



presents

The Right Times

Marketing Wisdom About "Image Building Advertising"

For samples, prices & info about the following prospecting programs, please call Jill or Rand Fleischman at (800) 456-4395 or visit our website: www.rightsidemarketing.com or email us at: jill@rightsidemarketing.com.

LENDER LETTER, an economic newsletter for mortgage professionals to send to clients, prospective clients, and referral sources.

REAL ESTATE REPORT, a newsletter for real estate professionals to send to your more sophisticated clients

ULTIMATE PROSPECTING TOOL, a newsletter for real estate professionals to send to California clients and potential clients

WEDNESDAY WRAP FOR THE WEB, weekly "hot off the press" economic updates for your web site, or for broadcast fax &/or e-mail to clients and referral sources.

NEWSPAPER COLUMNS for Realtors® and Lenders. Weekly informational columns for local papers.

WEDNESDAY WRAP by "The Wrap Man" for title reps to send to real estate professionals.

DON'T JUST SETTLE FOR ANY LEAD

Real estate sales in a nutshell: You get a lead. You convert the lead into a client. You put together a successful transaction, culminating in a commission check.

So it is and has been for decades. But this view misses something crucial at both the front and back ends of the deal. It's the heart of what sets our clients apart from most other real estate and mortgage professionals.

What exactly is a "lead"? It's a human being who (1) has expressed some interest in one way or another in buying or selling real estate and who (2) can form mist on a mirror placed beneath his or her nose. That's it (though some "leads" don't even seem to quite fulfill these two basic requirements).

Many real estate and mortgage professionals have been complaining that leads sent by Internet-based "lead services" are very nearly a waste of time because so few of them can be converted into viable clients. How to convert leads rapidly and effectively, therefore, is a pretty hot topic these days.

If leads are nothing more than living human beings with some vague interest in real estate or real estate finance, please realize that we haven't the slightest idea of what they want, nor do we have the slightest idea how to meet their needs. And this is crucial: We don't know if we'll be compatible with these people, if character differences will muck things up, requiring a lot of extra time and

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HOW TO EFFECTIVELY WRITE TO YOUR CLIENTS

Occasionally, a client calls to inform us that there are several grammatical errors in the latest newsletter. "You started a sentence with an 'and,' and that's against the rules," they may say. And furthermore, "you ended a sentence with a preposition."

Ah, the debilitating effects of our third grade grammar instructors! (Yes, that's a sentence fragment, and intentionally so.) Mrs. Vander Tweedle infected the minds of a great many of us, imprisoning our communication in strait jackets, making it extremely difficult to give people an experience of who we are, much less of what we think and believe, in anything we write.

The writer of Right Side Marketing

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Guess Where We Are Now?

Weeks of rain made the desert landscape unusually beautiful this year. Jill and Rand went to see wildflowers at a California State Park about two hours east of San Diego. *Guess Where We Are Now* and win a **\$25** free lunch!

Parables of Wisdom From the Experts

Don't Say It, Prove It

"Carolyn Adams, then circulation director of the *Utne Reader*, once sent me the magazine's subscription solicitation letters for the past ten years. She said they never had written a letter that could outperform the first one, written by a famous copywriter.

The first letter was the best example of good, readable writing. It was specific, not general. It was concrete, not abstract. It used vivid and familiar examples to make its points. The last sentence of each paragraph enticed you to read the first sentence of the next. The writer never used two words when one would do.

The difference in this letter wasn't direct marketing

gimmicks and tricks. It wasn't the teaser headline on the envelope; it didn't have one. It wasn't the shrewd use of the P.S.; it didn't have one of those, either.

This letter was just good communication. It never said that the *Utne Reader* was great. It skipped all those adjectives and all the puffing, and proved it: This was a very interesting magazine and well worth the price.

Good basic communicating is good basic marketing."

