

# **Working Sample...**

**Of The Most Powerful Direct-Response  
Prospecting, Stay-In-Contact and  
Referral-Producing Tool For  
Real Estate Professionals:**

**Service For Life!®**

# OPINIONS VS. FACTS THE WINNER IS: RESULTS!

Dear Real Estate Professional...

Before you examine a live sample of Service For Life!<sup>®</sup>, there's something you should know...

The "look" of this marketing tool may shock you. You might even wonder if your "luxury" or other clients would even read something like this...or you may think you could *never* send out a mailing that's just "black and white." What about your image?

Without a doubt, it's *nothing like* the other mass-produced, agency-slick, brochure-looking 'newsletters' out there. It won't blend in with all the other 4-color, expensive Junk Mail...

## And that IS the point!

Legendary ad man, Victor Schwab, author of the classic, "How To Write A Good Advertisement," which is nearly a bible to marketers looking for results said, "***Good advertising is not what you like, not what your spouse, mother-in-law, friends, peers or colleagues like. It is what WORKS.***" So opinions about Service For Life!<sup>®</sup> may vary. But the facts DO NOT.

**The facts are these:** First, every nuance of this, from content mix to page layout to involvement devices, psychological "hooks" and response offers has been carefully, painstakingly tested. Second, the "quantitative" results are overwhelmingly positive – agents are getting between 3 and 16-times return on marketing dollars invested using this tool. Many send it for FREE using email or sponsorship programs we teach you. Third, 87% of all agents who begin using this system end up making it their *highest priority marketing* – frequently abandoning all other marketing...it's THAT effective. Fourth, ironically...the agents dealing with especially affluent clients are getting some of the *best* results of all.

Just as an example, here's what Linda Fogarty, a designated broker managing 78 agents...and a top agent herself specializing in luxury markets in Illinois recently told me...



"I manage a 78-agent office for Coldwell Banker and I know what's out there and what works for agents. My first impression of Service For Life!<sup>®</sup> was NOT immediately positive. It's not color. It doesn't "look" like something my market would read. And I didn't know how it would reflect on me as a professional serving luxury clients. But I took a chance and started using it – mostly because the strategy made so much sense. My first year using it I produced \$16 million personally. In just over 3 years, I made over \$1,120,000 in commissions. And this is the *only* marketing I use to promote my services. I thought it should look "professional" when the truth is people really respond to something "personal." And Service For Life!<sup>®</sup> looks like I work hard to bring them important information. So I'm viewed at as a welcomed, trusted advisor – rather than a "salesperson." True story: Two weeks ago I took a \$850,000 listing from a client who *insisted* on working with me and *only* me. She said Service For Life!<sup>®</sup> demonstrated that I was a *true* professional with her interests at heart and she didn't want to work with any other agent. This now happens all the time in my business. I'm now 93% referral, and I never cold call or cold prospect. When one of my agents comes to me asking for advice, I tell them to immediately start using Service For Life!<sup>®</sup>. It's the smartest decision I've made in my business."

On the next page you'll see a sample cover letter, then examine a sample of Service For Life!<sup>®</sup>, and 2 of the many inserts we give you to customize your issue each month...

**Listen To Agents Using Service For Life!<sup>®</sup> – Call Our 24 hr. Recorded  
"Eaves-Drop Line" Toll-Free At: (800) 682-1120**

# “Success is Not the Key to Happiness... Happiness is the Key to Success”

[Date]

[Firstname(s)] [Lastname]

[Address]

[City], [State] [Zip]

Dear [Firstname(s)],

If you've ever longed for greater success and happiness in your life, today's issue of my Service For Life!<sup>®</sup> free consumer newsletter outlines 7 Steps that can help...

You'll also learn how expressing kindness can actually improve your health, an easy dietary change that can lower blood pressure, how to get more organized in your life – plus light-hearted jokes, trivia, and lots more. But first...

