

INTERNET BLUEPRINT

for real estate agents

Get Craig Proctor's Action Plan for Internet Success

A simple plan any agent can use to generate:

MORE Buyer and Seller Leads...

MORE Closings...

and **MORE** Commissions...

Even if you have no previous Internet Marketing experience!

Visit CraigProctorSuccessWebsite.com



ATTRACT

Lead Generation Media

Where can we find Buyers and Sellers?

Leverage Your Existing Marketing

- Domain name on everything
- Email signature
- Stationery / Letterhead
- Business cards
- Voice mail message

Offline Advertising

- ValPak, Ad Mailer
- Specialty advertising
- Automobile painting
- Billboards
- Bus benches/shelters
- List exchange (endorsed)
- Press releases
- Targeted list rental
- Flyers
- Information tubes
- Editorial-Style ads
- Newspaper
- Classifieds
- Postcards
- Bulk ad mail
- Direct mail
- Newspaper inserts

Online Classifieds

- Craigslist.org
- eBay Classifieds
- Kijiji.com (Canada)
- Backpage.com
- Google (Local)

Social Media

- BLOG (must-have)
- Facebook
- Twitter
- YouTube
- Many more...

Search Engines

- Natural SEO
 - BLOG for SEO
 - Neighborhood Info
 - Local Businesses
- Pay-Per-Click (PPC)
 - Google Adwords
 - Bing (MSN)
 - Yahoo!
 - Others...

Joint Ventures

- Local sites
- Reciprocal Links

Banner Advertising

- Realtor.com (etc.)
- Local TV, radio, newspaper sites
- Other local sites

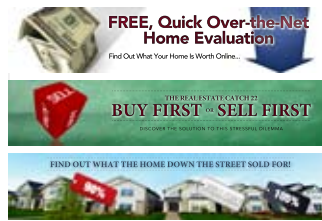
Campaign Hooks

What do Buyers and Sellers want?

Property Hot Lists



Unique Selling Propositions



Listings / Search



Special Reports



The Ultimate Hook: Localized Hotlists



Popular Campaigns

These... and over 20 more!

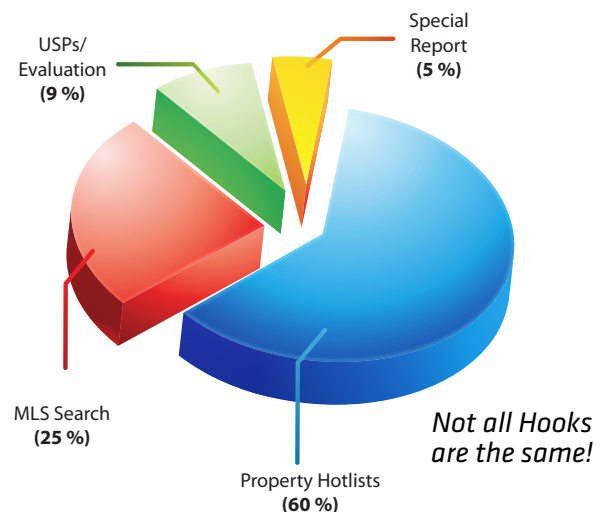
(Sellers)

- Over-the-Net Home Evaluation
- Find Out What the Home Down the Street Sold For
- Guaranteed Sale Program
- Pass Home Inspection
- FSBO - Private Sale
- Expired Listings
- Empty Nester
- Negotiating the Sale
- Pricing Your Home

(Buyers)

- VIP Buyer Program
- Property HotLists (HDX)
- Buy With Zero Down
- Stop Paying Rent and Own Your Own Home
- Save Thousands When Buying
- 9 Buyer Traps
- Avoid Costly Legal Mistakes
- 13 Extra Costs
- Best Financing: A 3-Point Plan

Leads By Hook Type



CAPTURE

4 Pillars of Online Capture

Branded

Don't Pay Another Cent in Rent to Your Landlord Before You Read This FREE Special Report...
StopRenting.com

1 TEASE

2 CAPTURE

3 INSTANT ACCESS

- Make it easier for people to find YOU
- Reinforces image & professionalism
- Essential to cash in on easy referral business
- Use in ALL your client follow-up to build relationships
- SHORT-TERM leads: ready to do business now

Less Branded

27 SELLERS TIPS

Distress Sales/ Bank Foreclosures

How To STOP PAYING RENT and OWN Your Own Home

3 INSTANT ACCESS

- Dramatically increases Response % by flying under the advertising radar (consumer service)
- Your domain name isn't an obvious selling flag
- Use in all lead generation advertising to new clients
- LONG-TERM leads: still gathering info

SMS

MORE HOMES LIKE THIS
TEXT: 1003 TO: 555000 **SOLD**

Carrier data charges will apply. Text T1003 to 555000 for terms



- Provide instant property details and reports to leads via text message
- Instantly capture Cell # and Email Addresses
- Follow-Up immediately, even while the lead is still in front of the house!

