

10 Reasons to Download the Real Estate Postcard Book

Need a reason to purchase Real Estate Postcard Marketing? How about ten good reasons?

1. Advice from an industry insider.

Brandon Cornett is a real estate marketing specialist, a former manager for two postcard marketing companies, and a competent writer who creates easy-to-follow training guides. This unique combination of skills and experience makes the real estate postcard book a "must read" for modern real estate agents.

2. Shorten your learning curve.

It's natural that with any new process you'll face a certain learning curve. Real estate postcard marketing is no different. Real estate agents have to test the waters, learn from what other agents are doing, learn from their own mistakes, etc.

But this learning process can take a long time. When you download the real estate postcard book, you'll cut your learning curve in half -- at least -- by getting advice from someone who has been teaching the process for years.

3. Avoid postcard marketing mistakes.

Many real estate agents make the same postcard marketing mistakes over and over -- things like using the wrong list, forgetting to make an offer, and other costly errors. It's not a lack of intelligence, but only a lack of instruction. When you download the postcard book, you'll get the kind of instruction you need to avoid making these same mistakes.

4. Avoid costly postcard mistakes.

The costs associated with postcard marketing can really add up over time. If you're getting a good return on your investment, those costs can be easily justified. But if you're making the postcard mistakes mentioned in item #3 above, you're basically throwing money into a hole. This book will help you avoid that kind of senseless waste.

5. See the big picture.

In addition to his experience with real estate postcards, author Brandon Cornett has a long history with Internet marketing. As a result, he is able to teach you how to integrate your online (website) and offline (postcard) marketing channels for maximum results.

6. Step-by-Step Tutorials

The real estate postcard book goes beyond simply showing you postcard examples. Sure, there are examples in the book. But more importantly, the strategies behind those postcards are explained in full. Once you understand these formulas for success, you'll be able to adapt them for your own marketing needs.

7. Advice on choosing a postcard vendor.

Postcard marketing companies can save you a lot of time and hassle. But like any other industry, postcard vendors run the gamut from outstanding to mediocre. In this book, Brandon will tell you exactly what to ask postcard vendors before signing on with them.

8. Real estate postcard idea generator.

As you read this book, you'll begin to understand the ingredients that go into a successful postcard marketing campaign. This kind of understanding can remove creative blocks and help fuel your "idea machine." This is how marketing success stories are born!

9. Lead-Generation Guide ... FREE

Some of the strategies in this book combine real estate postcards with other marketing channels, such as your website. Postcards, in fact, can be an excellent tool in driving qualified traffic to your real estate website. But what do you do with people once they find your website? When you download the postcard book, you'll also get a 14-page guide to generating website leads -- at no extra cost. This guide was developed specifically for real estate agents.

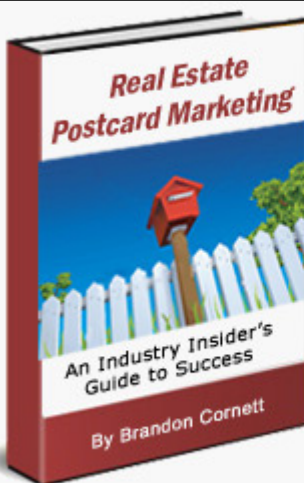
10. You can't afford not to!

The last reason for downloading the real estate postcard book summarizes all of the reasons above. If real estate postcard marketing is part of your business plan, you simply cannot afford to pass on this book.

You are getting advice from an author who has (A) worked for postcard marketing companies, (B) written other books on real estate marketing, and (C) earned a living by helping real estate agents market themselves more effectively.

For the price of a couple music CDs, you are getting all of this valuable insight and advice!

Download your copy at www.RealEstatePostcardBook.com



- ✓ Over 100 pages of tips
- ✓ Includes illustrated examples
- ✓ Advice from an industry insider
- ✓ Step-by-step instruction