**Here's what's happening in your neighborhood.** *[[Give some information about the real estate market – remember, you're the expert! Here's an example...]].* The real estate market activity during this month seems to be leaps and bounds ahead of last year for buyers. According to the [area] Multiple Listing Service, 266 homes have come on the market as new listings in the last 30 days. At the same time, 174 homes have sold. Potential buyers shouldn't wait. With a strong buyers market, combined with low mortgage rates, now's the time to get a great deal on your dream home.

*[[Now say something PERSONAL about you, your office, family, friends, etc. For example...]].* Also, I'd like to say a few special words about my client and friend, Mary Jones. Just 2 years ago I met Mary when helping her find a new home. And since our meeting, Mary has blessed me with 3 wonderful new client referrals: Bob & Susan Smith, John Doe, and Paul Peterson. Mary, thank you for your warm friendship and support of my business!

Finally, I want you to know that you may call me for any reason. And please let me know if a friend, family member or neighbor needs a caring, competent real estate professional to help in buying or selling.

I truly appreciate your friendship and referrals. Enjoy your issue!

With best regards,

[Your name]

[Your Broker]

**P.S.** Did you know that the word “stewardess” is the longest word that is typed entirely by the left hand? See other fun facts on **Page 3...**



Here's free advice if you're buying or re-financing your home. My Free Report, "7 Secrets For Saving Thousands When Financing Your Home." See my enclosed insert.

Volume IV, Issue XX  
Monday, 8:56 AM  
<<City, State>>

### Inside This Issue...

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<<Your Name's>>...

# Service For Life!®

"Insider Tips For Healthy, Wealthy & Happy Living..."

## 7 Simple Steps To Happiness And Success!

Are you feeling stuck on the roadmap of life? Have you longed for greater success and happiness, but haven't yet hooked the brass ring?

Albert Schweitzer once wrote, "Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful." Here are seven steps you can take today to achieve more happiness and success in your life:

- 1. Believe In Yourself.** Identify your natural talents and abilities. Do what you enjoy and what you do best. Truly successful and happy people find joy in their working lives. Invest your time in what you do best. Focus on your strengths and not your weaknesses.
- 2. Develop a Vision.** First, define your path and start working your plan. Write down a vision for yourself and your life. Be specific. What do you want to accomplish? What do you want your life to look like in 5 years, 10 years?
- 3. Develop Good Habits.** Happy and successful people choose good habits. If you're watching too much TV, chronically late, or eating poorly, make a commitment to change your bad habits into habits consistent with your goals.
- 4. Show Gratitude.** The happiest people are also the most grateful people. Count your blessings frequently and you'll quickly start seeing a change in yourself and the world around you.
- 5. Take A Chance.** Seize opportunities! Success and happiness does not come to those who sit and wait for it to be brought to them.
- 6. Give to Others.** Studies reveal that the happiest people are also the most generous. Do, say, or give something nice to another and see how your own life improves.
- 7. Take Responsibility.** You hold the key to your future. Take responsibility for your actions. Choose the work you like to do, and do it well. Ultimately, you are the master of your fate. You choose your own future by the decisions you make and the actions you take.

### Thinking Of Selling Your Home Soon?

Don't attempt to sell your home without my Free consumer guide, "44 Money-making Tips For Preparing Your Home To Sell." My exclusive report will give you all the facts for a fast, top dollar sale. Just call [888-8888] anytime, 24 hours, and I'll rush a copy out to you.

Listen To Agents Using Service For Life!® - Call Toll Free (800) 682-1120

## Word of the Month...

Studies have shown that your income and wealth is directly related to the size and depth of your vocabulary. Here is this month's word, so you can impress your friends. You may even be able to fatten your wallet!

**sanguine** sa[ng]-gw&n\ (adj.)

**Meaning:** optimistic; confident.

**Example Sentence:** They were very **sanguine** about their ability to complete the law examination in the specified time.

