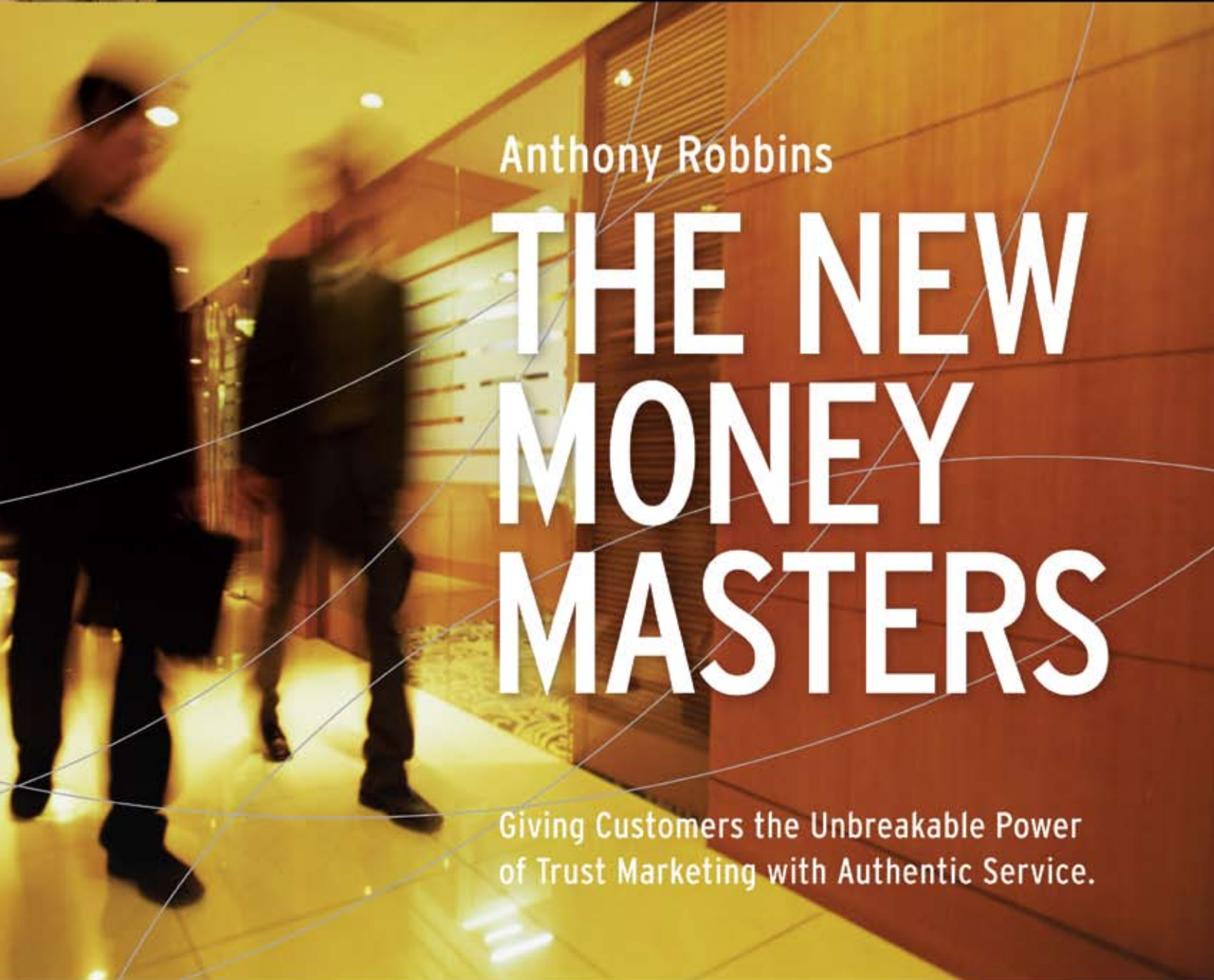




Meetings with the Masters of Marketing.
An exclusive interview series by Anthony Robbins with the world's leading Internet marketing experts sharing easy-to-apply strategies for making money now.

"The only way to become wealthy is to add more value to people's lives than anyone else is adding."
—Anthony Robbins



Anthony Robbins

THE NEW MONEY MASTERS

Giving Customers the Unbreakable Power of Trust Marketing with Authentic Service.

