

*How I Learned from Steroid-Abusing Bodybuilders and Fitness Magazines...*

## **Nothing Has Changed in Real Estate Lead Generation for More than 2,000 Years**

*"What is your secret?" was the question I asked many different advanced lifters when I began training at 17.*

"Well, you need to eat like a pig and do the bro-split (that's training each muscle on a separate day, like six days a week) with 20 sets per muscle per week at least.

That's what I am doing right now."

That was one answer.

This lifter looked pretty advanced and, as you can imagine, had arms the size of my legs those days.

Then, on another day, I saw another advanced lifter.

During the week, I didn't see him as often as the first lifter, and this one didn't "live" in the gym and ended his training session often in under an hour.

So I asked again, "What is your secret? You seem to be as advanced as the other guy over there, but your training session is pretty short.."

It turned out that he trained the HIT (high-intensity method) way, inspired by Mike Mentzer.

Now, I was getting pretty confused. What would be the best method then for me?

The muscle magazines with pro-bodybuilders lying around didn't help either.

You could read about so many different techniques and methods that your head began to spin.

And most of the methods were backed by anecdotal evidence only.

I knew I somewhat did have the wrong approach.

I tried the high-volume training for a while.

I tried the low-volume, high-intensity training, then another for a few weeks, then another, and another.

But I did them only briefly, and it seemed as if I were chasing what worked specifically for the advanced lifters I met in the gym or read about in the muscle magazines.

Did those training methods work for me?

Maybe a bit, thanks to being a beginning lifter (beginners usually advance pretty easily no matter what they do).

So, instead of a fast muscle growth, I had a fast growth of frustration.

But for me, the grass was always greener on the other side.

I jumped from one anecdotal evidence-backed training method to the next because they supposedly worked.

I did this for about 10 years until, one day, something changed and clicked.

At that moment, I realized I had it all wrong.

I had it wrong because of false assumptions and the wrong approach to training.

My assumptions were highly subjective and biased.

I thought, what works for this guy must work for me, too.

But I didn't know what those advanced lifters didn't tell me (the use of steroids, for once).

I also didn't know how many more gym rats would train the same way but didn't get the same results.

And finally, the way the two guys trained may not be the same methods they used to get where they are.

That's when I knew I had to zoom out and forget everything I thought I knew so far and start focusing on my individual conditions.

I also had to find a more evergreen principle that stayed the same the whole time.

The first thing I had to forget is that somewhere exists one special training method that, once I would find it, would work and bring muscle gains forever.

The second thing I had to forget is anecdotal evidence of the various pro-lifters.

Instead, I would need to find an objective and scientific approach to test my training methods and improve them according to the advances or non-advances I made.

This was the moment when I started making real progress and found my own individual approach.

I stopped looking for something that allegedly worked from the get-go and started developing and making it work.

And the funny thing is, the principles I used were principles that never change and will ever change.

So they were evergreen.

**So, what does all this "meat face stuff" have to do with real estate lead generation?**

Well, basically everything.

You, too, may have been searching for the one real estate lead generation method that works.

You may have tried social media for a while because some gurus did tell you it works for them.

You may have jumped to prospecting, cold calling, and [fill in the blank] because other gurus told you these worked for them.

By doing that, you may have gotten increasingly frustrated and confused because the leads you generated were trashy and low quality.

On top of that, you wasted money, and maybe you even signed some sort of contract for lead generation providers that were difficult to cancel.

So, at some point, like me, regarding training methods, you may have started to wonder what you are missing or what the secret is.

The problem is you looked for the wrong approach like I did with the weightlifting story.

The grass was always greener on the other side (the next lead generation method).  
But I can tell you...

## **For More Than 2,000 Years, Nothing Has Changed and Will Ever Change in Real Estate Lead Generation**

Lead generation is nothing more than persuading someone to get interested in your services.

So we are talking about persuasion, the art of influencing someone via communication to act in a particular way beneficial to you.

In your case, it's persuading buyer or seller prospects to do business with you that hopefully results in a truckload of money.

And regarding influencing the psyche of humans via persuasive methods, it has pretty much stayed the same over millennia.

It gets even more interesting.

Persuasion mostly takes advantage of different cognitive biases we humans have.

**Just look at the long list of the many different cognitive biases** studied by Professor Emeritus of Psychology Daniel Kahnemann.

These biases are a heritage even from the stone age, actually since the beginning of the homo sapiens.

They likely evolved because they positively impacted fitness, as is stated in the scientific library Wiley.

Except for the Flintstones and cavemen in cartoons, the real caveman didn't use these biases for persuasion purposes like the Greeks.

That's where the first recordings of conscious persuasion efforts reach back to.

**So, persuasion stems from the field of rhetoric, and according to an article from the Harvard Business Review, it hasn't changed in 2,000 years.**

The evergreen principle of persuading someone or a group is pretty simple but not easy.

**You need eyeballs, the right message, and something of value to these "eyeballs" perceived as more valuable to them as it is for you to provide.**

That's also one of the evergreen principles you can apply to real estate lead generation.