## Weird (*but true*) Wisdom...

- Experience is a wonderful thing. It enables you to recognize a mistake when you make it again.
- Junk is something you've kept for years and throw away two weeks before you need it.
- Middle age is when broadness of the mind and narrowness of the waist change places.
- It is easier to get forgiveness than ask permission.
- Not one shred of evidence supports the notion that life is serious.
- Someone who thinks logically provides a nice contrast to the real world.
- Men are from earth. Women are from earth. Deal with it.
- A conscience is what hurts when all your other parts feel good.
- Bills travel at twice the speed of checks.
- For every action, there is an equal and opposite government program.
- Don't worry what people think – they don't do it very often.
- By the time you make ends meet, they've moved the ends.

## Interesting Quotes...

Sometimes the road less traveled is less traveled for a reason.

*(Jerry Seinfeld)*

The mind is the limit. As long as the mind can envision something, you can do it.

*(Arnold Schwarzenegger)*

It is our choices...that show what we truly are, far more than our abilities.

*(J. K. Rowling)*

# Kindness Is Good For You!

When was that last time you noticed you were grumpy, then, out of the blue, someone does or says something nice to you? Didn't it make you feel better...even a *lot* better?

When you are kind to other people, it also makes you feel good about yourself. And it's good for your health. Researchers have found positive people have fewer health problems. In his book, *It's a Meaningful Life, it Just Takes Practice*, author Bo Lozoff writes about the importance of being kind and building a better community. That community encompasses family, friends, co-workers, and the people you meet in your daily life (the bank teller, cashier, the parking lot attendant).

So as you go about your day, be kinder to your spouse, your kids, your co-workers, and wherever your travels take you. Then see if adding a little more kindness to your daily diet makes a difference in how you feel, how other people respond to you, and how others feel when you are kind to them. It's a worthwhile experiment!

## Would You Like To Know How Much Your Neighbor's Home Listed Or Sold For?

Maybe you're just curious. Or maybe you want to know how much equity you have in your home. Or perhaps you're thinking of selling soon and want to know how much your home has increased in value. Either way, I can help...with no "sales pitches" or runarounds. Just give me a call at <<**your number**>> and I'll give you all the facts.

## Are You Hopelessly Disorganized?

Can't find your keys? Missed an appointment? Still looking for that file you misplaced? Well, if you're like thousands of people, searching for simple solutions to a big organization problems can be a problem!

There may be hope. Here are five quick tips to get (and stay) organized:

1. Keep an errand basket by the door for returning books, videotapes, dry-cleaning, etc.
2. De-clutter your junk drawer using plastic cutlery trays that come in a variety of sizes.
3. Keep a donation box in your laundry room or garage. Add unneeded clothing, books, toys, or small appliances and drop off monthly.
4. Do one small chore each day (dust, straighten one room, vacuum).
5. Have a key rack near the door with two sets of car and house keys. Remember the adage, a place for everything and everything in its place!

Listen To Agents Using Service For Life!® - Call Toll Free (800) 682-1120

## Brain Teaser...

I can be cool, but I can't be cold.  
I can be sorry, but I can't be guilty.  
I can be spooked, but never scared.  
I can be sweet, but I can't be friendly.  
I can be flammable, but I can't burn.  
What am I?

(The answer is on page 4.)

## Fun Facts!

Here are some interesting facts you may be surprised to know:

- ✓ The Simpson's are from Northern Kentucky.
- ✓ A person who smokes a pack of cigarettes a day *inhales* a ½ cup of tar each year.
- ✓ "Stewardesses" is the longest word that is typed entirely by the left hand.
- ✓ The average person will spend approximately two weeks of their life kissing.
- ✓ The name Jeep came from the abbreviation used in the army for the "General Purpose" vehicle, G.P.
- ✓ Two-thirds of the world's eggplant is grown in New Jersey.

