard. Wizards are very powerful, so it is better to be one than to be influenced by one.

Everybody welcomes the convincing Mystic. People so desperately wish to Believe. That there is a long lost, ancient or a revolutionary new Something: cure, elixir, formula for easy riches or happy relationships or better sex or children that mind or growing 12 foot high tomato plants; a gizmo that turns corn into fuel or tree bark into gold doubloons; an Answer Man, Seer, Keeper of Secrets. And in dark times, this desire intensifies. In dark times even kings subjugate themselves to the Mystics – which you know if you’ve studied history. People really don’t want rational explanations for how you do what you

do, they prefer Believing that you possess Mystical Powers and Magical Secrets that you will use for their benefit. To underestimate the power of secrets and secret powers is to ignore how humanity has been manipulated, controlled and ruled since its beginnings.

In these times, you can rise to greater heights of influence and power than at any other time, by turning up the wattage on your mysticism. In the dark, you glow. Doesn’t matter if you dispense investment advice or lawn care advice, are a dog whisperer or a presidential candidate, or a tax attorney or a mattress manufacturer – now, more than ever, is the time to speak of secret techniques and magic ingredients and unique abilities. To offer absolute certainty in an uncertain world. To declare unique and profound importance.

I’m speaking now about how you present yourself to the world.

If you sell a particular kind of mattress, you must present it as THE – emphasis on key word: THE – first, best, only “magic,” based on top secret technology invented for NASA and Olympic athletes – that relieves all back pain, delivers 10,000 more REMs per night, lets cellular structure rejuvenate thus slowing aging, helps you lose weight while you sleep; is THE secret to eternal youth and vitality. It must be THE GREATEST discovery in medical science of this century. And you, as its spokesperson, must be the Grand Mystic of Sleep Science. You need an arsenal of Amazing Facts at your disposal. You need practiced language and Profound Statements. You must convincingly promise THE Cure. For whatever ails them, economically, emotionally, physically. To advance your education, I strongly suggest getting and reading the book CHARLATAN. It reads like a novel but is non-fiction. Not that you should be a charlatan; I presume you deliver legitimate value in whatever you sell or do. But that you should use the techniques of the master-charlatans of the ages. Nothing less will do.

When a group becomes lost and frightened in a dark cave, the man with the only flashlight automatically becomes their leader. Key word: only. It’s time to present yourself as the person with THE ONLY flashlight.

The WHY PEOPLE FAIL articles are provided by Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach, author of 13 books including the No B.S. series (www.NoBSBooks.com), and editor of The No B.S. Marketing Letter.

WE HAVE ARRANGED A SPECIAL FREE GIFT FROM DAN FOR YOU including a 2-Month Free Membership in Glazer-Kennedy Insider’s Circle, newsletters, audio CD’s and more: for information and to register, visit: www.FreeGift.com

Part 3 of 4 – Hotline Interview with Rick Brash – Continued from last month....

The following is the third installment of a four part transcript of a webinar we hosted with Rick Brash during the mid part of 2009. The call was attended by over 600 people, all enthusiastic to hear more about how Hotlines can contribute to an integrated marketing approach using both off and on-line marketing technology. All questions were the result of audience participation so what we have done is modify the transcript to reflect just the meat, the questions asked and Rick's responses. Due to the length of the Webinar between Rick and AMS President Mike Kowalski we have broken this into 4 different sections so tune in next month for Part 4.

Mike: That's great, I know Craig Proctor likes to use the summary report. There's so many reports you can use to help your business. Now sticking with the reports, what kind of averages should members be looking for in terms of messages left versus the amount of calls they are receiving? I know it's quite different from the information line to the property tree. Could you share that with us?

Rick: One of the things you want to look at is, what's industry average? For real estate agents who run a generic hotline service, what's industry average? Industry average for calls and messages is about 3% of the calls generate a message. For Quantum Leap coaching members that's a low rate. It should be higher because of our format of our hotline. I've always enjoyed anywhere from 15, 17, 20% for messages left. A couple of years ago when the market was hot we were up around 33% messages left. And I remember those days. It was insane. We were in a hot sellers market here in Calgary. We couldn't possibly deal with all the leads that were generated but overall, you should be looking for a consistent number. So if it's 5 or 6 or 8 or 10%, it should be the same every single month. Now one of the problems I have found with people is they don't have a consistent marketing campaign. You know one month they put out a page of listings in their local real estate newspaper, the next month they don't. Then they put one out that week or the following week, then they don't. You need to have this consistent predictable lead generation model and once you have that in place and there's a multi layered aspect to it, then you can determine that if this month my messages were down we can quickly figure out why. You've got to be coming from a consistent predictable lead generation model. So I would suggest that a good conservative number would be 10% of your callers should be leaving a message on your hotline.

Mike: That's great you know Dan Kennedy has always said that if you're not giving people at least seven different touches that it's not worth the marketing. Seven different touches, whether it's on line or offline, that you should be getting in touch with your prospects. A common question we've gotten is "Do I put the price of the house in my ad and/or scripts?"

