



Mark Sampson

This Article
Compliments of Call Realty

www.pvsouthbayrecareer.com

Real Estate Marketing Strategies- The Secret to Explosive Growth in Today's Market

Published on Tuesday, September 8, 2009, 9:06 PM Last Update: 4 day(s) ago by [Maya Bailey](#)

In today's changing market with so many real estate agents struggling, why do some succeed?

This article describes the mindset and the actions that successful real estate agents are taking now. When real estate agents follow this simple formula, they can become Top Producers in any market.

Part 1: Mindset

In my work as a real estate business coach over the past 12 years, I have had the honor to interview the top producing real estate agents in the USA and Canada.

This is what I found out: the top producing real estate agents all said the same thing. **“What helped me to get to the top was my mindset first of all”**. When I inquired further as to what they were talking about, they all pointed to having these characteristics:

- Optimism
- Positive Mental attitude
- Looking for opportunities
- Prosperity thinking rather than scarcity thinking
- Clear definition of their ideal clients

What I find interesting about all of these mindset qualities is that these are the same qualities that the Law of Attraction teaches.

But how can this be? Many top producers have been successful for decades before “The Secret” ever came out. Here’s the reason - even before the "The Secret" came out, the Law of Attraction has been in existence.

Centuries ago people were writing about the Law of Attraction. Scholars in this century have written about the Law of the Attraction. Writers like Emerson, Blake and Einstein, have all written about the Law of Attraction.

In 1962, Catherine Ponder published her first book called "The Dynamic Laws of Prosperity". This book was all about Law of Attraction. Her main point was that you need to radiate out before you magnetize in. In other words, you can't get something for nothing. You have to give first.

Top producing real estate agents may never have read these authors, and yet they train themselves to have a prosperity mindset. They train themselves to be optimistic, to look for the opportunities in any market, and to focus upon what they wanted, not upon what they didn't want.

This in fact is the KEY. To succeed in any market, you need to be clear about what you want to achieve, then you need to know that you deserve it, visualize it and affirm it and take action steps to move you in the direction of your goal. This in essence is the Law of Attraction.

Too many agents in today's market are doing the opposite.

They are focusing on what they don't want - the downturn in business, the slowness of the market, the falling home prices, rather than seeing that today's market is for the most part an excellent time to be focusing on buyers.

Home prices are low, and they may not get lower. Interest rates are very low and may not get lower.

What more do you need to sell to prospective buyers? Keep focusing on the opportunities right now in today's market with a prosperity mindset.

Part 2: Action Steps

It's not enough just to practice "prosperity thinking" or to practice the Law of Attraction.

You need to be taking the right action steps. This usually means being in front of, either in person or on the phone with your ideal clients.

Who do you want to work with? List the characteristics of your ideal clients. Do you want to work with people who are:

- Committed?
- Decisive?
- Qualified?
- Highly appreciative of your services?

If so, then what are you doing to reach these people? Are you choosing online marketing as so many agents are doing? Or are you choosing off-line marketing, which would be called prospecting?

Make a decision and do it.

If you decide to go with prospecting, then you need to do it regularly and consistently. The top producing real estate agents took one to two hours a day, every day in the morning, to call different categories of people.

Here are some groups they would call to generate business:

- Past clients
- Current clients
- Sphere of influence
- Expired listings
- FIZBO'S
- Calling around "just listed/just sold"

When I work with my clients to help them to make these calls, they find that it becomes much easier to call when they have a compelling reason.

What is your compelling reason to call you past clients, your current clients, or your sphere of influence? If you have something to offer and you get to the point, they will be happy to hear from you.

For example, you can let them know that you are an excellent referral source. You might say something to them like: "I just wanted to let you know that if you need somebody to help you repair or upgrade your house, I am a good referral source."

I'm well-connected with painters, plumbers, electricians and many others. Please let me know when I can be of service and provide you with someone's name or number.

After you give them that information, they will be open and receptive to hearing what you have to say next. Your next line could be something like, "I'm very excited about expanding my business. Who do you know, who is even whispering about buying or selling a home?"

I find that simple strategies like this can make all the difference in your attitude about calling people. When you know you have something to give, (everyone likes to be the giver) you will look forward to picking up the phone and calling

people. You will usually find that by giving them something, they will want to get back.

That's the Law of Attraction in action.

In summary, I recommend using the Law of Attraction prosperity mindset combined with effective action steps. Whatever action steps you choose, be sure to schedule a time first thing in the morning before the day gets rolling. And make it a point not to accept incoming calls during that time.

You'll be surprised at how much new business, you can generate from just focusing one hour a day. You can become a top producer and double and even triple your income in ANY market.