## Thrifty Tips!

These are some of the best tips I've ever seen:

- Open a Sealed envelope - Put in the freezer for a few hours, then slide a knife under the flap. The envelope can then be resealed.
- Permanent marker on appliances and countertops (like store receipt BLUE!). Use rubbing alcohol on a paper towel and it'll disappear!
- Blood stains on clothes? Not to worry! Just pour a little hydrogen peroxide on a cloth and proceed to wipe off every drop of blood. Works every time!
- Cure for headaches: Take a lime, cut it in half and rub it on your forehead. The throbbing will go away.
- Now look what you can do with Alka-Seltzer. Clean a toilet. Drop in two Alka-Seltzer tablets; wait twenty minutes, brush and flush.
- Unclog a drain. Clear the sink drain by dropping 3 Alka-Seltzer tablets down the drain followed by a cup of Heinz White Vinegar. Wait a few minutes, and then run hot water.

# How Interest Rates Affect You

Interest rates can have a huge impact on your finances, especially if you carry a lot of debt. Here's important information that can help you manage your money more successfully:

- 1. Credit cards.** When the Federal Reserve raises rates, expect to pay more. It's best to pay off your credit card debt, or switch to a card with a lower interest rate.
- 2. Home-equity line of credit.** You can use your home-equity line of credit if you can pay off the amount you borrow within three years. If you're unable to pay off the amount in three years, obtain a home-equity loan with a fixed rate.
- 3. Mortgages.** If you have an adjustable-rate mortgage you may pay more as rates go up. Financials advisors recommend an adjustable-rate loan with a five or seven-year fixed period.
- 4. Bonds.** When rates go up, generally the yields on most bonds go up. For your protection, invest in funds that hold Treasury and high-quality corporate bonds.

## Thank You! Thank You! Thank You! Thank You! Thank You!

Thanks to *YOU* the word is spreading. Thanks to all of my clients and friends who graciously referred me to your friends and neighbors last month! See, rather than pester people with unwanted calls and visits, I build my business based on the positive comments and referrals from people just like you. I just couldn't do it without you!

<<list names of Friends in your practice or people who have sent you referrals (in bold)>>

## Important News About Blood Pressure

Here's important news about lowering your blood pressure! In a recent study that appears in the *Journal of Hypertension*, researchers evaluated 25 studies on the effects of dietary fiber and blood pressure. They found that adding fiber to a diet reduces both systolic (the top number in a blood pressure reading) and diastolic (the bottom number) blood pressure in patients with high blood pressure.

Today, over 50 million Americans and 1 billion people around the world have high blood pressure, so this finding comes as BIG news! Dietary fiber includes fruit, cereal, fiber pills, and vegetables. In the study, the fiber intake ranged from 3.8 grams per day to 125 grams per day. If you're concerned about lowering your blood pressure, you'll want to add more fruits, veggies, and cereal to your diet, exercise daily, and watch your weight. You'll be glad you did!

Listen To Agents Using Service For Life!® - Call Toll Free (800) 682-1120

## Thanks For The Kind Words...

<<insert a testimonial here>>

"I just wanted to write and let you know how much I appreciate all the hard work you did in selling our home. I couldn't have done it without you!"  
(Esther Harris)

## A Great Comedian!

Here's a tribute to a man who gave us the gift of laughter...BOB HOPE.

- ON TURNING 70 "You still chase women, but only downhill."
- ON TURNING 80 "That's the time of your life when even your birthday suit needs pressing."
- ON TURNING 90 "You know you're getting old when the candles cost more than the cake."
- ON TURNING 100 "I don't feel old. In fact I don't feel anything until noon. Then it's time for my nap."
- ON SAILORS "They spend the first six days of each week sowing their wild oats, then they go to church on Sunday and pray for crop failure."
- ON NEVER WINNING AN OSCAR "Welcome to the Academy Awards or, as it's called at my home, 'Passover'."
- ON WHY HE CHOSE SHOWBIZ FOR HIS CAREER When I was born, the doctor said to my mother, "Congratulations. You have an eight-pound ham."