Selling The Invisible, A Field Guide to Modern Marketing, Harry Beckwith
Warner Books, NY, NY



DON'T JUST SETTLE FOR ANY LEAD...

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Excerpt from *Love in the Time of Cholera*

"Florentino Ariza wrote every night. Letter by letter, he had no mercy as he poisoned himself with smoke from the palm oil lamps in the back room of the notions shop, and his letters became more discursive and more lunatic the more he tried to imitate his favorite parts from the Popular Library, which even at that time was approaching eighty volumes. His mother, who had urged him with so much fervor to enjoy his torment, became concerned for his health. 'You are going to wear out your brains,' she shouted at him from the bedroom when she heard the first roosters crow. 'No woman is worth all that.' She could not remember ever having known anyone in such a state of unbridled passion. But he paid no attention to her. Sometimes he went to the office without having slept, his hair in an uproar of love after leaving the letter in the prearranged hiding place so that Fermina Daza would find it on her way to school."

Gabriel Garcia Marquez, *Love in the Time of Cholera*, Penguin Books, NY, NY

work and resulting in their spreading negative comments about you.

Attracting The Right Kind of Clients

This is disastrous, but it's not addressed in the common view, above, of real estate in a nutshell. Let's add something, therefore.

Instead of saying, "You get a lead," perhaps we can say, "You get a warm lead." Perhaps, we should stop pretending some Internet company or other service is going to deliver us all the leads we need to build the career we want. Perhaps we should be working on effective ways of bringing in "warm" clients,

people who already know something about us and like what they've seen, most likely because of our marketing materials.

Some Like it Hot

There are all grades of "warmth," of course. There is the client who, having seen our newsletters, calls to ask if we'll be one of the people they interview to sell their home. There are also the clients who, feeling as if they

already know us, call and ask us to bring the listing paperwork or loan application by tonight. The warmer the better. But the colder they are, as you know too well, the more time you will have to spend on gaining their trust and on getting the transaction to

happen. You don't want to waste valuable time (neither yours nor theirs) and you certainly don't want to end up with misunderstandings and distrust.

Growing a Successful Business

And that's the all-important back end of the above formula, the crucial importance not only of

closing the deal and getting the commission check, but of creating a great relationship in every transaction and nurturing that relationship over the years. Keep this in mind: In every deal you shepherd to a close, there is the possibility of creating the most fruitful foundation for your marketing program: clients who keep coming back and keep sending you their friends, associates and family members. That is real estate in a nutshell.

FEBRUARY'S WINNER!



Jill is standing in front of the gates to Buckingham Palace in London, England, just before the changing of the guards. Congratulations to Bill Kazmar of Santa Rosa, CA.
Enjoy your free \$25 lunch, Bill!

A nother Side of Bill Fisher...

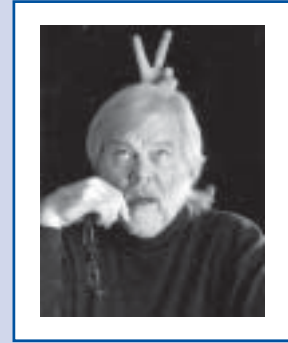
Life sometimes offers up gifts that are wrapped in paradox. In fact, they don't look like gifts at all. More like something the cat dragged in or the postman delivered by mistake to the wrong house. Surely this mess wasn't addressed to ME!

My doctor recently let me know that I have diabetes. The first thing I found out about this disease was that once you get it, you've got it for life. This is not a case of the flu that comes and ruins your weekend, then packs up and moves on. This is a "condition." It is a loss, too – of life as I knew it. I must change the way I eat. We're not talking temporary diet here. We're talking forever. And I have to exercise, daily, vigorously.

I have run across several people with diabetes recently. Some of them say, "Oh, I know I should diet and exercise more, but my meds are controlling things." Good for them. I can't take the chance, though, that might make it impossible for me to watch my youngest stepdaughter grow up, my stepson turn into a musician and artist, my middle stepchild become a fine actress and director, my beloved wife become a celebrated teacher. Besides, there are so many things to do and write and see, and so much music to hear, including the piano my own daughter plays and the bass played by my own son. And besides, I haven't finished Dickens yet.