The Lifestyle King:
Dean Jackson

"How I Developed Passive Revenue and Created a Life on My Terms"

Action Book

Contents

- Profile: Dean Jackson 3

- Measuring Success5

- The Freedom Matrix7

- Marketing Misconceptions9

- The Three Pass.....11

- Momentum Markets14

- Your Action Plan15

- How to Set Up Your Business So It Makes
Money Whether You Show Up or Not.....17

Profile: Dean Jackson

Anthony Robbins, the interviewees and Robbins Research International, Inc. or any of its affiliates (hereinafter “we” or “us” or “our”) do not promise, guarantee or imply that you (or that your use of our materials) will improve your operation, raise your internet profile, or increase your revenues. As with any business, earnings potential and successful or unsuccessful use of our products and materials will widely vary among our customers depending on many factors, including but not limited to, the customer’s finances, knowledge and skill set, creativity, motivation, level of effort, individual expertise, capacity and talents, business experience, your cost structure and the market in which you compete, and as such we do not guarantee your success or income level.

The information conveyed by Anthony Robbins and each of the interviewees, as well as the information otherwise conveyed in these materials is intended to provide you with basic instruction regarding your business or operation. We do not guarantee any results or returns based on the information you receive. Past performance or examples of other’s performance is no indication or guarantee of your anticipated future results, and individual results may vary.

We are not responsible for any success or failure of your business if you implement the information you receive from us. We provide a tool that you can use to try to improve the operations of your business. All information contained or received through the use of our materials is provided “as is” without warranty of any kind. We hereby disclaim all warranties with regard to the information contained in our materials including without limitation all express, statutory and implied warranties of merchantability and fitness for a particular purpose.

Real estate coach and Internet marketer Dean Jackson has figured out the secret to successful syndication. He has spent his career finding innovative strategies on how to achieve and experience success, as well as create the ultimate lifestyle, and has applied these concepts to many different industries and markets simply by replicating his original formula.

Starting out as a real estate agent, Dean quickly learned that dealing with customers who were outside of his target audience was not the way to get ahead. As a result, he developed a system of figuring out his client’s needs and offering it to them up front. Modeling his own success facilitated his creation of multiple brands, products and Web sites that focus on understanding the customer and utilizing that information to take the next steps in one’s business.

Since his days in real estate, Dean has moved into new territories, replicating his basic concepts in many different industries and markets, and creating dozens of Web sites through his Internet publishing business, *NewInformation!* to provide people with information on a range of issues from how to stop a divorce to using postcards as a direct marketing tool to how to write and publish an e-book.

Dean is married and has homes in both Winter Haven, FL, and Toronto. He continues to focus his life on experiencing his success now rather than striving for it in the future.



Reevaluating the Real Estate Market: Stepping Off the Hamster Wheel

Like most first-time real estate agents, Dean started out making cold calls and knocking on doors. Not too long into his career, he noticed that as long as he was making calls, he would stay in business, but as soon as he stopped, so would his income. For Dean, the constant cold calls became as endless as running on a hamster wheel, where he was the only one powering his outcome.

Around this time he started studying direct response marketing and realized something that changed his entire life: if he made a proactive step, like posting an advertisement or sending out a postcard, then he could actually get people to call *him*. He would no longer need to make cold calls. He also read Michael Gerber's *E-Myth* and became fascinated with the idea of franchising—building something with the express intention of duplicating it.

His first idea was to send out a postcard that offered a free book on how to buy a home to people living in apartments. Once those people responded, he knew that they were interested in what he had to offer. He started to develop direct response systems with the objective of replicating them. He then licensed his systems and started selling them to other realtors.

Once he figured out a successful process to reach his ideal market, he was able to apply his same principles to other industries. In 1997, he teamed up with marriage counselor Homer McDonald and co-authored the best-selling book, *Stop Your Divorce*, helping couples get out of unwanted separations. That helped launch his Internet newsletter, *NewInformation!*, which became the parent company for many different how-to sites.

**“Start with the lifestyle not with the business,
otherwise the business will take your lifestyle.”**

—Anthony Robbins

Measuring Success

The main reason why most people want to get into business, especially realtors, is to have freedom. Who doesn't want the freedom to be your own boss, to set your own hours and to have your own deadlines? Dean realized early on that he wanted that freedom, but he also realized that to get there, he needed to have a vision of his ultimate lifestyle. He recognized the importance of figuring out what it was he wanted to experience on a daily basis versus looking ahead to a dream on the horizon that he would constantly have to chase.

