

## Five Email Autoresponder Series

This is an autoresponder email series for a real estate guru marketing a unique real estate information product. These emails would be sent to people who opted in through a squeeze page in response to a PPC ad offering a free “Special Report” which is a strategy that works well in nearly any industry.

The tone of the emails is very direct, casual, conversational, but very blunt though always offering positive encouragement. Notice the personalization in the greeting, which typically raises clickthrough rates.

Email 1:

**Subject: = Get Off my Mailing List!**

Dear {Firstname},

This is Randy Poulson, by now you should have received all of your free real estate investor special reports that you signed up for. I wrote them for people just like you, so now I just have one simple question for you: **Have you read them?**

You see, most people will not read them, despite being extremely helpful. Despite the fact that they will absolutely help you land a much higher percentage of deals. But most people will keep doing what they are doing, and they will get more of what they have been getting. In fact 80% of people do nothing to ensure success in life, and they will always be **one paycheck away from poverty**. But you reached out for more information because you want to improve your lifestyle by improve your skills as a real estate investor. If you read the reports, then you are among the top 20% of people take action.

But that is only Step 1. Step 2 is about taking action. But if you aren't willing to read the information you requested, you might as well not have requested it at all. So if that's you – one of the 80% who never even try to succeed, then I want you to *remove yourself from my mailing list*. My emails are for **DOERS, WINNERS, and ACTION TAKERS**. Just go ahead and decide which group you are in. There is no wrong answer! But if you are in the 80% group, then don't waste your time or mine. Because every email from me after this one, is just going to bother you, because it is meant for the action takers only. If that is you, here is the link to unsubscribe! ([link](#))

But if you are in the 20% group of Action takers, then THANK YOU, and I look forward to sharing my knowledge with you to turn you into the best real estate investor you can possibly be! So stay on the lookout for my next email, where I give you **three of the most common questions motivated sellers ask, and the perfect response that will knock their socks off!**

Until then, happy Investing!

Dedicated to Your Real Estate Success,

-Randy Poulson

President, New Jersey REIA (proper name)

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Email 2:

**Subject = Three Straight Answers That Will Hit Home!**

Hi {name} in my last email, I promised to deliver three of the most common questions motivated sellers ask, and the perfect response that will really help increase your odds or making them comfortable enough to do business with you. Well here it is. Let's jump right in:

**Question #1: How do we know that we can trust you?** "Well, nothing I say will be as believable as what other past clients say about me, so I can put you in touch with a couple of property owners that I recently helped who will tell you that I am an honest person who does what he says he is going to do". *(If you don't have any past clients who can give you a testimonial, contact some of your friends and business associates for reference letters. But write the reference letter for them, and just ask them to sign it, if you make them do the work of writing, it won't ever get done).* Present the letters inside clear report covers in some kind of folio so it looks professional.

**Question #2: Why shouldn't we just list our house with a Realtor?** "You could if you would like, and that is certainly your right. But, why would you do that? I am already agreeing to pay you the same amount for your equity that you would receive if you were able to sell the house with a Realtor. Most importantly, I can settle in just a matter of days. What's more important to you right now... selling this house and finally solving your problem or taking the time to think about selling it with a Realtor which could easily take 6 months to 1 year to do, possibly longer?"

**Question #3: Why can't you go out and get a mortgage to buy my house?** "Due to the recent changes in the lending industry, lenders will not provide new financing to those individuals who have 4 mortgages on their credit report. At this point in time, I have more than 4 mortgages that I am servicing. Therefore, the quickest and easiest way for me to buy your house is by taking over your existing mortgage and continuing to service it like I am doing with all of the mortgages that are in my name."

Remember you don't have to use the exact words that I use, but definitely convey the main ideas and points, and make sure you speak it out loud a few times to practice. Keep your eyes open for my next email where I divulge why "positioning is absolutely critical to your investing success.

Until next time, stay motivated and keep learning to improve your real estate investing expertise, it will pay off!

