

How I Made \$1,000,000 In Real Estate Using Email

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Note: Before or after reading this eBook, please find an example of my weekly email and a video tutorial of me explaining and creating one inside the FREE Zero to Diamond Online Real Estate Course...

Just go to <https://zerotodiamond.com/>



My Email Journey

Welcome to my journey of real estate success through email. It has been a long road. But, once I understood the power of email, I felt very confident about the outcome of my career. I knew that people paid attention to email, and that it was very private. The only person to see that email is the person that email belongs to (unless they have a secretary or spouse checking it). But, for the most part, you know exactly who the email is going to. Very reliable to say the least.

The way I got into email was absolutely out of necessity. I was at a stage in my career when I had lost over a million dollars in the market crash and declared bankruptcy. This low point in my life was the best thing that ever happened to me as it gave me the drive and curiosity to figure out why I lost and how I was going to win again. So, I read over 100 books, studied the Top Producers and watched the market like a hawk. What I learned was that closing were still happening everyday there were just less of them, but there were far less agents as well. I started to understand that a market crash was an opportunity to really establish yourself in the market and make a lot of money.

I started back in real estate a second time with a new twist in how I operated. For one, I valued "relationships over transactions". This was the most important thing I learned through all of that. And, that if you look at it right, you can't lose in real estate even if the market crashes. So, it was now my turn to crush it and completely dominate my market.

One skill I notice with most Top Producers is that they adapt. They are always trying new things and figuring out what works and what doesn't work. This is what I was doing when I ran into email.

I started sending out a weekly email report every Wednesday back in 2007. Since then, I have not missed a single Wednesday. Not even when markets crashed, hurricanes destroyed our area, BP had the Oil Spill, I was on vacation...nothing stopped this email from going out.

The consistency on the email is what has done all the heavy lifting to build deeper relationships with my clients. It shows them how hard-working, dependable, honest, consistent, professional, knowledgeable and personal I am.

This is so important...

So, why did I start doing it weekly?

Well, when I started sending it out in 2007, originally, I was sending it out randomly. And, one day I got a request to send a weekly foreclosure list of properties out. So, I put that client on a list to start getting a weekly foreclosure list via email. Then, I got another request for the same thing. Then another, and another.

There were so many foreclosures at the time, and everyone wanted to stay on top of any deals that could be out there. Before I knew it, I had over 100 clients on that list getting a weekly updated list of foreclosures.

After a while, I thought about it and decided to just put all my clients on that list to get this weekly email.

Over time, the foreclosures slowly dwindled down to nothing, but my report continued to go out. I started to focus more on the general market and local articles. It basically transformed into what is today.

When did you start using Constant Contact?

In 2010, I switched over from using my regular yahoo email account to send all my weekly emails to Constant Contact. This was a complete gamechanger. Before Constant Contact, I was sending out 1000's of emails 100 at a time, 5 times an hour. You see, Yahoo will only let you send an email to 100 people per email and you can only do that 5 times an hour (or at least that's how it was back in 2007-2010). When I switched to Constant Contact, I was able to make the email one time and send it out to my entire database with one click of the mouse. A dream come true for me.

How did you make \$1,000,000 using email?

In 2017, I grossed over \$1,000,000 in GCI as a single agent with 129 transactions. This is a huge milestone and a lifetime goal I have had forever. So, it feels good to hit. But, to be honest, I work harder now than I did before. By choice of course. I don't know any other way.

But, to answer the question, what I did was I Circle Prospected the "sweet spot" price range in my market. The sweet spot is a price range close to the average price per transaction in your market. I then used the ZTD Circle Prospecting Phone Script and

REDX to call property owners in subdivisions and complexes in that price range. My goal was not to do a transaction, but to find out how I could help them. I would use the script to get their email address regardless if they wanted to buy or sell soon. This way I grew a huge database over time of property owners in the area who I had talked to and were getting a weekly email from me. Meanwhile, since I called so many property owners and closings are happening every day, I ran into lots of owners who were ready to buy or sell (or both) soon. From there, I just followed up with those and let the ones who were not interested continue getting my emails.

This creates business today, and even more business later. Therefore, I am building my business short and long-term at the same time. You can't lose. The only way to lose is to stop contacting new people asking, "What in the world can I do for you?"

So, I did this from 2007 and never looked back. By 2013, I had made \$400,000, 2014 and 2015 I made \$600,000 each year, 2016 I made \$750,000 and 2017 I kept fighting and finally hit the big \$1,000,000. And, it all came from the accumulation of clients getting my weekly email. It kept me relevant with all my clients, and they called me when they were ready. They also sent me truck loads of referrals. Today, my email is sent out to over 10,000 people with a 20-30% open rate every week.

It was not easy, but it is full proof if you follow my Zero to Diamond coaching program to a tee. Thousands of agents are taking advantage of my free training, and it is changing so many lives.

What kind of information do you put in your weekly email?

My email always has a different picture at the top to give my clients a nice visual that they haven't seen before. Normally, the picture has something to do with the area or a property. I spend time picking out the picture as it is the first thing they see when they open the email. Next, I have New Listings and Closed Sales. These are links that go back to my website that are built to show the information. I also have links on my website that are very user-friendly showing everything for sale in the area. Then, I decide what kind of unique content I want to provide this week. It could be an article on the area from another website. It could be an article I wrote. It could be some featured properties that I feel are worth telling my clients about. So on and so forth. It is not hard to come up with quality content as there are new articles and swings in the market daily...much less weekly.

I think the main thing is to START. I don't care if it is something very simple. You will have next week and the next week and every week for the rest of your life to make it better and better.

Just start!

Thank you for reading and reach out with questions.

Go to <https://zerotodiamond.com/> and take the free ZTD course. You will find an example of my email and a video tutorial of my putting one together step-by-step.