

**I was furious when I found out that...**

## **Nothing Works in Real Estate Lead Generation**

And furious is just the diplomatic term for what I really felt.

Many years back, when my business was generating buyer and seller leads for the international real estate market as a referral agency, I didn't know where to start and which real estate marketing channel would work to generate the leads I needed.

This was a problem I had at the beginning, and like today, many different marketing channels were available back then.

So I started researching and found things like Google Ads, Facebook Ads, cold calling, advertising properties on Craigslist, content marketing... you name it.

And like today, you could find different sources such as articles, videos, and books from teachers who unequivocally swore by Google Ads, Facebook Ads, Craigslist, Blogging, cold calling, etc.

I would try Craigslist for a while... and with the results, I wouldn't reach my goals... I didn't get enough buyer leads (that was my goal), but rather unserious seller leads.

Then, the next teacher who made Facebook Ads work for himself would convince me about this marketing channel, so I would try this one too... and again fail with the results I got.

This time, I got buyer leads, but they were too far from closing a real estate transaction (again, not aligned with my goals at that time).

The next "guru" made content marketing and blog articles work for himself and thus taught this method, so again, I was sold on that one... and failed again.

I realized too late that content marketing was a long game.

Still, my goal was generating serious seller and buyer leads within 6-12 months when I tested this one.

But I was already in thirty or more articles when I realized that.

As you can see, it was some sort of a fatal time and money-wasting cocktail.

And its ingredients: the shiny objects syndrome and the grass is always greener on the other side.

No one is to blame for getting myself into a situation like this.

The different teachers meant well, and the different marketing channels may indeed have worked for their individual situations, goals, budgets, time frames, and experience levels.

However, this understanding didn't help much to avoid feeling frustrated, lost, and anxious when I learned that nothing just works in real estate lead generation.

I mean, I spent weeks researching and trying to find the right marketing channel for my goals, and then, on top of that, I spent a lot of time and also money making the new marketing channel work, just to find out after a few months that it was the one I shouldn't have started with it in the first place.

Why?

Select one or more of the following answers, and you will be 100% correct.

**The marketing channels these teachers, gurus, and authors of different articles, books, and videos recommended as the ideal ones...**

- Didn't reach the right audience and real estate prospects (sellers or buyers) I needed.
- Didn't align with my monthly marketing budget.
- Didn't align with my experience level.
- Didn't align with the buyers' or sellers' awareness level I needed.
- Didn't align with my income goal and the time in which I wanted to reach it.
- Didn't align with my daily "sweat equity" budget or, in other words, the time available to do the respective marketing work.
- So, they didn't align with my goals, preferences, experience levels, and constraints.

Despite being furious and feeling slightly lied to (although I hadn't been lied to), realizing this brought me a great revelation.

I will come to that revelation pretty soon, and if you read until the end, you will benefit greatly from it.

See, for some reason, I was always looking for the next best real estate marketing channel. I was led by different influences, such as books, articles, videos, etc.

So, at that moment, I asked myself, why was I doing that? Sure, I wanted results (meaning good quality leads). But there was a deeper reason here.

By asking this question, it hit me. I had the wrong assumption in my mind all along.

**The assumption was this: When someone supposedly experienced tells me that the XYZ marketing channel works, it must also work for me.**

But this assumption has a problem, so here are two questions for you...

Would you recommend someone 59 inches "tall" to start a pro career as a basketball player?

Or would you believe gold to be the best investment if someone who is invested in gold and maybe even makes money with gold investments recommends it to you as the best investment?

I hope you will answer both questions with "no."

See, the problem in suggesting a 59-inch "tall" person a pro career as a basketball player is ignoring the viability.

Thus, the chances of success of this endeavor would be highly unlikely.

It would completely ignore the constraints of being just 59 inches "tall."

A pro basketball player reading the height situation a 59-inch "tall" person correctly wouldn't recommend it either.

However, it would be pretty likely that he suggested a basketball career.

Why?

It worked for him and his individual situation. At least he became successful with it.

So, it would be a biased recommendation.

The same is true for the "gold investor."

He is also biased because he makes money by selling gold investment plans for one.

And he would be even more biased if he made gold investments work for himself...

**So this is when I realized...**

## **Nothing Just Works in Real Estate Lead Generation!**

It is like the pro basketball player recommending someone 59 inches "tall" to start a pro career as a basketball player because it worked well for the pro.

Realizing that nothing just works in real estate lead generation made me furious.

Still, it was a healthy emotional reaction from which I could learn something.

This "something" was to realize that I shouldn't translate the results others had with a particular real estate marketing channel one-on-one.

They found and made a viable marketing channel work for their real estate lead generation.