## Brain Teaser Answer:

Words with double letters.

**THANK YOU** for reading my Service For Life!<sup>®</sup> personal newsletter. I wanted to produce a newsletter that has fun content and is valuable and beneficial to you. Your constructive feedback is always welcome.

**AND...** whether you're thinking of buying, selling, or financing real estate, or just want to stop by and say "Hi," I'd love to hear from you...

<<Your Name>>

<<Broker>>

<<Phone Number>>

<<Email Address>>

<<Web Site>>

# "Who Else Wants To Win <<Movie Tickets For Two>>"?

*Your chances to win are better than you think!*

Guess Who Won Last Month's Trivia Question? I'm pleased to announce the <<four>> lucky winners of last month's quiz. And the winners are...drum roll please: <<names of winners and towns>> were the first <<four>> people to correctly answer my quiz question...

## What actor won a Best Supporting Actor Oscar for his work in "A Fish Called Wanda"?

- a) Kevin Kline, b) Michael J. Fox, c) Joe Pesci, d) Hume Cronyn

The answer is "A," Kevin Kline. So let's move on to this month's trivia question...

## Who was the first woman correspondent on "60 Minutes"?

- a) Barbara Walters, b) Diane Sawyer, c) Meredith Vieira, d) Leslie Stahl

*The first <4 people> to call me with the correct answer will win! <<888-8888>>*

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## Real Estate Corner...

**Q. We've purchased a new house, and are selling our existing home. We don't have a lot of money to fix up our existing home before selling it. Do you have any inexpensive suggestions?**

My first suggestion is to deep-clean the house and "make it sparkle!" Here are a few more tricks of the trade to help you get the most for your money:

- If your master bedroom looks drab, add new linens, pillows, and shams to spice it up the bedroom and add a little color.
- Buy a bright colored shower curtain and rug to perk up a dull bathroom. Re-grout if your bathroom grout is chipped or discolored.
- Eliminate clutter. Remove photos, knickknacks, refrigerator magnets and other personal items. Organize your cabinets and closets.
- Clear off kitchen and bathroom counter tops. Put away appliances.
- Arrange your furniture so it focuses on your home's strongest feature (it may a view, a garden, flowers, or a painting). Remove excess furniture. Create a "model home" look, clean, attractive with well-place items.
- Dress up your rooms with attractive area rugs and framed prints.
- Install new light fixtures if they're damaged or unappealing.
- Paint your walls in neutral tones. Paint the front door if needed.
- Trim bushes and make sure the outside landscaping is neat and clean.

If you are in the market for a buying or selling a home and need competent and caring representation, please call me at <888-8888>.

*Listen To Agents Using Service For Life!<sup>®</sup> - Call Toll Free (800) 682-1120*

# Free Recorded Home Information – 24 Hours a Day

## Call Toll-Free 1-800-XXX-XXXX

Then Enter "Talking Ad" ID Number to Hear a Property Description

Enter Home Photo Here	Enter Home Photo Here	Enter Home Photo Here
Description and ID # Here	Description and ID # Here	Description and ID # Here
Enter Home Photo Here	Enter Home Photo Here	Enter Home Photo Here
Description and ID # Here	Description and ID # Here	Description and ID # Here

*Sample Insert*

**Call Now For Free Recorded Information And To Order Your FREE CONSUMER REPORTS (See Below) at 1-800-XXX-XXXX – Anytime 24 Hours A Day**  
***Or Call My Direct Line – Ask For <<Your Name>> at <<(xxx) xxx-xxxx>>***

*Free Consumer Report...*  
"8 Secrets For Saving  
Thousands When Finding,  
Buying And Financing  
Your Next Home"  
1-800-xxx-xxxx  
Enter ID # <<1234>>

