

Seller Income Streams

How to Automatically Convert Seller Prospects Into Actual Rent to Own Listing Clients

By Rob Minton

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Foreword

In this guide, we will focus on converting sellers into actual Rent to Own Listings.

Included with this program, you'll find two powerful automated lead-conversion tools, which will help you convert prospects into Rent to Own Listing clients. These two lead-conversion tools are:

1. A compelling sales letter – FREE REPORT
2. A video sales letter - VIDEO

In this short guide, I'll help you get these two lead-conversion tools set up and operating in your business. Each sales tool will be a separate marketing campaign, but the conversion process for each is nearly identical.

In this guide have provided links for you to click on, so that you can play prospect and see how the process works from the prospect's point of view.

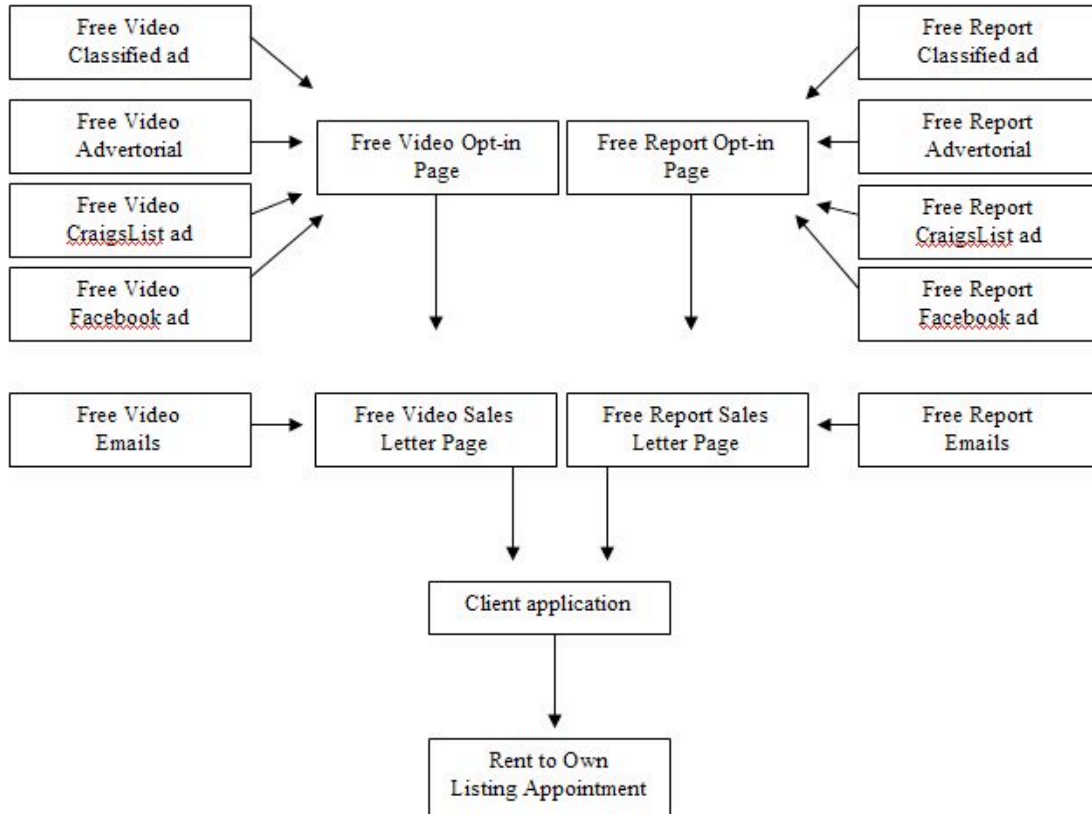
If you're not a computer person, I strongly suggest you hire someone else to get these two lead-conversion tools set up online in your business. It will save you a lot of time and hassle. These two lead conversion tools will automate your business and the longer you wait to get them setup, the more money you'll lose. I highly recommend Joe Mercadante for setting these up for you. I use him exclusively with my websites and he does an incredible job. Joe can be reached via email at:

<mailto:joem@myhomesellingteam.com>

Once you have these two lead-conversion tools set up, you can start getting new Rent to Own Listing clients using the emails and advertisements included in the marketing guide!

On the next page is an overview of how the process works. It might look more complicated than it actually is. Basically, you will run ads that drive prospects to an opt-in website where you will capture their contact information, then deliver a sales letter or sales video along with an "application" to become your client.

Here is the overview, which is also outlined in your Lead Generation Manual:



The ads you will use for this process can be found in your Lead Generation Manual. As you can see, various ads will drive leads to either an online sales letter or an online video sales letter.