Dean's 10 Principles of Success

Dean came up with a list of ways to measure success. Although these principles are personalized to Dean, the process of defining your own idea of success is vital to being able to achieve it. A lot of times just deciding what your lifestyle is going to be can steer you in the right direction of which business to approach.

1. “What Would I Like to Do Today?”

The freedom of waking up every morning, not having a set schedule and not having every moment accounted for. That doesn't mean that you goof off all day, but it allows you to recognize what you really want to be doing in the moment.

2. Passive Revenue Exceeds Lifestyle Needs

Dean made a conscious decision early in his career not to get caught up in material things, but to lead with revenue and then keep his lifestyle within those means.

A lot of people get a big house, nice cars and excessive material goods, only to find themselves in debt years later. To support such spending habits and lifestyle, a person must constantly generate revenue. This merely creates financial imprisonment or another proverbial hamster wheel.

Your goal should be to live like an artist with a \$50,000 a month trust fund.

3. Do What You Love

It is extremely important that you work on projects that you are excited about because that is when you will do your best work. Who wants to wake up in the morning and dread going to work that day? Doing work that excites you improves your quality of life.

4. Live Globally

Now with the Internet and available technology, one can operate a business anywhere without being confined by specific geographic boundaries. If this is an important criterion for you, be aware that it precludes you from getting involved with local businesses that require you to be in any one particular place.

5. Surround Yourself with Positive, Happy People

Who you surround yourself with is who you become. Making a conscious decision to be around people that have a meaningful life, who are positive influences, and are happy and exciting people guarantees that you will become that kind of person.

6. Have No Deadlines or Time Obligations

Some people work best under pressure, but some people feel squeezed or pushed when they're up against a deadline. It's a matter of having to do it versus getting to do it and ultimately deciding whether you want to chase something or have it chase you.

7. Wear Whatever You Want

It's one less thing you have to think about and thus simplifies your life. Steve Jobs is a perfect example: he is worth billions and wears a turtleneck and jeans every day. He does not waste time trying to dress like someone he's not.

Dean has three additional principles that were not included in the interview but are very important to his success:

8. Quit Any Project at Any Time

9. Disappear for Any Length of Time with No Affect on Income

10. Wear a Watch for Curiosity Only

Defining Success

As an entrepreneur you will have unlimited opportunity. You can do anything, and no one is stopping you. But you have to remember to keep your life within your definition of success. Freedom breeds a completely unique brand of wealth. Having freedom from time, freedom from stress and freedom to do what you really want to do creates an abundance of happiness far greater than you can achieve from material wealth. However, the point is not to work hard, sell your business and do nothing. People go crazy when they do that. They vacation and party for six months, and then they get antsy and end up starting another business. The point is to enjoy and live your life now, instead of looking ahead to a finish line. **Why would you want to retire if you're already living the lifestyle that most people have when they retire?**

The Freedom Matrix

If you are just starting a business, looking to change businesses or even improve your current business, you have to first define what success means to you and then apply those definitions to a scale: the Freedom Matrix. By looking at different work-related areas and the progressions toward freedom within them, you will be able to determine how you want to live your life.

Type of Work

Lowest Level: Original work, where you do something one time

Middle Level: A customized piece of work, where you've done the work before, but you are customizing it this one time

Top Level: "As is," where you sell the product continuously in one form

Delivery

Lowest Level: One on one, where you are only working with one person

Next Level: Working with a small group of people

Next Level: Working with a larger group, for example, a tele-class or a seminar

Top Level: Your product fits any person

Location

Lowest Level: Onsite

Next Level: The telephone

Next Level: The Internet, where you are geographically unhooked

Top Level: Having value delivered while you are on the golf course or at the beach

Compensation

Lowest Level: An hourly rate, where it's a direct exchange between what you've created and what you are paid

Next Level: A flat fee

Next Level: A partnership arrangement where you get a percentage of the profit or value you are creating

Top Level: Creating profit for yourself

Scheduling

Lowest Level: Synchronous in schedule, like a meeting

Next Level: Synchronous and unscheduled, where you did not have a presupposed time but you are still available and responding to someone, like a phone call

Next Level: Asynchronous with a deadline, where something is not occurring regularly but you have to deliver it by a certain date

Top Level: Asynchronous at your own discretion

Path to the Freedom Side

There are many levels of freedom that you can work at, but you have to start by asking yourself which level you want and what does that look like for you. When you are working at the lowest levels, you have to create value before you are rewarded. So essentially while you are working, you are not getting paid; it's not until it is finished that you have produced income. Getting to the highest level of the scale involves disconnecting from getting the reward immediately. It requires that you take a risk.