This marketing channel was aligned with their experience level, the right audience, income goals, monthly budget, the buyers' or sellers' awareness levels, their daily budget of available time, and the time frame in which they wanted to reach their goals.

**So, I had to correct my wrong assumption.**

Instead of thinking... ***"if someone experienced tells me that the XYZ marketing channel works, it must work for me too,"*** I had to find a more objective and unbiased way of thinking.

And it became...

***"I need to assess my individual situation first, find a viable marketing channel aligned with this situation and then make it work."***

Assessing your individual situation means asking yourself questions such as...

- What is your yearly income goal?
- When would you like to reach this goal?
- What is your monthly budget for real estate lead generation?

- What is your daily "sweat equity" budget in hours for labor-intensive lead gen tasks (e.g., content marketing)?
- What is your daily outsourceable time budget?
- What are your estimated costs per hour of your or outsourceable time?
- How many marketing channels would you like to focus your time on?
- What prospects do you mainly focus on (e.g., sellers, buyers, both equally)?

Looking at these questions, you may already realize that the odds of one marketing expert making a marketing channel work for himself and his individual situation suggesting that the same one would work for you is a bit like getting your first marriage right.

Well...actually, the odds may be even better for the first marriage, so a better metaphor would be winning the lottery or the odds of successfully training a horse to climb trees.

Now, you may wonder what to do after answering the questions above.

How could you possibly use all the answers to find a viable marketing channel for your real estate lead generation with high odds of success?

**Let me tell you that it is possible. That's why I created a solution for you...**

- **A near-instant way to make a high-odds decision** on what real estate marketing channel to focus on based on your individual goals, constraints, experience level, preferences, and more... Instead of days or weeks of pondering, it takes only minutes. It will save you weeks, if not months, and potentially thousands of dollars of testing the wrong lead gen method.
- **A potent tool to boost your odds for a successful real estate lead gen campaign** that gets you results and better quality leads... And it's without spending days, weeks, or even months finding and testing real estate marketing channels flushing thousands of dollars down the toilet.
- **A new and clever approach to reducing your risk of hemorrhaging thousands of dollars** by trying to make a real estate marketing channel work over several months that you shouldn't have started with to begin with... Do it in under just one hour.

- **PLUS: It gives you confidence and structure regarding what marketing channel to focus on** to reach your income goals... And, like a human marketing consultant, it factors in your preferences, individual constraints, experience levels, and income goals, preventing you from getting lost in paralysis by analysis.

No other tool will help you make a speedy data-driven decision on what ideal and viable real estate marketing channel to focus on that is aligned with your goals, constraints, and preferences.

So let me introduce to you the Google sheet-based application "**The Ultimate Real Estate Lead Gen Strategy and Performance Suite.**"

The demonstration video below will show you how it can help you make a high-odds decision on what real estate marketing channel to focus on.

It will also show you it bases the decision on your individual goals, constraints, experience level, and preferences, thus boosting your odds for a successful real estate lead gen campaign.

#### DEMONSTRATION TUTORIAL VIDEO

As you can see in the video, "**The Ultimate Real Estate Lead Gen Strategy and Performance Suite**" helps you make a quick data-driven decision on what ideal and viable marketing channel to focus on that aligns with your income goals, constraints, and preferences.

**It's your "sheet anchor" in the storm, the storm being the real estate and business world of uncertainties and probabilities.**

As you can see, it can prevent you from using the wrong marketing channel for your real estate lead generation, saving you weeks, if not months, of going in the wrong direction and losing thousands of dollars in testing.

So, let's talk for a second about money.

By preventing you from a costly and time-wasting mistake of several thousands of dollars, the value of it could be easily in the \$1,000.

And even a price of \$470 would already be a steal.

However, I decided to go as far as offering it at the final price of \$147.

But since we all need to keep our costs in check, today you can buy it for the special one-time price of just \$27.

**You just have to press the button "Boost My Lead Gen Odds Now" below.**

## **If You Think Your Time Is Worth More Than \$0.10, You Want to Consider "The Ultimate Real Estate Lead Gen Strategy and Performance Suite."**

With the right technical knowledge, you may develop "The Ultimate Real Estate Lead Gen Strategy and Performance Suite" yourself in just 6 weeks, shy of development time, doing nothing else.

This is, provided you have advanced Google Sheets, JavaScript, and SQL knowledge, and also the research work for the different marketing channels done beforehand.

If not, multiply these six weeks easily by five or more.

That's between two hundred and a thousand hours of your time.

You can't deal with real estate clients, do showings, calls, and important lead generation work during this time.

So, if your hour is worth less than \$0.1, I suggest you create it yourself, and you don't read any further.

