

Mortgage Brokers: The Sky Is Falling, Right?

“Bunk!” say these two marketing experts!

FREE Teleseminar Reveals Why

A year ago, chances are outstanding being a Mortgage Broker (or Loan Officer) meant “easy money.” But not now. Just pick up USA Today or any other newspaper, and all you hear is doom and gloom. Conventional wisdom is saying in today’s economy, no one can afford to pay their mortgage, there’s no equity in anyone’s home, and even folks with perfect credit can’t seem to get a loan.

But Craig Garber and Mike Miget, a couple of very successful and savvy marketers, say “Don’t bet the farm on conventional wisdom, because in business, it’s rarely right.” And they’re putting on a free teleseminar on June 18th, to prove it. Garber is the author of “Seductive Selling, The NEW Rules Of Selling In Print: 27 Unconventional Ways To Make An Absolute KILLING In Business!” He also publishes The Seductive Selling Newsletter, an offline business and marketing newsletter distributed in 12 countries. Garber says, “The truth is, most people in this business over the last few years, were making money because of the economy, and reality is, anyone can close deals in a hot market. But if you want to consistently make good money in this new economy, the only way you’re going to do this is by learning how to find and attract the kind of borrowers you’re looking for.

And what kind of borrowers should you be looking for? Keep listening, you’ll find out in just a moment.

Mike Miget has been in the mortgage business for 16 years now, and has generated well in excess of \$10 Million Dollars in residential loan fees in the last 8 years alone, operating solely out of his sleepy town just outside of St. Louis. Here’s his take on things: “Let’s face it, there are still a lot of loans being made. You just have to work a little harder to find them now because all the low hanging fruit is gone. But markets like this actually serve a purpose. They rid the industry of all the bad apples and people who never should have been here in the first place. I went through this in the late-1990’s, and what happened was, the LOs who learned how to find and attract a client base during times like this, not only survived and made a decent living, but once the dust settled and the economy got back on track, these folks were able to make all the money they wanted.”

Here’s just a small sample of what their 3-hour free “Loan Officer Turnaround” teleseminar on June 18th, will cover:

- How to stop selling “interest rates.” If you’re looking to be more than “the cheapest rate in town,” then you have to stop talking about the cheapest rates. Discover how to do this and what to say, instead.
- A little-known way of establishing rapport with your prospects that positions you as a trusted and valued advisor, and not just another “loan guy.” Most LOs have no way of differentiating themselves, this strategy does it.
- Garber, a former CPA, and now a very successful copywriter and marketing strategist, reveals the “secret weapon” he uses, to attract and pre-qualify your prospects. You’ll discover how he’s able to find prospects that are not only receptive to working with you, but how he gets them eager and excited about working with you.
- Oh, and what are the best kinds of borrowers to work with? The answer is simple: The ones who want loans and who don’t need to be “convinced” into doing anything! Find out more on this three-hour call on June 18th.

And unlike loads of other “free” calls where you’re ultimately asked to buy something, **nothing at all will be sold on this teleseminar**. In fact, free gifts will be given away at the end of the call, including a chance to have your own marketing materials personally critiqued -- again, for free. But be forewarned, this call is NOT about some sort of “magic pill” and it’s not a support group. It’s a hard-nosed real-life look at what it takes to survive, and to prosper in trying times like this, and this involves work, not magic.

To register for this “Loan Officer Turnaround” call, simply go to <http://www.LOTurnaround.com/teleseminar> and just for registering, you’ll also get a free 52-minute interview Craig recently did, called “Unspoken Million-Dollar Marketing Secrets For Entrepreneurs!”

**To speak with Craig Garber or Mike Miget, contact Anne Davey at
anne@kingofcopy.com or you can reach her directly at 813-909-2214.**

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