Dean worked with a man named Thomas Leonard to create a vision of what the ideal lifestyle looked like. Their frame of reference: "How will I know when I am being successful?"
(And not: When will I be successful?)

Marketing Misconceptions

The biggest misconception in marketing is that it's all about getting your name out there. But once you've built your name and everyone knows who you are, what comes next? You haven't necessarily earned revenue. Instead of using personal promotion, use direct response marketing and get the names of customers who are interested in your products or services.

The Difference Between Getting Rich and Getting Famous

It's expensive to build a brand; it takes time and an enormous amount of money. It is a lot less expensive to get rich than it is to get famous. All you have to do is focus on other people, and fortunately for you, that's their favorite topic. **When people are thinking about your business, they are thinking about what it can do for them.** You need to set aside your own personal needs and focus outwardly, on what other people want.

Let's imagine that you are a realtor and you have the opportunity to get your business card in front of 500 homeowners, and send along additional information about who you are, why they should choose you and how long you've been in business. Or, instead, you can get the name and contact information of 50 people who are going to sell their homes in the next year. What's more valuable to you?

Most people will answer that getting their information to 500 people is a lot more valuable. But in reality there is only a 10% turnover in that market; there are only 50 people in that group that will be valuable to you. That's the same number of real prospects, but if you have their information, as opposed to them having yours, you can now make the next step toward a sale; you don't have to wait for them to take action.

Create an Independent Business

In 2008, Forbes magazine ranked the top entertainers. Siegfried and Roy were listed, recently having signed a contract with the Mirage for \$28 million. They were contracted to do eight shows a week for 40 weeks a year. For all 3,200 shows, Siegfried and Roy would have to perform—their success depended on them alone.

On the other hand, The Blue Man Group was ranked higher on the list, generating \$69 million. There were originally four performers, and they wanted to make sure that if one of them couldn't make it that night, the show could still go on. In fact, the whole reason they became the Blue Men and used blue face paint was because they wanted to be able to keep their other jobs and other commitments. The original Blue Men are no longer performing, but the Blue Men have organized themselves so that they play concurrently all over the world.

No matter where you see the Blue Man Group or who the actors are, you are going to enjoy an interesting and entertaining show experience. However, if you go to see Siegfried and Roy, you are paying to see Siegfried and Roy and their tiger. It's not the same experience if one of them isn't there.

If you can build a business that provides an experience that doesn't require you to personally deliver that service, then you've created freedom for yourself.

The Forest vs. the Trees

A lot of businesses look at their customer base as if it were a big forest. They think of all of their potential clients as a homogenous group without realizing that the whole group, or forest, is actually made up of individual trees. When you look at your clients as a group, it's hard to figure out what they all want, but if you focus on the needs of one person, you can be as specific as you want.

For example, Procter & Gamble has taken the laundry detergent market and really broken it down. By creating very specific laundry detergent brands, Procter & Gamble has attracted customers that would normally go to the store and buy the most basic detergent. They have Tide, for people who want the whitest whites; Cheer, for people that want to be able to throw all their laundry in one load and wash on one temperature; and then other detergents that smell great and target stains.

This model can be the avatar for your business. If there is one person out there who wants their clothes to be white, then there is a big group of people who want their clothes white. But there is also a market of people who don't care about having the whitest clothes; they just want the ease of throwing everything together.

Finding the One Thriving Element

Even in today's economy, in any business, market or environment, there is always one element that is thriving. Things may be going poorly in one area, but there is always another area that is doing well. Car dealers are a great example. People have stopped buying SUVs, but they are now buying hybrid cars and more efficient cars that give better gas mileage. Real estate is another example. For people who bought their home two years ago and want to sell now, they are not in a good market. But for those first-time buyers or people looking to upgrade their homes, there has never been a more affordable time to buy. There are also a lot of opportunities for investors in this market.