The separate marketing campaigns for the sales letter and sales video exist for mainly two reasons:

1. Some people will respond to the free report who wouldn't respond to a free video; and some people will respond to the free video but not the report. Different things make people tick.
2. Having separate sales tools allows you to follow up with prospects without having to re-create the wheel. You could, for example, send a link to your sales video to your database of leads who responded to your "free report" ad but didn't turn in an application.

The mechanics of the two processes – or marketing funnels – are largely the same. You're just using different tools to automatically convert leads into clients.

Let's look at the process a little bit so that you can put these tools into play quickly.

The Free Report

Included with this program, you'll find a digital version free report titled "*How to Sell Your Home in Just 14 Days and for \$20,000 More Money.*" I've included the digital Word version of this report so you can modify it for your business. You can add your name, your company name, your fax number and other information. To do this, simply change the areas in ALL CAPS red print, and your sales letter will be personalized.

You will also have to do this with the Client Application, which is also included in digital Word format for you to customize.

I have also included with this program a Powerpoint presentation you can use to create your own video sales letter, or you can simply use the video I have recorded for you. Simply copy and paste the embedding code provided for you later in this manual, and you will be ready to go.

This free report and free videos are really disguised sales letters for your Rent to Own Listings Program. Our goal is to get prospects to "apply" to have you sell their home with a Rent to Own Program. This is why we have included an "application" at the end of the report. They should complete this application and send it to your office.

Obviously, every person who reads the report won't apply to become one of your clients. But a certain percentage will apply, and this is how we can pre-sell sellers for your Rent to Own Listing program.

Again, the ads included in the Lead-Generation manual of this program drive prospects to a simple, one-page opt-in website. This is so that you can capture the prospects' name and email address.

Below is a sample one-page, opt-in site for your free report:

FREE SPECIAL REPORT: "How to Sell Your Home in 14 Days for \$20,000 More Money!"

A new report has just been released which will show home sellers a unique way to sell their homes in just 14 days for \$20,000 more money.

- The 3 Reasons buyers aren't buying and what you can do to make your home sell quickly!
- Why the "old" school way of selling a home doesn't work in this tough market!
- How to completely eliminate price reductions and long market times!
- And a lot more!

[LEARN MORE](#)



To receive the special report titled "How to Sell Your Home in 14 Days & For \$20,000 More Money", add your first name & email address below and click the "Send My Report" button

Your First Name Here

Your Primary Email Here

[Send My Report!](#)

This FREE Report is courtesy of Paramount Wealth Group.

We respect your privacy and we will not sell or distribute your e-mail address

You can set up a page like this in just minutes for under \$30 a month at <http://www.UnlimitedSqueezePages.com>. If you should set up a website account, we can clone these websites into your account. Simply send an email with your account number to: support@renegademillionairestrategies.com

Tracking your website numbers is crucial to the overall success of your marketing. If you don't track your website numbers, you have no idea what is working in your business. You can't improve what you don't know. *Ignorance is not bliss in the marketing world.*

The goal of each one page website is simple – get visitors to submit their first name and email address. The software in this website automatically tracks your website conversions. **You should try and keep your conversion percentage above 30% at a bare minimum.** This means 30 people out of 100 enter their name and email address to receive the report.

QUICK TIP: For a quick video tutorial on how to import leads from your one-page website into your database, visit:
<http://www.renegademillionaireblog.com/import>

The application gets your prospect to “pre-screen” himself by providing answers to the questions, and you are finding out information about what that prospective client is looking for. But by forcing the client to fill out an application, you are also using the powerful tool known as “takeaway selling.” The sales letter and sales video create urgency and scarcity, and the application makes the prospect feel as though he or she should be fortunate to be selected for your Rent to Own Seller Listing service.

You’ll have to track your response rates for each sales tool. The goal is to have 5 to 15% of your prospects apply to become one of your seller clients. This means that your sales letter and video should generate between 5 and 15 client applications out of 100 foreclosure leads.

Once you receive the application, simply contact the seller to schedule a listing appointment.

Delivery options for the free report sales letter

There are a couple of online delivery options for your sales letter that have produced consistent results. The two delivery options are:

1. A “Thank you” page
2. A link to a PDF download page

Thank You Page

The “Thank You” page is the page the prospect is taken to immediately after they click the “Send the Report” button on your one-page opt-in site.

The page your prospect will be taken to is your sales letter. This will be an online version that includes a new client “application” at the end that your prospect can fill out and return to you.

Whether you set up the sales letter on a Web page yourself or you have someone do it for you, it is easy to connect it to your opt-in site as a thank you page.

