



Mark Sampson

*This Article*  
**Compliments of Call Realty**  
[www.pvsouthbayrecareer.com](http://www.pvsouthbayrecareer.com)

## Creating Business through Drip Emails

Although snail mail, post cards, all kinds of flyers – anything give away type of campaigns are passive types of systems. But by no means are these systems ineffective!

As a matter of fact, they can be one of the most effective methods of “business” generation that you will use – with one caveat . . . **consistency!** How many times have you received something once – twice – maybe three times . . . and then never hear from them again. Forgotten and a wasted effort!

There is a key to success however:

- It must be helpful, informational and memorable. **Not** how great I am or “I love me” stuff.
- What do I mean by this? “I love me” is what the real estate industry has been raised on since the beginning of time. It’s the “we’re the greatest” . . . or we have the best office location and websites . . . or “our marketing systems are the best in the business” – on, and on, and on. All about “me” and “my” stuff!!!
- This is no different than the real estate agent who only uses “Multi-Million Dollar Producer” or “#1 Sales Agent in the marketplace . . .” The only people who care are those declaring it!

Let’s face it – in the 21<sup>st</sup> Century, everyone has great technology and “stuff”. What everyone doesn’t have is “**substance**”!

This is where you **really** set yourself apart from everyone else in your community of Realtors and market!

Develop one drip-email for your SOI, one drip email for your FARM, one drip email for your customer or client (Buyer or Seller). This should be sent out every 7 to 10 days and last for over 2 years. If you want to add even more substance – develop additional retention/traction for your buyers and sellers. Stay in the vein of **value transference**, provide that retention/“value”/traction for all your leads. Think . . . “what’s in it for them?”

Sometimes the incubation process for buyers/sellers can be a “Long Escrow” but the drip email is the key to staying in front of the people with whom you will be doing your business . . . it’s just as important as the phone call or cup of coffee. Yes, it’s all about “following up”.

**Need help with getting started; give me a call - 310-378-2268.**