

Prospects To Profits Guaranteed!

Monthly Newsletter For Prospects to Profits Members

November 2009 – Volume I

Mike's Corner

Hi and welcome to the November edition of the Prospects To Profits newsletter. Although this summer has been quite different from what we are used to generally, it looks like some nice weather has finally settled in for the fall. Hopefully, if you've been experiencing the same, You're getting a bit of a break now as well. Here at AMS we have not let up this summer since we believe we have a commitment to you, our PTP Members, to continue to provide you with the most up to date information we can on marketing automation technology and techniques. This month watch for a special from our Celebrity Member, Rick Brash. Rick is a tremendously successful Real Estate Professional from Calgary and a long time friend of AMS. Our feature article this month is "Marketing Is Everything". Discover the 2 most important things to your business and learn how to go to auto-pilot with them. Another section I would love you to pay attention to is the Feedback Forum. Tell us what you want to hear about in upcoming issues and we will do our best to find the answers to the questions and marketing riddles that keep you up at night. Thanks for your time and enjoy this month's copy.



What's Inside This Month...

- Celebrity Member
- Marketing is Everything!
- Tip of The Month
- AMS' Learning Center
- AMS Membership Site Launch
- Why People Fail

Our Guest Expert of the Month Rick Brash



Rick shares with you some of his secrets on one of the most important off-line technologies we have available to us today... Hotlines See Page 3.

Tip Of The Month!
Use postcards to print your small ad on and mail it to prospects in your targeted market.

Marketing Is Everything!

When you are starting out in business there are a few things that are generally understood. You need to have a plan, you need to have a product and you should have a good idea of your market. On top of that, you need to make sure that you have secured the financing that will see you through the start up, until the business pays you back.

But how many of us truly understand the real Nature of our business? Is it really about having the best technology, the best knowledge about your product or industry or the most offices available to make it easy to contact you? It might surprise you to learn that, although all of these things are important and do serve a key purpose in your business, they are not what your business is really about.

Your business is about **MARKETING** your products and services. Today's consumer is a much more sophisticated shopper who does their homework before making a purchase. The advent of instant access to consumer information has done away with spontaneous purchasing or using the local that we are still getting the deal we want. To be successful today any business person needs to accept this and adjust their thinking about what their business is really about. And once again, what Marketing is really about.

E-mailing is becoming more and more challenging these days with the proliferation of SPAM filters and just plain bad e-mailing techniques. And, unless you have a real catchy Subject Line you can't...

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And once again, that is **Marketing** their business. Any business person must realize that they are a Marketer first and a Retailer, Restaurateur, Banker, Doctor, Real Estate Agent or Broker second. The acceptance of your role as a marketer is paramount to your success in whatever area you focus on. In the world of sports the athlete that trains and prepares the most is the one that is going to stand out in their field. In the business world the marketer that incorporates and practices the best marketing methods, will win.

Success in business is dependant on two things, attraction of new customers and then their retention. This is why Marketing must be priority one regardless of all of the other tasks that face us in our day-to-day operations. The purpose of this article, by the way, is not to dismay you, but rather to provide you with some insight about marketing opportunities that are available to help any business incorporate these best marketing practices into their operation. And they are available today. Automated Marketing Solutions or AMS is a full service provider of marketing technology and solutions that incorporate the latest Direct Marketing techniques. AMS' Direct Marketing solutions provide inexpensive, results oriented programs that use proven sequences to attract and retain customers. Their solutions work for the smallest start-up business to mid sized companies.

A key aspect of their technology solution is the ability to place an entire Marketing Program on Auto-pilot. What is meant by Auto-pilot? Once a business marketing program (including voice messages, e-mails, faxes and other broadcast and mail out collateral) is compiled and sequenced, it is loaded into AMS' Lead Management System. This system provides the unique ability to manage and control that program without any further human interaction.

The benefits to this system are significant time savings on what would otherwise be labor intensive tasks and consistency in marketing messages. It also means that businesses never need worry about losing customers who misinterpreted your lack of contact for apathy. If you would like to hear more about AMS' marketing programs and how they can benefit your business (visit www.prospectstoprofits.net) today. You will be surprised at how quickly and economically you can implement and start benefiting from AMS' tested and proven technology and experience.