If you use www.UnlimitedSqueezePages.com to set up your one-page opt-in pages, you will have the option to send the visitor to another page when they click the “Send the Report” button. You simply paste

the URL for your online sales letter into the software, and – voila – all visitors will be re-directed to your sales letter once they have given you their contact information. Here's where you'll go to set this up in UnlimitedSqueezePages.com

Project: Seller RTO Free Report

1 STEP 1: SET UP

Graphics

- Done [Select Your Template](#)
- Done [Select a Header](#)
- Done [Select a Photo](#)

Marketing Copy

- Done [Add/Edit Headlines](#)
- Done [Features and Benefits](#)
- Done [Description of Offer](#)
- Done [Welcome E-Mail](#)
- Done [Company Name](#)
- Done [Additional Text Fields](#)
- To-Do [Audio or Video Sales-Pitch](#)
- To-Do [Other Opt-in Features](#)

[Preview your template](#)

Final Touches

- Done [Exit-Survey](#)
- To-Do [Search Engine Optimization](#)
- To-Do [Advanced HTML \(Optional\)](#)
- Done [Change Project Name and Status](#)
- To-Do [Give us a Testimonial?](#)

After Opt-In Processing

- Done [Thank-You Page & Autoresponder Options](#)
- Done [Edit Built-In-Autoresponder E-Mails](#)
- To-Do [Notification Email \(New\)](#)

See the After Opt-In Processing Section? Click on the Thank-You Page & Autoresponder Options to send prospects to your sales letter thank you page.

You can also program in automatic emails from the marketing guide to be delivered to each prospect after they opt-in!

This is probably the simplest way to handle delivery of your sales letter. However, with a longer sales letter it may not be the most

effective. You might actually generate more Rent to Own Listing applications if you give the sales letter as a PDF through a download link.

Download Link

The other online method for delivering your sales letter is with a download link. This option is a little more involved than the simple thank you page sales letter, but it also gives you a little more flexibility.

You can see exactly how this works at by pretending to be a prospect for my website. Simply go to:

<http://www.FourteenDayReport.com>

Enter your name and email, and you'll see how I'm giving the report to prospects through a download link. I also have an email set up to email the prospect a download link to the person after they opt-in.

Before all else, the first thing you need to do in order to link to a downloadable sales letter is to convert the sales letter into a downloadable format. The most common file type for this is a PDF.

Once you customize the sales letter with your contact information, simply convert the Word document into a PDF file using Adobe Acrobat or software you can find online at www.acrobat.com (you can register for a free account that allows you to create PDFs).

Once the sales letter is converted to a PDF, simply upload it to a web server. It could be a page on your website or blog. Copy and paste the URL of the page, and you have a link for download of your PDF sales letter. A great resource for uploading documents and converting them to download links can be found at: <http://www.docstoc.com/upload/>

If you have an e-mail auto-responder, you can then set up your e-mail program to automatically send an e-mail containing the download link to the e-mail address entered into your form.

Your thank you page, instead of being the actual sales letter, could look something like this:

THANK YOU.

**Your request for this free report has been received and is being processed.
Be sure to check your e-mail inbox immediately.**

Why take this extra step when you can simply re-direct prospects to a thank you page with the sales letter? There are two main reasons:

1. **There is a perceived value in the prospect's eyes with a multi-page "report" that they can download.** They have responded to an ad for a free report. Instead of going to a different website, they receive a notification to check their inbox. They are delivered something they can download. And while not as "instant" as the report on a thank you page, it is still very timely.
2. **The prospect is forced to give you their real e-mail address.** If they want your report, they can't simply type anything into the form and be taken right to your sales letter. They must provide you with a valid email address.

(To take that a step further, you might have an auto-responder e-mail program that will force the prospect to confirm their e-mail address before being delivered the download link. This is called a "double opt-in" and will help ensure better deliverability of any future e-mails to this prospect.)

The downloadable PDF also gives you some flexibility. You could:

1. Post it as a "Free download" link on your other websites.
2. Write a blog post about how tough it is for sellers in today's market, offer a free report in the blog and link to the downloadable report.
3. Use it in article marketing the same way
4. Send the download link to your current database (whose e-mail addresses you already have) with marketing e-mails such as the ones found in your lead-generation manual.
5. Link to it as a "Recommended Resource" in your newsletter or ezine.

So why not just include the PDF as an attachment with e-mails you send? Well, an e-mail without an attachment is more likely to get

through spam filters than one with an attachment. And recipients are more likely to click on a link than open an attachment, even if it does get through.