Rick: No, my answer is always no. For a couple of reasons. When we build the scripts from the aspect that what we're trying to do here is generate leads, if we give out all the crucial information to the caller, they have no reason to keep moving forward and ask us for more. So we avoid many of those common things that people are looking for. I seldom if ever put the price in the script. I never put square footage in the script. I never put how many bedrooms in. I often don't put the size of the lot. I will very seldom put those kinds of statistics into the script. And the reason is Mike, when we build the script, it's solely to generate leads. And somebody asking me for a feature sheet on the property is lead generation and that's what I'm trying to do. Again, I'd much rather have that lead come into my office and send the feature sheet out on the property and then us follow up with a phone call to generate the appointment. That's lead generation 101, the way Craig has taught all of us. And that's the predictable model of lead generation that we want to have all the time. So if you put all the stuff in the ad, there's no reason for them to ask you for more.

Mike: Great and you mentioned follow up. I believe Craig is providing a universal call back script on the follow up of the lead. Can you elaborate on that?

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Rick: Again for those people on the call who've never been through the coaching program, you're probably familiar with the idea that when you call somebody you need to have a script. And it's not unusual for these trainers out there to have a whole collection of scripts, depending on the call, depending on the objection. One of the great things about Craig and the coaching program was this. Here's one script that will work for every person that calls in. Craig calls it the universal call back script. I call it the UFUS, the universal follow up script. Craig taught us to use that script for any kind of a call that comes in and to master that script, the purpose of that script is very simply to generate an appointment. Not to sell a house, not to talk about the market, not to talk about the weather or the hockey team but to generate a call.

Mike: Lots of people believe that the hotline isn't working for them. We know it works because so many of our clients have had so much success using the hotline including Craig and yourself and many of the other coaches. Can you tell us why the hotline is working for some and not others?
Rick: Because they're not consistent with the way they present the hotline. Again, I've had the privilege of working with a lot of agents over the years, who have not had the success with the hotline that they think they should have. And I always say this. If your marketing isn't effective, you won't get calls into your hotline. The hotline always mirrors how effective the hotline or print ad is right now. And if your marketing isn't effective you're simply not going to get calls and the reason is, ineffective marketing doesn't get read. It doesn't get seen and it gets very quickly eliminated. So, that's what I think. If your marketing isn't working, it has nothing to do with the hotline. If you're not getting calls it has probably nothing to do with the hotline. It has to do with the marketing. If you don't have enough marketing out there Mike, there's no way you can get a lot of calls into your hotline. One ad, one paper, one day of the week is not going to produce a sustainable amount of calls into the hotline. Never ever did Craig ever say it would do that. Our marketing needs to have a multi layered approach. It needs to reflect all the things we've learned through coaching and it needs to have this multi layered marketing approach which includes the hotline. When you've got your hotline out there everywhere, where people can see it and find it and call it you're going to up the anti when it comes to calls. But for folks who only have one or two ads out there with the hotline in it, it can't be effective.

Mike: So it's all predicted by the amount of marketing you do on the hotlines?

Rick: The amount is one thing but the effectiveness of the marketing is another. Just because you've got an ad out there doesn't necessarily mean you're going to get calls. It has to be an effective piece of marketing. Here's an example. If the add you've got running Mike is all about you as an agent, you reduce your calls because people don't care about us as an agent.

Mike: Another popular question Rick is surrounding the issue of short sales and the availability of scripts and ads for the Quantum Leap members to use?

Rick: Now as you know Mike I'm a Canadian so we don't have a great deal of that short sale phenomena happening here in Canada. However, I've worked with quite a few agents in the last year and a half or so who have needed a short sale script. It boils down to this. It's not a different kind of marketing that we're doing now. It's just that our marketing is for specific short sale situations. So if you've got a buyer who wants to take advantage of a short sale because he thinks that he can get a better deal, you need to include that as a marketing campaign. If you've got sellers who are in a short sale situation and need to talk to you very quickly, you need to incorporate that into a marketing campaign and if we need to come up with a report or script or something for short sale then by all means just send me an e-mail or give me a call and we can very quickly come up with a very strong report that will work for the short sales situation. Now I know most of the Americans on the call today are facing short sales in great numbers and this is a great market to be working in. Everybody should be a short sales specialist right now. Because there are tons of them. We know of agents in both the ...

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Emastery program, and platinum program who have literally tripled their income because they've become short sale specialists. And, bringing these inquiries into our hotline, is just one layer that we can become very adept at with the right script, with the right marketing piece and presenting the right message when they call. And that's the easy part. We're more than pleased to help people with that if they need the help.

** Watch for the final installment of this interview in our February 2010 issue... **

About Our Expert



Jim Casey is a nationally recognized technology trainer and speaker. With an extensive background in real estate, technology and training, Jim began "Jim Casey Seminars" based out of Minneapolis and has contracted with several technology companies such as Fidelity National Information Services, NEXTEL and Homes.com to deliver Real Estate Technology presentations highlighting a variety of software and hardware products nationwide.