First, you have to identify the best opportunity at the moment given the current market conditions. Then, you have to have the flexibility and acuity to recognize and be able to adapt to those conditions.

The Three Pass

Every business has to address the before, the during and the after needs of its client. The before unit is finding the clients who are qualified, whose needs and wants or pain you can solve in the most efficient and effective way. The during unit is where you are providing a service, adding and delivering value, and also marketing and planting seeds for future business. The after unit is where you are nurturing that lifetime relationship with people. Most people miss this part and go back to the before unit without utilizing people that already know and like their company. If your intention is to build an after unit, you have to start at the very beginning. From the start, you have to create a world-class experience for people such that they will feel confident and comfortable enough to refer their friends.

Before Unit

Before someone becomes a customer, and actually has the experience, you have to know who they are and what the steps are to provide them with a service that's easy for them to use and accept.

Paving the Path

You need to be a leader with your clients. **People are looking for someone who knows their needs, can anticipate the next best step and offer them the easiest way to get there.** A lot of times in business people just give out their information and expect their prospects to make the first move. That's like having someone over to your house for the first time and telling them to help themselves to anything in the refrigerator. Most people would never actually get up and go into your kitchen and bake themselves cookies.

However, if instead you brought a plate of freshly baked cookies to that same person and offered them one, chances are they would take it. People don't want to reject other people. **If you give your clients an opportunity and an already paved path, it makes it a lot easier for them to take it.**

Home Tours and Loan Approvals: Anticipating the Next Step

Early in Dean's career when he started understanding the value of direct response marketing in the real estate industries, he would send his clients an e-mail or mention in his newsletters that he was having free home tours at certain dates and times. Instead of waiting for his clients to come to him and ask to set up the tours, he was giving them opportunities to take advantage of a system he had already set up. If only one person showed up, he would congratulate them and tell them they were lucky because now they got a private tour.

Once that initial relationship was established, he would take the next step by anticipating what the client's needs were. After you start looking for homes, your next logical step would be to get pre-approved for a mortgage. For most people, this is a scary step; no one wants to get rejected, so they avoid even putting themselves in a situation where they are seeking approval. To solve this, Dean would offer them a free home loan report that showed all of the different available options and then he would sit down and evaluate them with his client.

During Unit

The during unit really starts when you are in consultation with someone. At that point, it could go either way. You want to make sure you are not selling the solution to them, but instead just making it available and easy to them.

Begin with the End in Mind

Ultimately, your customer wants the product or information that you are offering, so you have to begin this process with that end in mind. You have to determine what is the most efficient and effective way to get your customer to that result. The point is not to make a big pageantry of all the things that you can do and offer. It is to figure out the criteria that your client is going to judge their experience by and meeting those criteria on the most specific level possible while providing as much value as possible.

Let's say you remodel kitchens. Your first step is to send out a postcard offering a kitchen planner free. Once you've gotten responses and you know who your customers are, you send the kitchen planner and give them a free six-month subscription to your newsletter. In that newsletter you invite them to your kitchen workshop at which you have contractors to answer all their questions about kitchen remodeling, or you could give them a free kitchen assessment.

If you are leading them toward their end result, and doing so in a way that is going to increase the value of their experience, you are going to create a happy customer.

After Unit

As soon as your customer has moved into this phase, their memory of your company, your product and their experience will fade, if you don't maintain your relationship with them. Your goal here is to elevate the relationship from transactional business to loyal friendship.

The 20% Return

Your relationship portfolio is your most valuable asset and is virtually competition-proof. You should manage this portfolio for a 20% yield. For example, if you nurture your relationship with one of your clients and build a close bond with them over a five-year period, it's pretty likely that either they will do business with you again or they will refer someone else to you. If you magnify that by your total number of clients, you can see the immense opportunities that a lot of businesses ignore.

The Three Steps to a Referral

In order for a customer to refer a friend, the following three things need to happen:

1. Notice Conversations

Anytime someone makes a referral, it was because it came up in a conversation about that topic. You refer your friend to a massage therapist because they say that their back is killing them. You refer your friend to the funny movie you saw last weekend because they are heading to the theater tonight and are not sure which movie to see.