The link allows you to deliver the report without sending an attachment, which increases deliverability of your report. That, in turn, means more people are seeing it.

The FREE Video Sales Letter

As is the case with your free report, your free video will be a sales letter (in video form) to which prospects are driven by various forms of marketing.

Like the free report funnel, your free video marketing funnel starts with the ads included in your lead-generation manual within this program. The ads direct prospects to a one-page opt-in site where they will enter their contact information. It will be identical to the opt-in site for the free report – shown in the section above – except it will say “Free Special Video” rather than “Free Report

Again, this page is put together in just minutes using the program at www.UnlimitedSqueezePages.com, just as the opt-in site for the sales letter is.

Keep in mind that you want at least a 30-percent conversion rate with this page, which means 30 people out of every 100 who visit the page give you their contact information. If you are not getting this kind of conversion rate, you might have to try different headlines until you arrive at one that converts at a high percentage.

You can pretend to be a prospect and see exactly how this video sales letter works by visiting:

<http://www.FourteenDayVideo.com>

Simply type in your name and email address and see what happens.

In a nutshell, I’ve created a PowerPoint presentation and a video you can use to get buyer and seller prospects to apply to become one of your Rent to Own listing clients.

I suggest take a few minutes to watch video included on the download page for this program. You can use this exact same video in your

marketing to convert more prospects into clients. This video is about 7 minutes long and is designed to get the person to apply to become one of your clients.

Delivery of the Video Sales Letter

Just as with the free report sales letter, you have a couple different options for delivering the video sales letter. These options are slightly different from the free report, in that instead of a download link, you would send a link to an actual web site where the video is hosted. So your two options are:

1. Video sales letter on the thank you page of the opt-in site
2. Send a link to the video sales letter web page

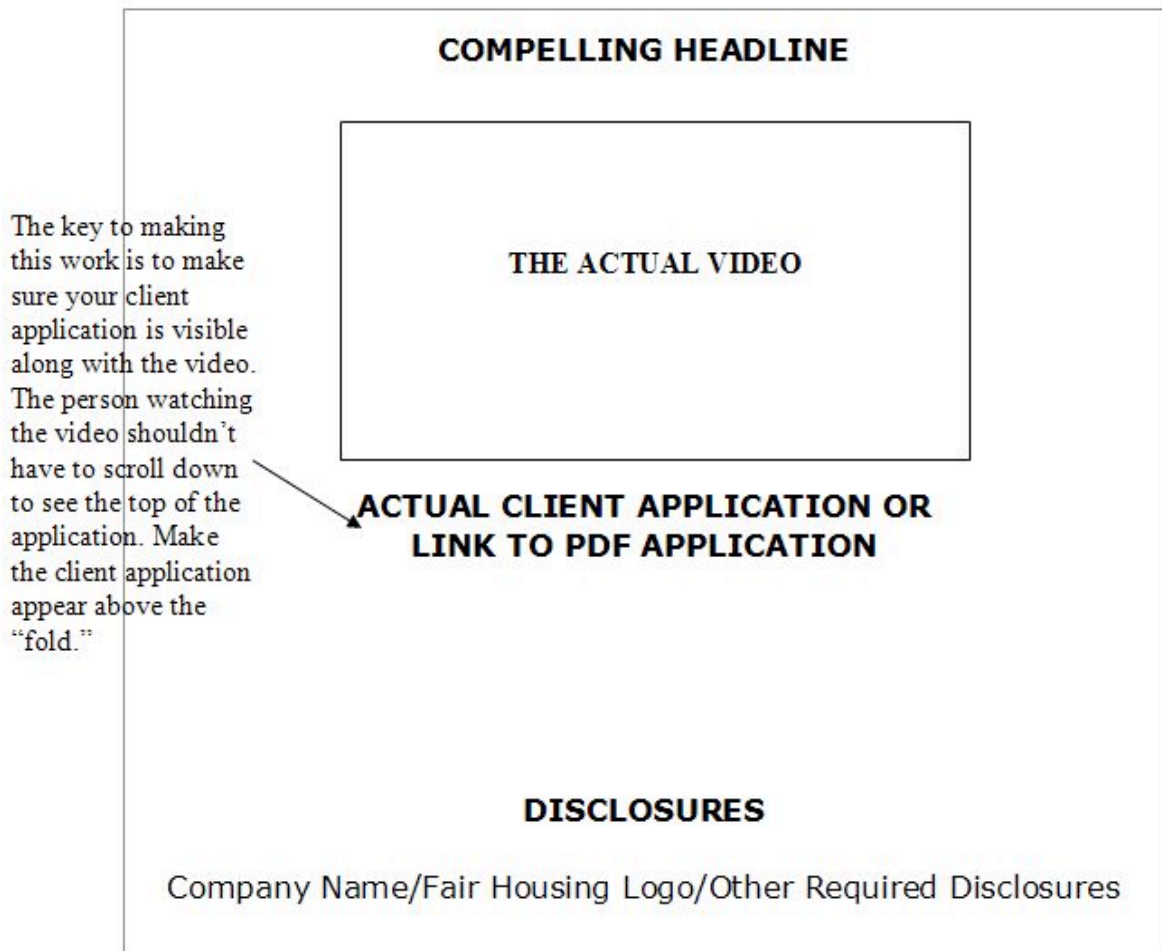
As with the free report, the simplest way is to set the video up on a web page, then make that page the "thank you" page for your opt-in site. There is one major difference between the free report and the video sales letter, however ...