The following is a transcript of a Tele-seminar we held with Rick Brash earlier this year. 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 modified the transcript to reflect just the meat, the questions asked and Rick's responses. Due to the length of the Tele-seminar between Rick and AMS President Mike Kowalski we have broken this into 3 different sections so tune in next month for Part 2.

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even guarantee people are going to open your e-mail. What to do then? Here's a great tip. People actually read post cards. They are friendly and usually bring good news. Thanksgiving is a great time to appreciate your clients for all of their business throughout the year so for the 2nd year running we are offering a special Thanksgiving "Done For You" Postcard Promotion.

Get ahead of the Christmas card rush and be first to be recognized by sending a Thanksgiving greeting.

To find out more about our special "**Done For You**" Thanksgiving Postcard Promotion visit

www.ProspectsToProfits.net

Celebrity Member Rick Brash

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Mike: Rick, share with us how did you get involved with hotlines and can you please share some of your success that you've had using hotlines, how you have used them how you are using them now and where do you see hotlines fitting in, in the future?

Rick: Well that's a great question. I guess it goes back to my early days in real estate when I felt that I had all the answers. I remember when I started the business in 1990 I did everything they told me to when it came to finding people to work with. I remember when it was 25 below here in Calgary and they told us to go door knocking and people would slam the doors in our faces. I actually failed in real estate the first time I tried. I actually continued in real estate a few years later and I quickly realized that if I didn't make changes to what I was doing I would fail again. So I looked for help. I had to find a better way to work because I didn't want to fail again. And I ended up working with Craig Proctor. One of the things Craig taught me early in my training was how to use the hotlines. How to put print ad marketing out there so that the effectiveness would have people calling the hotline leaving the request for more information and the coaching program taught me how to follow up on that lead and turn that lead into revenue. So I went from absolutely failing in real estate as most people know I ended up bankrupt in the late nineties to having a very successful business in real estate with the hotline technology being the foundation of what we did in the beginning. I got really good at generating messages and requests and incubating callers using that AMS hotline technology that you guys have perfected. You guys have brought a very technically sound piece of equipment to our toolbox that I learned how to use very well. It's really easy. Using the hotline is not that difficult. What we would do is prepare a print ad and at the bottom of every piece of print ad marketing that we ran we would encourage people to call into the hotline to get more information. In fact I remember one time having a great debate with Craig because I still felt that people should call me first and ask me for the information versus them calling my hotline first. And Craig finally got my head around the fact that I could probably generate more leads and do a better job if I could get people to call into my hotline first before they contacted my office. I finally got my head around that and we started to push every conceivable inquiry that we could get into one of our two hotlines. And that is where I realized that listening to someone that is better at this than I am is the route to go. Because when we finally got our head around that idea, when we realized that getting people onto the hotline first was the better way to generate a lead rather than having them talk to me, our business took off. And I've been trying to help agents to do that for a long time as you know Mike; doing the hotline session at the super conference trying to get agents head around the fact that this hotline is a really cool tool to be using in our arsenal. Now it's true that maybe these days because the market is tougher people aren't getting as many leads or as many calls into the hotline but we still get tons of calls. We still get a high percentage of people that will go to the telephone first before the computer. And I don't think that's going to change in the future. I still think that if we don't have a hotline in our print ad campaign that we're not going to have as an effective marketing campaign on the print side as we could. If we put the hotline in the print ad, we will quickly understand how much the ad costs, how much the leads cost, we'll understand the effectiveness of the marketing campaign, the effectiveness of the specific ad we'll even figure out which papers, magazines or print ad pieces work better and that is never ever going to change. We have to embrace that and get that piece of equipment into every piece of print ad we do. I hope that answers your question.

Mike: Very well, that's a great background Rick as you know there is more than just one hotline. In fact there are three hotlines. How do all the different hotlines work and how do they affect your lead generation?