2. Think About You

Once they've recognized the conversation is about something your product can help with, that has to trigger a memory of you. The best way to do this is by ensuring that their experience in step two, the during unit, is phenomenal.

3. Introduce You

If they've thought of you, they now have to introduce you to their friend and actually make the referral. To ensure that they follow through on this next step, make sure you are keeping in touch with them. Send them a newsletter, but make sure you are focusing on adding value to them. Don't send them tips about how to improve their kitchen that they've just remodeled. Send them tips on how to enjoy their newly remodeled kitchen!

Momentum Markets

What can you do right now to get started? If you are just starting out and looking at different markets to get into, or want to redirect your business, the best place to start is in a market that already has some momentum. Just like a walking sidewalk, once you get on, you're already moving forward.

There are three basic types of markets that have built-in momentum:

Pain and Urgency: Someone is experiencing some sort of pain in their life, whether it be physical, in their relationship, in the finances or anywhere, and they have an immediate need to fix it.

Dimes for Dollars: People are investing a little of their personal time and wealth for something that you are offering with an expectation that the product or information is going to make them a lot more money.

The Irrationally Passionate Audience: An audience of people that are fanatical about something: golf, for example, or pets or grandchildren. They will move mountains to indulge that passion.

“The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather in a lack of will.”

—Vincent T. Lombardi

Your Action Plan

Tony Robbins ends his programs by having you take immediate action on what you've learned. Remember, the first step to lasting momentum is taking massive and specific action in the moment. Take a minute now to think about Dean's strategies and how they can apply to your own business or life. Answer the following questions:

1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?

2. What are two actions (one big, one small) you can take right now? What will you immediately apply/change/do/decide today to make the biggest difference in your life?

Notes

Money Masters Article: Dean Jackson

How to Set Up Your Business So It Makes Money Whether You Show Up or Not

It's possible, even in a hands-on business like real estate, to make money without being involved personally in every transaction. In this article, you will find a step-by-step plan to help you build a system and have it completely set up in the next couple of days—so get comfortable and let's get to work!

STEP 1: Buy into the idea that it's possible to make money without working, and paint a clear picture in your mind of how that would look.

What would you do with your time if you didn't have to work? What would a day in your life look like? It's important to look at what you want for your life before you start doing any planning for your business.

Sit down and spend time thinking about what you really want for your life. Start by answering the statement: "I Know I'm Being Successful When" in as many ways as are meaningful to you (try for 10). Doing this exercise will give you some insight into what really matters to you, what drives you to do what you do, and will give you a clear picture of where you're headed. More than anything, it will help you identify when you're not headed in the right direction!

What is important for you? Maybe you like time commitments and schedules to be planned in advance. Maybe you might say, "I know I'm being successful when every hour of my workday is perfectly planned with appointments."

What would the ideal situation for you look like? A four-day work week? 10 a.m. to 4 p.m.? July and

August off next summer? Ideally, you can catch a glimpse of the possibility that you could make money in your business without having to do it all yourself.

Once you've got that vision, you're ready to move on to...

STEP 2: Narrow your focus.

Almost every realtor is looking for a way to expand their reach. They want to cover as wide an area as possible, so they can have a chance at even more business. It's very time-consuming, and expensive, to build a business that is set up to help people in a large geographic area.

"Buying or selling? Call me and discover the difference!"

"First-time homebuyers, move-up buyers, horse farms, commercial properties. We do it all!"

This mind-set of needing only a small portion of a bigger pie creates this desire to expand instead of focus. It's a false comfort.

The real key to growth that doesn't depend on you is to think narrow, not wide. Niche marketing is always easier and more profitable than generalized marketing. You want to dominate a very specific segment of the market.

Example: A very successful realtor built his entire business around helping people buy and sell condos in Toronto. His entire business is set up to only work with condos in the central part of the city. The result? He dominates the condo market and sells

over 1,000 (!) condos a year. He doesn't list houses. He doesn't sell houses. Just condos. Look at the individual segments of your market, and choose one that you will aim to dominate.

STEP 3: Design a separate division of your business that is not dependent on you.