HDX Listing Portal

HDX

Google

HOTLISTS

- 90% of buyers/sellers begin by searching for listings on the Internet
- Instantly provide customized HotLists of best potential homes for leads + freedom to search
- New/Updated Listings provide re-engagement and follow-up

CONVERT



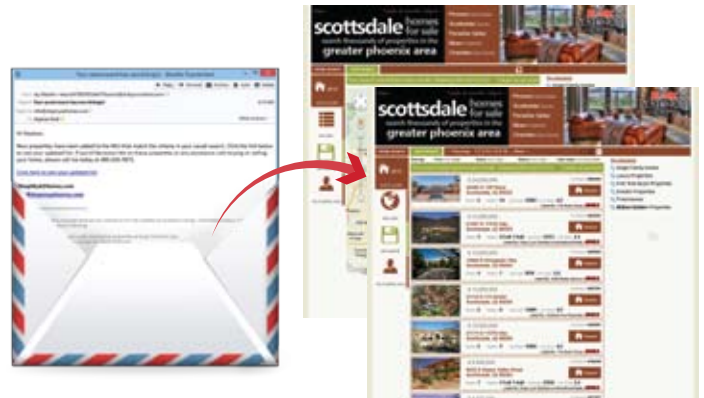
MyLeads CRM

Reg date	First Name	Homes Owned	Average \$	City	Neighborhood	State	Bed/Bath	Property Type	Domain
06/01/2013	Deborah	25	340000	Scottsdale	Desert Ridge	3	2	Single Family	search@scottsdalehomes.com
06/01/2013	Mike	18	470000	Scottsdale	Cave Creek	4	2	Single Family	scottsdalehomes.com
06/01/2013	James	7	110000	Scottsdale	Collinsville	2	1	Single Family	scottsdalehomes.com
06/01/2013	Joe	16	130000	Scottsdale	Collinsville	2	1	Single Family	scottsdalehomes.com
06/01/2013	Casee	22	520000	Scottsdale	Cave Creek	4	3	Single Family	scottsdalehomes.com
06/01/2013	Anda	9	157000	Scottsdale	Collinsville	2	1	Single Family	scottsdalehomes.com
06/01/2013	Steve	11	277000	Scottsdale	McDonald Mountain Ranch	2	2	Single Family	scottsdalehomes.com
06/01/2013	George	27	270000	Scottsdale	McDonald Mountain Ranch	2	2	Single Family	scottsdalehomes.com
06/01/2013	Phyllis	37	370000	Scottsdale	Desert Ridge	3	2	Single Family	scottsdalehomes.com

Email updates of prospect activity

Marketing Tip: Create a Buyers in Waiting Program from your list of Leads Separate Your **BEST** Leads From The **TIRE KICKERS!**

HDX Notifications



The **ONLY** Email Message I've Ever Found That Will **RELIABLY** Get Buyers And Sellers To Repeatedly Return + Send automatic HotList Updates via SMS!

- Craig Proctor Universal Follow-Up Telephone Scripts and Email Plans
- Record Notes & Answers to Qualification Questions
- Email Notifications for New Leads
- Automatically assign Leads to Email Drip Plans
- View Leads' Web and Listing Activity
- Sift, Sort, and Tag Leads

Follow-Up Activities

Telephone Follow-Up (ABSOLUTE MUST)

- Multiple-Step Follow-Up Sequence
- SMS Follow-Up / Broadcast
- Email
- Direct Mail
- MyLeads Automated Email Drip
 - Craig Proctor Universal Follow-Up Plans
 - Specialized Custom e-Plans
 - Online newsletter for current and past clients and prospects

Re-Engage Activities

- Property Searches
- New/Updated Properties
- Saved Listings
- Home Tour Schedules
- Information Library
- Incentives
 - Gift for Appointment
 - Contests

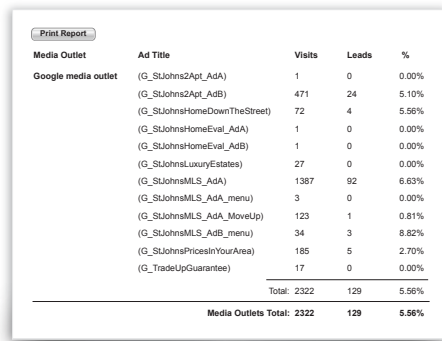
TRACKING

TrackMySuccess™ identifies which of your Marketing Activities are working efficiently and which aren't.

Drop your dogs and use the money to increase your better campaigns - over time, you'll streamline your marketing budget and develop marketing systems that work!

What are you willing to pay to get a client?