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Rick: Well I think you have to be realistic. Not everybody is going to have as many listings as I do or information line. Our editorial style marketing would always feature our information line. When the caller dials the number he hears a very generic message that says thank you for calling the real estate hotline, please press the corresponding four digit code now. They push the code, they go into the script and they hear a brief understanding of our marketing. And the call to action then is; to get the report for the "list of homes" please leave your mailing information after the tone. Nothing said about the agent, nothing said about how great we are, that I'm number one, that I'm the top producer, nothing there at all about the agent. So, that piece of equipment Mike was designed to fly under the radar. Now the other hotline that we use in conjunction with that is the branded tree. So the USP property tree which is a fully branded hotline. So for example if I have one of my listings running in one of the newspapers here in Calgary people will see at the end of my caption about my listing, a reference to my hotline. People will call in and dial the four digit code and as soon as they do that they will hear a commercial about me. They'll hear my introduction, they'll be encouraged to press a number if they want information about my guaranteed sale program, they'll press another number if they're looking for information on my buy back guarantee, press another button if they're looking for a list of homes that matches what they're looking for and then we give them the opportunity to go off, press the four digit code and get information on the listing that they've called. Again, this is a branded hotline and the reason we say that is when people get there they do hear my voice. They do know that I'm a real estate agent. So, we're flying correctly then into the radar in giving them more than just information on the property they've called on. Because guess what we know? We know that people aren't going to buy the house they call on. In fact, what we know is, they're calling it to eliminate. So we give them opportunity to ask other questions about their needs and wants as they're searching for a home and the USP (Unique Selling Proposition) property tree enables them to do that very successfully. The third line that I've used in the past is the FSBO (For Sale By Owner) line. The FSBO line is something that gives us great versatility if we have a campaign in our business where we actively chase for sales owners. In fact we can give for sale by owners 30 days use of the number and a few boxes to give messages on their property and even have those messages emailed to them so they can properly get their house sold. We know that it's not going to happen that way. We know that for sale by owners are going to have a tougher time right now than we're having getting their houses sold. But the point is the For Sale By Owner line lets us get our foot in the door with the for sale by owner and eventually get the listing. So the three hotlines that we should have running in our business are, well the most important one I would say for people just getting rolling would be the Information Line. It's non-branded. It comes with a generic introduction and it also comes with a full library of scripts. The USP Property Tree is used in a branded sense; we use it primarily for our properties. There is some script writing required for that one and the third one is the FSBO line which has the capability for sending the message to the for sale by owner that we've given it to. Three specific lines with three specific jobs, and they all generate leads with three specific reasons.

Watch for more questions and answers next month. Although Rick's profession is Real Estate, we feel it is important to share details like these because they are applicable in virtually every market and industry niche. If you have any questions about this month's article feel free to contact us. Any one of our professional staff will be happy to answer all your questions. OR, if you would like to hear the whole call live go to www.ProspectsToProfits.net

AMS' Learning Centre

Every month AMS works to deliver new on-line material to help Prospects To Profits members better understand how AMS marketing technology operates...

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WHY DO PEOPLE FAIL?

Welcome to the first in a series of articles AMS will be offering you on "Why People Fail", ...

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...and how it can best be implemented. This month we have completed a new On-line Tutorial on our LMS or Lead Management System. Available 7 x 24 it is a great training or even refreshing tool. It takes about 20 minutes and steps you through all the key aspects of our LMS and demonstrates the simplicity of our point and click menu system. Grab yourself a coffee and click here to see more www.LMSTutorial.com.

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...by Dan S. Kennedy, multi millionaire speaker, author and coach. In this article Dan talks about how to inject LEVERAGE into the work-money equation. He does not suggest that you can avoid work but demonstrates how you can use leverage through other resources to save you time and money. I hope you find it as insightful and as useful as I have. Enjoy today's piece and watch for the December issue where I will include another great Dan Kennedy article.

To your Marketing success,

Mike Kowalski

*The Billionaire's Secrets: OPM, OPR and OPC
(You may need them now, more than ever.)*



Dan Kennedy, The
"Millionaire Maker"