So I stepped up to the plate, changing my diet rather dramatically, beginning to walk three miles every day up and down the local hills, already losing some of the weight I had urgently needed to lose, my blood pressure declining, my spirits climbing. My condition, my diabetes, is turning out to be the enforcer of precisely the healthy lifestyle I'd wanted but been too lazy and undisciplined to dive into.

So here's the obvious paradox. Because of diabetes I'm getting better than I've been in years and years – healthier, more alive, more capable of doing all I want to do. I'm not wearing goofy rose-colored lenses here. The simple reality is that diabetes can take your sight, your feet, your life...unless you get really, really healthy. It's like tough love...a genuine, uncomfortable, ruthless, life-giving gift.



RSM is privileged to have Dr. Bill Fisher write our columns, newsletters, economic updates and marketing tips. Bill has been writing real estate and mortgage-related materials for more than twenty years and spent many years as a Broker/Owner of his own real estate office. In addition to these obvious talents, Bill is also an accomplished musician, song-writer, singer and writer of fiction. We are delighted to showcase another facet of this very gifted, humorous & loving man.

Please visit Bill's website at www.billandrobym.com.

HOW TO EFFECTIVELY WRITE TO YOUR CLIENTS...

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newsletters, himself a frequent teacher of English 101 (College Writing) in the local college, holds a Ph.D. in English and has been doing this work for a quarter of a century. Further, every newsletter we send out has been proofed by at least five people. And they're good (two majored in Journalism, one in English, one with a real estate license)!

We're Very Careful, But Not Perfect

It is nonetheless possible that an occasional goof may slip by us. Our printer, in fact, caught one a couple of months ago. The same thing happens at *The New York Times* and *The Wall Street Journal*, of course, but that doesn't ever serve as an excuse for us. We're extremely careful.

But (and yes, this sentence begins with one of Mrs. Vander Tweedle's "joining words") we follow modern rules here at RSM, those found in the *Associated Press Style Manual* and elsewhere. And one of the most delightful

modern rules is that you can break the old rules occasionally (IF you are aware of what you're doing) in order to grab the attention of a reader and make your writing sound more like you and less like Mrs. Vander Tweedle.

Writing in Your Own Voice

Writing, for this editor, is one of the most enjoyable activities on God's green earth. It is, potentially, a revealing process of discovery, rather than a process of knowing in advance all that you are going to say and fitting it first on an outline, like old clothing hung out to dry. If I could do one thing well in this world, it might be to convince people to write with their own voices. Like the greatest basketball players, you can bend the old rules a bit, add splashes of your own wit and wisdom, and let yourself write with an authenticity that provides your readers with a genuine experience of the person they'll want to call for professional help.



BECOMING AN EFFECTIVE WRITER

One of the benefits we have here at Right Side Marketing is that our writer, Dr. Bill Fisher, has taught us a great deal about the science and art of writing. In our second article Bill shares some of his accumulated wisdom on how to write more effectively in your business and in your personal life as well.

This first article helps us understand the many different types of leads that your marketing efforts will generate. Bill also explains why the pursuit of some types of leads just may not be worth your time and effort.

In Bill's section he shares a new challenge he must face in his life.

INSIDE THIS MONTH'S ISSUE:

Types of Leads

Becoming a Better Writer

ALSO:

Bill's New Challenge

AND:

"Guess Where We Are Now," and win a \$25 Free Lunch

NOTHER VERY SATISFIED CLIENT
"The Wednesday Wrap for Title Companies is the only newsletter that I read the day it comes in and in its entirety. The presentation of many sides to each-entirety. The wide range of source material and the moderate real world analysis all contribute to its excellence" Michael Lieberman Meridian Commercial, Inc.



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