I ran an international referral real estate agency for seven years, generating mainly buyer leads for local agents and brokerages, and used many different digital marketing methods.

In the beginning, I fell into the same "the grass is always greener on the other side" trap, thinking, "now, this leadgen method is working ."

After a few months, it changed again, and then it was "now it's this one working."

It was a constant chase.

But over the years, like in the gym story above, I observed evergreen patterns that, when applied practically, will make you independent from particular marketing channels, such as Facebook.

These patterns became even more apparent when I experimented for some time with CPA affiliate marketing.

CPA affiliate marketing is basically another type of referral business model. Instead of referring leads to brokers and agents, you generate leads for all kinds of different products.

You get paid per lead once you generate a lead for the product or service provider.

Since I had to deal with many different products and industries, you will have to switch between numerous different marketing channels where you buy your traffic (e.g., PPC ads via Google Search, Instagram ads, etc.).

The evergreen pattern stayed the same, but what changed pretty often were the prospects I had to target effectively.

The evergreen leadgen system for real estate pros I am about to present to you has been in the making for several years, specifically since the start of [hackingrealestatemarketing.com](http://hackingrealestatemarketing.com), with more than 200 articles and hundreds of real estate marketing providers analyzed.

**Now, without further adieu, let me present to you...**

## **"Gravity Stream" - The Evergreen LeadGen System for Real Estate Pros**

**Gravity Stream** is the new and only evergreen, performance-based, and data-driven leadgen system for real estate pros with a scientific approach that adapts to your individual situation.

It helps you reach your goals by knowing how to succeed with any real estate lead gen method, dominating marketing channels in no time and forcing them to perform in buyers' and sellers' markets at a high ROI.

And as you may well know, a higher ROI means automatically higher quality leads.

Gravity Stream will make you feel confident and calm like a superhero because you can take on your competitors and increase your real estate business success without anxiety and needing to be a super marketing pro or agency.

It can save you thousands of dollars and a lot of time and doesn't focus only on social media just because it's popular or someone says it works for them.

Instead, it has to make sense and thus focus on effectiveness and efficiency to get your trashy leads down and your lead quality and ROI up.

With Gravity Stream, you will gain freedom and independence from lead gen platforms, contracts, referral fees, and saturated lead sources without the fear of missing out.

What's more, with a simplified and scientific approach, you will gain clarity every time about real estate lead generation methods and strategies, so you always know how to proceed without having to consume a library of books and courses.

# Why Use the Scientific Approach for Gravity Stream?

**The scientific approach is also evergreen and hasn't changed for over 2,000 years.**

One reason to use the scientific approach for Gravity Stream is that it's the only way to avoid anecdotal evidence that can mislead you.

How so?

Well, I could tell you something like, "Hey, you really should do content marketing to generate seller leads because it works for me.

I've generated hundreds of leads...(which I did)."

But that would be the same as the bodybuilder from my above story who told me, "You should do the HIT training because look at me, it works."

Unfortunately, it would be the same old anecdotal evidence everywhere (e.g., influencers, gurus, etc.).

It wouldn't be objective and fair to you to give such advice, and it also wouldn't account for your individual business situation.

The other reason, of course, is that the scientific approach or method is also evergreen.

Sure, the technology and tools used for scientific experiments have changed, and that's true.

But the principle of scientific experiments, which is the scientific method, hasn't changed. Thus, it's evergreen.

The scientific method is more than 2,000 years old and was used in one of the first scientific experiments - nothing less than the measurement of the circumference of the earth by Eratosthenes of Cyrene in 230 BC.

To avoid getting sucked into real estate lead generation methods that work for someone but not necessarily for you, you want to take a more objective approach.

And guess what can help with that?

Applying the scientific method.

So, would you like the chance to make your real estate lead gen work at a high ROI with an increased lead quality?

## **Now You Can Have All the High-Quality Real Leads You Want Without Losing Your Mind or Becoming a Social Media Junkie**

**Gravity Stream - The Evergreen LeadGen System for Real Estate Pros** is an online course that helps you eliminate confusion and insecurity and become confident and calm about what to do next...WITHOUT paying a premium marketing agency.

And it is much more than an online course and includes...

- The secret evergreen system to **dominate past, present, and future real estate lead gen methods in no time and force them to perform in seller and buyer markets...**PLUS the Gravity Stream funnel testing protocol & worksheet.
- A simple **worksheet that translates your real estate revenue goals into daily and monthly actions** for each lead gen method...PLUS, the information is much deeper than you may know from the book Millionaire Real Estate Agent.
- Little-known secrets on setting up your **real estate lead gen central at almost no monthly costs.**
- You should focus and depend on a soon-to-be saturated single platform for your real estate lead gen, right? **WRONG!** Lesson 3 gives you peace of mind and tells you how to **become independent and free from lead gen platforms, contracts, referral fees, and saturated lead sources.**
- The single most important **mindset** if you want to multiply your chances of real estate lead gen success.
- How to use performance-based and data-driven real estate lead gen methods to **skyrocket your ROI, with it automatically your lead quality and the money you make...**AND You don't need a mathematics or computer science degree for that.
- Finally, a **flexible real estate lead gen system** that adapts to your business situation, not vice versa, with social media being the be-all and end-all...And this includes the proper real estate funnels you should use.