But I highly doubt that you value your time less than \$0.10...

This number wouldn't even come close to the minimum wage in some developing countries.

## **But You May Still Prefer Continuing with What You Have Done Before...**

And keep jumping from one real estate lead generation method or marketing channel to the next without any objective and data-driven basis for your decisions.

So, you reached a crossroads here.

If you have all the time in the world and several \$1000s of dollars to flush down the toilet, there is no need to change anything.

But let's say this is not the case, but you still want to keep doing what you've been doing so far and keep everything the same.

What happens in three to six months from now, after several thousand marketing dollars sank again, and after you find out that you shouldn't have started the next marketing channel you tried in the first place?

You may remember that you had the chance to boost your odds of success by making a more data-driven and objective decision on your lead generation strategy.

So, in that case, you may feel regret.

But it could also be different.

You will be glad you did something today and found a real estate lead generation strategy you can realistically pursue and make work because it aligns with your goals, constraints, and preferences.

So, when you click on the button "Boost My Real Estate Lead Gen Odds Now" below, you will arrive at an order page where you need to enter your payment information to do the checkout.

**After checkout, you will receive access to "The Ultimate Real Estate Lead Gen Strategy and Performance Suite."**

It's a Google Sheet template connected to a Google Apps Script in the background.

You will get the access link in the confirmation email. At first, you will have the Viewer permission level for the Google Sheet template.

To make it editable and usable, you will need to make a copy.



The confirmation email will also provide detailed instructions on how to do that.

But before you click on the button, let me tell you about another benefit of "The Ultimate Real Estate Lead Gen Strategy and Performance Suite."

### ***MONEY BACK ICON***

If you are a real estate professional who counts on data-driven marketing decisions for your lead generation, and if you commit the \$27 and follow the steps outlined in The Ultimate Real Estate Lead Gen Strategy & Performance Suite, you will find out within one to two hours instead of months which real estate lead generation method is the most viable one for you with the highest chances of success, or else you will get your money back within 30 days, no questions asked.

## **BONUS 1 - A Printable Action Worksheet**

It gives you even more structure by not only finding the right marketing channel based on your income goals, constraints, and preferences... Just press a button, and it can also translate the findings automatically into a printable action worksheet, so you know what to do on a daily, weekly, monthly, and yearly basis to reach your goals.

## **BONUS 2 - A Quick Way to Find Your Ideal Real Estate Niche**

It also provides a quick way to find your ideal real estate niche so you can deal with fewer competitors, better focus on your business efforts, and increase the chances of customers being loyal to your business... Without having to do weeks of research and getting lost in decision fatigue... This saves you even more time and money.

If you are ready and want to take advantage of the special offer of "The Ultimate Real Estate Lead Gen Strategy and Performance Suite" for \$27 instead of \$147, just click on the button below.

**BUTTON BOOST MY LEAD GEN ODDS NOW**

P.S.

Since real estate lead costs change over time, "The Ultimate Real Estate Lead Gen Strategy and Performance Suite" is updated regularly, especially the different lead cost calculation sheets.

As a user of the "The Ultimate Real Estate Lead Gen Strategy and Performance Suite," one year of free updates is included in the price.

You will get an email with a new version each time a new update is made.

## ***Order Device***

Start Getting XYZ, and Order the Ultimate Real Estate Lead Gen Strategy and Performance Suite Within the Next 24 hours for the special price of \$27 instead of \$147

- ✓ Yes, I want access to a near-instant way to make a high-odds decision on what real estate marketing channel to focus on based on my individual goals, constraints, experience levels, and preferences.
- ✓ Yes, I am ready to use a tool that, instead of weeks or months of pondering, helps me make fast and data-driven decisions regarding viable real estate marketing channels and saves me time and potentially thousands of dollars of testing the wrong lead gen method.
- ✓ Yes, I want a new and clever approach to reduce my risk of hemorrhaging thousands of dollars by trying to make a real estate marketing channel work over several months that I shouldn't have started to begin with.
- ✓ Yes, I am ready to feel more confident and structured again regarding what real estate marketing channel to focus on to reach my income goals.
- ✓ Yes, I want my income goals, constraints, preferences, and experience levels to be considered when deciding which real estate marketing channel to focus on.
- ✓ Yes, I am ready for even more structure and be able to automatically know what to do on a daily, weekly, monthly, and yearly basis to reach my income goals with a printable action sheet.
- ✓ Yes, I want a quick way to find my ideal real estate niche so I can benefit from fewer competitors, better focus on my business efforts, and increase my chances of customers being loyal. I don't want it to take weeks of research and getting lost in decision fatigue.

-----  
PAYMENT INFORMATION CHECKOUT, ETC.