If you're buying into this idea, that you can make money without actually showing up, now you may need to rethink the way your business is currently set up. Unfortunately, a lot of top-producing realtors have businesses that were built on personal promotion; this actually creates a business that is dependent on the realtor because it was their name that built the business. It doesn't have to be that way.

Start thinking about setting up a separate division of your business that isn't going to be all about you, preferably a division of your business that doesn't depend on you at all. It's OK if you have a business that's built on your name recognition. It's OK if you have to keep doing your bus-bench campaign or your personal promotion newspaper. It's OK, because you can set up this division of your business without interrupting what you're doing right now.

In fact, the very best way to test the waters with this concept is to start slowly, but deliberately, creating a small portion of your income with no involvement whatsoever.

Imagine that you are creating a business system to serve that single segment of the market, but the catch is that you can't be involved in any part of the actual service delivery. What would you do if your task was to dominate the first-time buyer market in your area, or the town houses, condos or inbound relocations, and you had to do it with other people instead of doing it yourself? It's a whole different mind-set when you're thinking about how to deliver a great service through other people.

That's a muscle you probably haven't developed so it may "hurt" the first time you use it. The key to accomplishing anything through other people is to think about developing systems and processes that

will allow other people to achieve the same results you would if you were doing it personally.

There are 3 things you'll need to be able to address in order for your business to make money without you.

1. You have to be able to generate LEADS.
2. You have to be able to CONVERT those leads.
3. You have to be able to FOLLOW UP with the leads that are not ready to buy right now.

Let's start with the first one.

STEP 4: Use a lead generation system you can put on autopilot.

The biggest obstacle to most businesses is being able to generate a consistent flow of quality leads. For most realtors, lead generation means prospecting—hamster wheel-type **prospecting**—those things that require you to do them consistently to get results like cold calls, holding open houses and floor time. These things are not predictable, though, because they really can't work without you, and remember, what we're looking for is a system that can work without you.

Halton Hills Example:

When Dean first started out in real estate, he noticed that a lot of the home subdivisions had really nice showrooms with floor plans, nice photography and tabletop color-coded topographical maps of their area that showed where different house styles were. He started to think about the area where he was living and realized that all the houses there were also divided into neighborhoods with distinct house styles.

One afternoon he went out and took pictures of 60 houses to get a good representation of all the kinds of homes available. He wrote up a little description of each picture, put the average price range for each style, got a map of the area, color-coded on the map the neighborhoods you could find those houses in, added some community contact numbers and formatted everything into a nice 20-page booklet. It

was a simple little guide, photocopied in black and white, that he had printed at the local print shop.

After he created his booklet, he put together an ad offering a free guide to the real estate in his area. He ran the ads in home magazines with a clip-out coupon readers could mail in and a toll-free number for them to call. The only mention he included of himself was his name and real estate company at the bottom of the ad, and only because it was required.

The first time he ran that ad, and every time since, dozens of people sent in the coupon or called the 800 number. They call because it is free, valuable and easy and it gives them what they're looking for in the early stages of their home search—**information**.

The great thing about a guide is that you don't need to have listings to generate all these buyers. It doesn't matter what kind of market you're in: buyers are always going to be looking for information first. And if you're the one offering it, you're the one they're going to call. Every time you run the ad, you will generate buyers like clockwork.

They aren't calling to speak to anybody in particular; they're just calling for the guide. Your customer won't be disappointed if you personally don't answer because they're not expecting to talk to you. Hopefully, they don't even know who you are.

This system will work whether you're in town or out of town, in the office or out showing homes, at the movies or on the golf course. It's working while you're not, and that's what we're looking for.

You can replicate this system to create separate guides for condos, first-time homebuyers, investors or people who want to build a new home. Any target market you can think of, really, can be adapted to this model. It's the simplicity of it and the value of it to your target market.

Now that you've got a way to generate buyers without you at work, let's move on to the next thing you'll need to have in place before you can completely remove yourself from the business.

STEP 5: Use a TRAINABLE lead conversion system.

When you start generating a lot of leads, what you may find is that you are generating more leads than you can handle. That's why it's important to have a system to help identify who the very best prospects are, so you can focus your limited time and attention on them instead of the people who are not true prospects.

How to Determine "5-Star Prospects"

5-star prospects are people who...

- ...are willing to engage in a dialogue.
- ...are friendly and cooperative when you talk to them.
- ...know what they want (and are realistic).
- ...are moving in the next 6 to 12 months.
- ...would like you to help them.