IMPORTANT: The one major difference between the free report campaign and the free video campaign is the application. Because the sales letter is a video, there is no application included with it.

No matter what delivery option you choose, you must provide an application your prospect can physically fill out. The best way to do this would be to convert the same application as in your free report sales letter into a PDF, then upload it and provide a link to it on your video sales letter page.

WEB PAGE TEMPLATE

Try to set up your video sales letter webpage as follows:



This should be the template, with the link to a PDF application, no matter which method of delivery you choose, whether it's your thank you page or a stand-alone page you send a link to via e-mail.

I've been testing these videos for a few years. My previous layout was to have the video inserted above the long-copy compelling sales letter, kind of combining the free report campaign with the free video campaign. So the person would see the video and could then scroll down and read the sales letter.

I began testing a different layout and removed the sales letter from below the video. This new layout, as summarized above, is much more effective because it removes the long copy sales letter from the page. As it turns out, the long copy sales letter was distracting prospects from watching the actual video. They would probably have the video playing and would scroll down to read the sales letter, and it had a negative impact on conversions.

That is why I am presenting the free report sales letter and the video sales letter as separate marketing campaigns.

Setting Up Your Video Sales Letter Page

If you have a blog, you should be able to create a new page on your blog to host your video sales letter. Try and select the blank page template. The reason you want a blank page template is because you don't want your prospect distracted by anything else when watching this video. **They shouldn't see other blog posts, comments or advertisements.** Eliminate distractions on your video sales letter page to increase conversions.

You have a few choices in how you can put the video together.

1. The Powerpoint presentation for the video is included on the download page with this program. You can download this presentation and record your own video. I use Camtasia Studios software to record my videos. I think you can download a free 30-day trial copy of their software on their website. You can then put this video on your blog or another website.
2. You can simply use the video I recorded and load this on to your own website or blog. I've purposefully prepared this video so that anyone can use it. This is a lot harder than it sounds, because I've left out price ranges, types of homes, and area names. It's generic in terms of market area. Here's the html code you can use to embed this video into your own web page:

```
<script  
src="http://go.webvideoplayer.com/js/k0PYJCLd2SKZaVvEie9y27757"  
type="text/javascript"></script>
```

Simply copy and paste this website code into your web page and my video will be live on your site. You can do this on your blog in seconds.

Note: you'll have to add your own client application below the video or a link to a PDF application. You can simply upload a PDF application and link to it below the video.

3. The third way you can use this video is to create a video sales letter website using the template included above. You would have your own page, using my video and your own application below the video.

If you'd like help getting this set up, my web designer, Joe Mercadante can handle everything for you for a very reasonable price. He will prepare a video sales letter for you with the video exactly like the one included above. He will also set up your PDF application and the thank you page. If you'd like Joe to set this up for you, please send him an email at: <mailto:joem@myhomesellingteam.com>.

Again, no matter where you host your video sales letter, make sure it is a blank page, or as close to blank as possible – NO distractions – and include a simple download link for the application.

In Summary

When the lead-conversion systems provided in this guide are running in your business, you can say goodbye to prospecting. You can get clients at will. You can tell the pain-in-the-you-know-what clients to go to you-know-where. Your life and business will change when clients are replaceable.

These free report and video sales letter lead-conversion systems can add dozens of sales to your business.

With this program I've given you:

1. The Free Report (sales letter)
2. The Client Application
3. The Templates for all the Web sites you need
4. The Lead Generation ads
5. The PowerPoint presentation
6. A video you can use without having to record your own
7. Instructions for how to set everything up
8. Contact information for my personal web guy. He can put everything together for you.

Within this program, I've given you everything you need to create new, income streams in your business. When implemented, the system I've given you works.

What are you waiting for?

Go get a bunch of Rent to Own Listings!