Jim has spoken at numerous NAR, State and Local Conventions as well as hundreds of private events. When he is not speaking, Jim is an on-site consultant to some of the most successful real estate teams in the United States.

Jim's highly contagious energy level, humorous teaching style and real world approach to sales and technology have made him one of the most sought after consultants in the industry.

During this webinar Jim and Mike discuss:

- Lead Incubation and Follow Up
- Contact Management and Building Your Database
- Segmenting Your Database
- Tracking, Reporting and Split Testing
- Difference between a Contact Management System & Lead Incubation System
- How to get leads from your Lead Incubation (Management) System to your Contact Management System

2010 has finally arrived and most of us are glad to put 2009 and the poor economic conditions behind us. It's time to take positive action. If you're a small business owner that's looking for a way to build your database and follow up with prospects and clients efficiently and automatically, catch this content rich and entertaining interview by going to www.AMSCalls.com where the full webinar and transcript are posted.

Cont'd from Front Page – Tip of the Month...

Tip Of The Month: Voice Broadcasting Tips

Once you've chosen a supplier, don't be afraid to ask questions if you are unsure about the rules or how it works best. Voice Broadcasting is an easy, inexpensive way to stay "Top of Mind" with your customers on a more personal level and a great way to build relationships. Below are some tips to help make your broadcasting efforts successful.



1. Have your message delivered during a time frame that has the greatest chance of getting the person's voice mail. If your audience are generally day time workers, between the hours 10:00 a.m. and 3:00 p.m. would be best.
2. Have the broadcast set up so only non-live answer calls are delivered. In other words, only answering machines and voice mail answers will get connected to leave the message.
3. Leave a message of controlled length, usually a 30 to 45 second message works best.
4. Always have your list of phone numbers run against the Do Not Call List and ensure that your Voice Broadcast provider adheres to regulations.
5. Use Voice Broadcasting as a "stay in touch" tool, not as a sales tool. Use it to wish someone Happy Holiday, Happy Thanksgiving or let them know they will be receiving something in the mail, or to invite them to a special event. You can also tell them on the same call about a promotion you may be having but don't make a habit of doing this every time or they will start to view these as sales calls.
6. Record the message in your own voice to make it personal. As an example, wouldn't it be great to get a personal message from your doctor or dentist or veterinarian wishing you a Happy Holiday and letting you know what their hours are during the holidays and their emergency contact information?
7. Let your staff know you are sending a broadcast and what it's all about. There is nothing more embarrassing and unprofessional than someone calling your office back about an invitation to an event or a special promotion and your staff knowing nothing about it.

To learn more about how Voice Broadcasting can turn your prospects into profits, go to www.automatedmarketingsolutions.com/broadcasting or give one of our reps a call at 1-800-858-8889.

AMS' Learning Centre



This month we have a special announcement to share with everyone. We are pleased to announce the introduction of AMS' newest service, "**Leads4You**"!

We all know that without leads there are no sales and without new sales and customers your business cannot grow. Staying connected through social media and advertising on-line are two very important sources for leads and referrals but often get overlooked for lack of time and/or know how. Briefly stated, "Leads4You" provides set up and management of Social Media and On-line advertising accounts (both free and paid).

Watch your email for more information on the launch of this new service in February or to find out more contact us at 1-800-858-8889 and speak to one of our Account Representatives.

Starting in February 2010, we will be posting 2 **Expert Interviews** each month. Many of you have expressed the desire to attend webinars or listen to interviews with experts in your own specific niche market.

Each month one interview will be on a **specific technology or marketing service** and the other will be a **business success story from a niche industry expert**.

Each month we will feature a different industry with an expert who will share their success stories with us.

A sneak preview; February's product/service call will be on "Using Video in Marketing" and our niche specific industry call will be in the "Financial Planning" niche.

Watch your email for more details to come!

UPCOMING EVENTS

Events AMS Will Be Attending

January 2010

The Outrageous Academy & Workshop - Jan. 15 & 16

Vision Day 2010 – Jan. 16 & 17 - New York – Dr. Steven Nelligar

February 2010

Keller Williams Family Reunion 2010 – New Orleans – Feb. 20 - 24

The Last Word

Once again, thank you for taking the time to get to "The Last Word". There's no doubt that the economic times we are all facing have been challenging. The good news is that we are now starting to see signs that stabilization is starting to occur and in some areas there is even room for optimism. By example, a recent report for real estate sales in Canada for the last month was a very strong one and showed significant gain from this time last year.

It is inevitable that we see economic balancing from time to time, but I guess it is as much a part of the economic environment as natural disasters such as volcanoes or tsunamis or forest fires are to the natural environment. And like forest fires a certain cleansing occurs when economic balancing occurs. That's why it is more important today than ever before to keep fine tuning and experimenting with your marketing.

Here at AMS we sincerely hope and trust that our efforts at providing you with new marketing ideas and technology and support is helping you with your business. There is no doubt in my mind that the companies that survive these times will emerge stronger, leaner and more competitive.

So from everyone here at AMS, continued good luck and success to you and your business in 2010!



Yours in marketing,

Mike Kowalski