In order to be a successful massive lead generator, you've got to be able to identify very quickly the people who have the highest chance of becoming your client and focus all of your attention on those people, as well as quickly identify the people who are not going to be your clients and letting them go. **QUICKLY.**

It's better to know you're not going to be able to help them right from the start than to hope you'll be able to help them and bang your head against the wall. Most of the trouble, and time, in lead generation and follow-up comes from spending time with 2-, 3-, or even 4-star prospects. No matter how hard you try, you can't create 5-star prospects; you can only discover them.

Once you know what you're looking for, have it written down and can explain it, you can teach anyone to do it. With a simple checklist and some training that may involve listening and watching you have a few of those initial new lead conversations, you can create a staff of people who can do the work for you!

Now you've got a way to generate leads without you, and a trainable way for someone else to determine whether they are real prospects or not. The next thing you need to do is...

STEP 6: Improve and automate your follow-up system.

Here are some interesting facts about leads:

- Half of them are never followed up.
- Just over half of the people who inquire will buy a house in the next 12 months.
- Of those who do buy a house, only 15% of them will do it in the next 90 days. That means 85% of the leads you generate today are more likely to buy 90 days or more from now, so the longer you can keep in contact with them, the better chance you have of working with them when they're ready.

The good news is you won't have much competition. Most of your competitors are more likely to have a 6-day follow-up program than a 6- or 12-month follow-up program.

Successful lead generators realize that the real equity of their lead generation program is in the future. The new leads are not always the hot leads. There will be some people who want to buy a house right away, but they only make up about 15% of your client base. You could make a good living and return on investment just working with the ones who want to buy now, but the big return will come when you've got a system to keep in touch with the 5-star prospects for a year or more.

So here's what you do to follow up with them:

1. Find the 5-star prospects, and weed out the others.
2. Twice a month, send a letter along with some clippings of local real estate news and all the new listings in their price range. Like clockwork. Rain or shine.

3. How can you consistently make that happen every two weeks? Simple. Have someone else do it. Having someone to manage a follow-up system will make your life better. It only has to be for a few hours every other week to start.

The most important thing you need to grow your business right now is a predictable way to get listings and find buyers. That's why developing tools to automate that process for you is so important to your business. Hopefully, the seed of possibility for making money in your business without being involved in it has been planted and you've been inspired to take some action about it!

ANTHONY ROBBINS WEALTH MASTERY®

ESSENTIAL STRATEGIES FOR FINANCIAL FREEDOM

What if money was no longer a limitation but a powerful tool you could wield to create sustainable wealth? Whether your net worth is \$100 million or minus \$100,000, *Wealth Mastery* can help you set up a financial plan specifically tailored to your needs—that squarely fits your investment style and is ultimately achievable.

Designed by Anthony Robbins, *Wealth Mastery* can show you not only how to regain your financial footing in a down economy but also how to grow and sustain your wealth so you never have to work again unless you choose to. Whether you're investing on the most basic level or you've had years of financial experience, *Wealth Mastery will give you the opportunity to profit from the insights and beliefs of some of the best investors and financial traders in the world while learning how to safeguard your investments, gain global vision and discover alternative strategies for creating and protecting wealth.*

At *Wealth Mastery* you'll more than simply learn—you'll do. The strategies you will master in this program will create the momentum that can transform your financial freedom. You will learn how to:

- Intelligently and powerfully allocate your assets according to your individual needs.
- Identify, plan and implement defensive and exit strategies to limit potential losses or downside risks.
- Design a personal financial plan—establish your exact financial destination and learn strategies for accelerating your journey to financial freedom.

Wealth Mastery will move you beyond broad theory. You'll discover multiple ways to make and save money and defensive strategies to protect your portfolio. Let *Wealth Mastery* show you how to produce real, sustainable results.

Call 800-594-4566 to speak with one of our Sales Executives, or go to www.TonyRobbins.com/MasteryUniversity/Wealth.



9888 Carroll Centre Road, Suite 100, San Diego, CA 92126

Toll-Free: 1.800.445.8183 | International: 001.858.535.6290 | www.TonyRobbins.com

© 2009 Robbins Research International, Inc. All rights reserved. 137315