- Cost per Lead / Cost per Client
- Choose the Marketing Activities with the Lowest Cost per Lead/Client



Media Outlet	Ad Title	Visits	Leads	%
Google media outlet	(G_StJohns2Apt_AdA)	1	0	0.00%
	(G_StJohns2Apt_AdB)	471	24	5.10%
	(G_StJohnsHomeDownTheStreet)	72	4	5.56%
	(G_StJohnsHomeEval_AdA)	1	0	0.00%
	(G_StJohnsHomeEval_AdB)	1	0	0.00%
	(G_StJohnsLuxuryEstates)	27	0	0.00%
	(G_StJohnsMLS_AdA)	1387	92	6.63%
	(G_StJohnsMLS_AdA_menu)	3	0	0.00%
	(G_StJohnsMLS_AdA_MoveUp)	123	1	0.81%
	(G_StJohnsMLS_AdB_menu)	34	3	8.82%
	(G_StJohnsPricesInYourArea)	185	5	2.70%
	(G_TradeUpGuarantee)	17	0	0.00%
Total:		2322	129	5.56%
Media Outlets Total:		2322	129	5.56%



TRACK Your Results
and **MAXIMIZE**
Your Success!

“Benefit-Rich” DOMAIN NAMES

Multiple Domain Names facilitate online tracking of your offline advertising:

- “URL Forwarding” allows a custom domain name to be redirected to any landing page you desire
- Use different domain names for different media
- **TrackMySuccess™** then reports on Lead Activity for each domain used, allowing you to compare the effectiveness of different media

Benefit-Rich Domain Names increase response to advertising
- be sure the domain describes a benefit:
eg. YorkRegionHomeInfo.com, AreaHomeSearchOnline.com

Find Out What Your Home Is Worth On-Line

You will receive information on what comparable homes have sold for in your neighborhood and which homes are currently listed, how long they have for sale, and their prices.

Based on this information, you will know what your home is worth. This complete Confidential Market Analysis is absolutely FREE.

For a Free, Quick On-Line Home Evaluation Visit:

www.AreaHomeSearchOnline.com



INTERNET BLUEPRINT

for real estate agents

ATTRACT



Looking for Foreclosures?
Find Deals On Foreclosures in AZ
1000's Of Listings, FREE to Search!
www.GetForeclosuresFirst.com

*****FIRST TIME BUYERS*****

Be Your OWN Landlord.
FREE list of great starter-homes
available in your area.
To also receive a special report
on how-to stop renting.

craigslist

Find Out What Your Home Is Worth On-Line

You know a foreclosure or other forced sale means you'll be in a competitive market. You need to know your home's value and then more.

Discover the importance of a professional home valuation. You can't afford to skip this step. Find out how to get a professional valuation. www.AreaHomeSearchOnline.com

MORE HOMES LIKE THIS

TEXT: 1003 TO 555000

SOLD

Carrier data charges will apply. Text 11003 to 555000 for terms

Emergency Tenancy

Single Family Home
2 Bedrooms
Call Craig Proctor for more info, FREE
info on how to stop renting.

kijiji

Inexpensively Compel Prospects

CAPTURE

Distress Sale/ Bank Foreclosure

How to STOP PAYING RENT and Get Your Own Home

Find Out What Your Home Is Really Worth

Want to Sell Your Home for 1/2 Price? Stop Paying Rent!

Text 1003 to 555000

NDX

chicago agents & brokers

Get FREE Private Access to Listing Details

TRACK Your Results and MAXIMIZE Your Success!

Reg date	Real Estate	Address	Price	Area	City	Neighborhood	Bed	Bath	Property Type	Status
08/01/2012	Douglas	28	340000	340000	Scottsdale	Desert Ridge	3	2	Single Family	Interested
08/01/2012	Mesa	18	470000	470000	Scottsdale	Clare Creek	4	3	Single Family	Interested
08/01/2012	Jessie	7	170000	170000	Scottsdale	Cottonwood	2	1	Single Family	Interested
08/01/2012	Julia	16	120000	120000	Scottsdale	Cottonwood	3	1	Single Family	Interested
08/01/2012	Cassie	22	500000	500000	Scottsdale	Clare Creek	4	3	Single Family	Interested
08/01/2012	Alexa	9	120000	120000	Scottsdale	Cottonwood	2	1	Single Family	Interested
08/01/2012	Steve	11	270000	270000	Scottsdale	Midwest Mountain Ridge	3	2	Single Family	Interested
08/01/2012	Georgia	270000	270000	Scottsdale	Midwest Mountain Ridge	3	2	Single Family	Interested	
08/01/2012	Phena	270000	270000	Scottsdale	Desert Ridge	3	2	Single Family	Interested	

Stay Top-of-Mind

Exclusive Craig Proctor Universal Follow-up Plans

Convert Prospects Automatically with Instant Access

RE-ENGAGE

Until Closed

Demonstrate Credibility & Expertise

FOLLOW-UP

Personalized, Targeted