Up in the air. It's a bird, it's a plane – no, it's Super-Dan. By the time you read this, I will have flown to four cities and presented my 'no-fail follow-up seminar' and autographed books for four groups in L.A., Chicago, NYC and Orlando. And boy, are my arms tired. At age 20, this might have been fun. It still beats working for a living in a job. But it is annoying every time I hear politicians, particularly a certain recent presidential candidate, demonizing me for my success and suggesting that the Grand Canyon gap between my high income and others' low incomes is evil and must be narrowed by government theft. In a recent episode of Gene Simmons' show, his daughter ruefully said to him, "I think I'm taking on your work ethic." To which he said, "Good." I'm afraid I'm NOT the kind of Kool-Aid® the no-work-crowd wants to drink. I drive them away from Glazer-Kennedy with this kind of talk. I'm not sorry. And now that an overly generous economy has turned irritable and more demanding, and businesspeople and salespeople are having to dig in and work, I'm hearing a lot of whining. Most salespeople haven't worked in ages. I was comparing notes about this with a friend last week and neither of us could even remember the last time we were "prospected" by a salesperson, followed up on by a salesperson we've previously bought something from. There's crying in the car business, but no salesman or dealer from whom I've purchased new cars in the past 5 years has contacted me. There's mass exodus of real estate agents in surrender, but none I've purchased a property from has contacted me to sell me another. Retail: from the clothing store in my hometown where I spent \$1800.00 in my first visit two years ago...from the clothing store in my other home city, where I spent \$500.00 on first visit...from a store in Vegas where I spent \$2,000.00 on cowboy boots, no salesman has attempted contact. May they all be fired. May they all starve.

Yes, in my WEALTH ATTRACTION book, I write in-depth about liberating yourself from the Work-Money Link. But I never said: don't work, period. Nor did I suggest resenting it. I talked about injecting leverage into the equation, as many ways as possible: better customer or client selection; premium prices or fees with higher profit margins; better systems, delegation, outsourcing; smart use of media in place of manual labor; smart time management; money wisely invested. But I never suggested any or all of it as a substitute for work. I presented it as an enhancement of work. It would be more accurate, I suppose, to talk about breaking the strict hours for dollars link...

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Leverage. So I want to promote my books. To do my four events in four cities in four consecutive days I used a chartered jet costing over \$45,000.00. Sure, I could have flown commercial for a fraction of that cost; if careful and not choosy about routes and time, for as little as \$3,000.00. But not done in a four day window. Done this way to minimize consumption of one of my most valuable assets, my time. Besides, I got InfusionSoft to pay for it. When self-made billionaire W. Clement Stone talked about “OPM” – Other Peoples’ Money – I listened very carefully. Plus, I tapped into InfusionSoft’s lists, and laid the burden of logistics on them. But this also allowed me to tap into Glazer-Kennedy lists and media in a different way, providing Bill with a way to serve Members, promote to non-Members, and support our Independent Business Advisors in four major markets at zero out-of-pocket cost. I created “banked leverage” with current or prospective publisher(s) by doing promotion few other authors could or would do. I hear you: “but I’m not an author and not interested in promoting books, so this doesn’t apply to me.” You wish I would talk about YOUR business – be it selling insurance or installing draperies or blacksmithing. But this is the way of all Renegade Millionaires: they’re masters at creating time efficient promotion for themselves and their businesses, with someone else picking up the tab. OPM, OPR, and OPC: other peoples’ money, other peoples’ resources and other peoples’ customers. But make no mistake: it’s not about avoiding work. In those four days, I did four days of hard, high pressure, exhausting work. But I’m leveraging it every way I can.

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.FreeGiftFrom.com.

The Last Word

Well, first let me thank you for taking the time to get to “The Last Word”. Every month I try to keep the best and newest news items for this section. And this month I am very excited to announce AMS’ Prospects to Profits Membership Program. What is it? The Membership Program is an opportunity for all members to keep up to date with the very latest in Marketing, Technology, Process and Tools and how to apply them in multiple niche markets. It allows members to share information between themselves on what works for them and what does not. Every month, depending on membership levels there are opportunities to attend live Tele-seminars with the best people in marketing, in different market niches. Weekly Marketing Tips, Training Videos, opportunities to join in and share your experiences live with others and much, much more is all yours when you join.

But probably one of the most important reasons for membership is the opportunity to be part of something bigger than any one individual. You will learn from the others more quickly and easily how to implement, track and stay ahead of your competition.

To learn more about the Prospects to Profits Membership Program go to www.ProspectsToProfits.net and check out our FREE membership trial.

Thanks for your time today,

Mike Kowalski