- How you can **find the 80/20** in any real lead generation method and save tons of time and money...One requirement, however, is to be a fan of effectiveness and efficiency.
- **CAUTION:** Even if your competitors use the exact same leadgen methods as you do, with Gravity Stream, you will have the **upper hand regarding conversion rates**...Details what you need to do behind the scenes in lesson 4.

## **Are You Ready for the Chance to Make Your Real Estate LeadGen Work at A High ROI, Giving You An Increased Lead Quality?**

Now, you arrived at a crossroads.

You can just forget what you read and keep jumping from one real estate lead generation method to the next, believing that someday you will find the holy grail.

The one lead generation method that works instantly, spitting out high-quality leads at dirt-cheap prices.

You can keep listening to the different gurus and their anecdotal evidence, telling you what works for them and assuming it will work for you, too.

Or you could instead try something different.

**And that's Gravity Stream**...the new and only evergreen, performance-based, and data-driven leadgen system for real estate pros with a scientific approach that adapts to your individual situation.

A system that helps you reach your income goals by knowing how to succeed with any real estate lead gen method, dominating marketing channels in no time and forcing them to perform in buyers' and sellers' markets at a high ROI.

**Today, You Can Reserve "Gravity Stream" for Just \$47 instead of \$67 as an Early Bird!**

That's about what you pay for two to three trashy real estate leads on Facebook. That's right, Gravity Stream is still in production and will be available on January XX.XX.XXXX 2024 at the final price of \$67.

**How can you reserve it at the price of \$47?**

You just need to fill out the form below with your name and email, and you will be automatically added to the waiting list.

Once it goes live, you will be informed and get immediate access.

## **Bonus #1 - Gravity Stream Applied: A Case Study Video**

Also included is a case study **video**, where you learn how to apply the evergreen system to a marketing channel I have never used myself...So, you learn firsthand how you can make a formerly unknown marketing channel work with the right system to generate real estate leads.

## **Bonus #2 - The Gravity Stream Decision-Maker**

The Gravity Stream leadgen decision-maker sheet helps you automatically decide in minutes instead of days **which leadgen method to use based on your goals, skills, time, constraints, and budget...**WITHOUT wondering for days what to focus on next.

## **Bonus #3 - The Super-Lean Real Estate LeadGen Central**

It can get pretty expensive when you need different software tools for all your real estate lead generation efforts. For example, different email marketing software, CRMs., etc.

Therefore, this Gravity-Stream Bonus will provide you with little-known secrets on how you can set up your real estate lead gen central almost with no monthly costs.

This alone will save you hundreds of dollars per month and pays alone for the price of Gravity Stream.

**[BUTTON - YES ADD ME TO THE EARLY-BIRD WAITING LIST FOR GRAVITY STREAM]**

**P.S.**

Often, it is not only the wrong lead-generation method that makes or breaks a lead-generation campaign. Quite often, it's also the wrong marketing message (sales copy).

**Therefore, I also included a Message-Marketing channel Match Overview for Real**

Estate, showing which messaging type is likely more effective in which marketing channel.

## **Order Device**

- Yes, I am ready for the chance to **make my real estate lead-gen work** at a high ROI with an increased lead quality.
- I want to learn how to **dominate any real estate marketing channel** in no time and force it to perform in any real estate market with a high ROI so I can reach my commission goals and save thousands of dollars and a lot of time.
- I am ready to learn **how to become independent and free from real estate lead-gen platforms, contracts, referral fees, and saturated lead sources.**
- I want to become confident and calm like a superhero by knowing I can take on my competitors and increase my real estate business success without anxiety.
- I am ready to learn **a simplified and scientific approach to gain clarity about real estate lead-gen methods and strategies** to always know how to proceed without consuming a library of books and courses.
- I want to apply **the one mindset shift** that will make me feel relaxed as if at the beach regarding real estate lead-gen performance.
- I want to examine the **bonus case study video** showing how Gravity Stream is applied to an unknown marketing channel and make it perform with a monthly budget of only \$150.

✓ Please give me access to the bonus Gravity Stream leadgen decision-maker sheet that **helps me decide in minutes instead of days which leadgen method to focus on** based on my goals, skills, time, and budget.

✓ I am ready to access the bonus Message-Marketing Channel Match Overview for real estate, guiding me to **become more persuasive and increasing conversion rates from the get-go.**

✓ Please give me access to the **bonus worksheet that translates my revenue goals** into daily and monthly actions for each marketing channel.

✓ I want access to the bonus Gravity Stream funnel testing protocol and worksheet that helps me **make the right real estate marketing channels perform.**