*Free Consumer Report...*  
"How To Avoid 7 Costly  
Mistakes When Selling  
Your Home"  
1-800-xxx-xxxx  
Enter ID # <<1234>>

*Free Consumer Report...*  
"Home Sellers Guide To  
Money-Making Fix-Ups"  
1-800-xxx-xxxx  
Enter ID# <<1234>>

*Free Consumer Report...*  
"49 Essential Tips Every  
Buyer Should Know"  
1-800-xxx-xxxx  
Enter ID# <<1234>>

*Free Consumer Report...*  
"Secrets For Selling Your Home  
For Top Dollar With or With A  
Real Estate Agent"  
1-800-xxx-xxxx  
Enter ID# <<1234>>

*Free Consumer Report...*  
"44 Money-Making Tips  
For Preparing Your Home  
To Sell"  
1-800-xxx-xxxx  
Enter ID# <<1234>>

*Free Consumer Report...*  
"12 Questions To Ask Before  
Hiring Any Real Estate Agent"  
1-800-xxx-xxxx  
Enter ID# <<1234>>

*Free Consumer Report...*  
"7 Secrets For Saving  
Thousands When Financing  
Your Home"  
1-800-xxx-xxxx  
Enter ID# <<1234>>

**YOUR NAME HERE, REALTOR®**

Your Photo Here

Your Brokerage Logo and Address Here

Phone:  
Email:  
Web Site:

<<Your Name's...>>

# ***Insider's FREE Money-Saving Resources***

**“Here's Free Advice And Services For My Friends And Clients To Help Save You Valuable Time And Money. Never Feel Obligated, I'm Here To Help...”**

## **Free Consumer Reports:** *(order one or all)*

- Special Home Seller's Booklet: ***“How To Avoid 7 Costly Mistakes When Selling Your Home”***
- Special Home Seller's Booklet: ***“How To Sell Your Home For Top Dollar, With Or Without A REALTOR®”***
- Special Home Seller's Booklet: ***“44 Money-Making Tips For Preparing Your Home To Sell”***
- Special Home Buyer's Booklet: ***“8 Secrets For Saving Thousands When Finding, Buying And Financing Your Next Home.”***
- Special Consumer's Booklet: ***“12 Revealing Questions You Should Ask Before Hiring ANY REALTOR®”***

## **Free Consumer Resources:** *(money-saving guidance is just a phone call or fax away!)*

- Please send me your special <<***Insider's Market Analysis***>> showing home features, listing and sales prices for the most recent homes listed and sold in \_\_\_\_\_ (area or street).
- Please call me to share your Free, no obligation <<***Maximum Home Value Audit***>> to determine the top dollar market value of my home, and share strategies for selling it fast.
- Please call me to talk about your Free, no obligation <<***Preferred Home Locator Service***>> where your computers will search the market on an on-going basis for homes meeting the exact features, prices and areas I'm looking for.
- Please tell me the listing price for the home at \_\_\_\_\_.
- Please tell me how much the home at \_\_\_\_\_ Sold for.
- Please call me to talk about the many ways to affordably finance my next home.
- I need help finding a competent Service Provider for \_\_\_\_\_.

## **Thank You For Thinking Of Me!**

<<Name>>, I know someone thinking of buying or selling a home soon, and know you will provide them with an outstanding level of service as a caring and competent agent.

## **Share A FREE Subscription...**

<<Name>>, Please send a Free monthly subscription of your ***“Service For Life!”*** newsletter to the following person. Please also send them a friendly note with my best wishes, and explaining they can cancel any time they wish.

<<Name>> Please send the above requested information to:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## **3 Ways To Contact Me For These Helpful Resources And Services:**

- Call My Fast Response Line** at <<(222) 555-1212>>
- FAX This Form To My Private Fax Line** At <<(222) 555-1212>>
- SEND This Form To:** <<(Your Address)>>
- E-mail This Form To:** <<(Your E-mail Address)>>