Dedicated to Your Financial Success,

*Randy Poulson*

[www.DominateYourMarket.com](http://www.DominateYourMarket.com)

EMAIL 3:

**Subject: = You'll LOVE This Position...**

Hi {firstname}, in my last email I gave you great answers to help you address a motivated sellers biggest concerns. But how you position yourself will do more to put them at ease than anything else. What is positioning? It's the approach and attitude you take that about your place in the marketplace which your motivated sellers pick up on, to subconsciously determine how successful you are. Consider how you've been positioning yourself in your marketplace relative to other real estate investors. Do you feel desperate? Will you take any deal that comes along? Are you over-eager? Are you perhaps a little too easy to reach? Perception is everything.

You should be thinking about how you are viewed; whether or not you are putting yourself in a position of authority, as an expert. Remember that experts are in demand, they are confident, and they are a bit hard to reach. Everything you do should be slanted a bit to give the impression in your clients eyes (and subconsciously in your mind) that your time is limited (because it is), your time is very valuable (because it is), and you know it, and therefore you guard it zealously.

For example, the first time you set an appointment with a potential motivated seller, what do you convey about your schedule? That it is wide open, or that you have one just one opening tomorrow and one slot on the following day, so, which works best for them? Presume they want to book an appointment with you, but don't be a pompous ass about it. Don't ask an open ended question, which gives the impression that you have nothing better going on that to drop everything and come running. While that may be true, you don't want them to realize that. Otherwise, you've just lost some power and credibility in their eyes; you will have lost some potential bargaining leverage.

Instead, take the psychological position that you are the best in your industry, people are clamoring to business with you, that you can cherry-pick the deals you choose to take, and that your time is worth a small fortune, and you know it. The trick is to convey this without being a jerk about it. If you learn this skill, people will respond, because everyone wants to do business with a winner. And winners are busy - so appear to be very busy, even if you aren't!

Dedicated to Your Financial Success,

*Randy Poulson*

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EMAIL 4:

**Subject: = Why Do You Do It?**

Hi {firstname}, in my last email I shared with you how to position yourself as a real estate investor to be perceived as the “go to” person in your sellers’ minds. I hope you grasped the incredible value of that information and how you can use it to massively improve your chances of success. But I get asked all the time why I teach investors my little-known secrets to making money in buying houses. They ask “Randy, isn’t giving out your “learned-the-hard-way” information a business risk? Won’t you create competitors for yourself?”

Ya know, if my students can out-talk me to snag deals in my main areas of focus, then quite frankly, I’d deserve to lose out! But you know what? Even if that happened, *I’d still do it because it’s so rewarding!*” How would you feel if you got feedback like what’s written below - the result of me “spilling the beans” on **how to really buy homes from motivated sellers:**

“After spending literally over \$100,000.00 on my real estate investing education, including programs and boot camps, and more than two years of my time, I learned that the missing ingredient for me was learning *exactly what to say and how to talk to motivated sellers*. And that is what Randy’s program has given me. Using his program has given me the formula and confidence to finally take my real estate investing career to the next level. Randy’s strategies work...period!” - Keith Guenther, Cherry Hill, New Jersey

{firstname}, reading about Keith’s success and gratitude is rewarding and it makes me feel great! But what’s funny is that he thinks I did the work and that I deserve the credit. He couldn’t be more wrong! Because here’s the thing - I share my powerful money making secrets with hundreds of people each and every week, but only a few of them have the drive and the determination to actually take action and implement it! Keith was smart enough and motivated enough to do what has worked so well for so many others. He invested in himself, and as a result, his **future income has nowhere to go but UP!**

Keith took action when many well-intentioned people hesitate!

So you’re probably wondering what does this have to do with you? The connection should be clear: You must invest in yourself and take action if you want to experience what Keith has experienced.

**You can make some serious money as a real estate investor.** And you can do it with the same program that Keith invested in, and get the results he got.

Don’t make it complicated. Don’t reinvent the wheel. Just repeat what others have done for success, and you’ll be successful. It’s that simple! *Simple* works... simple will make you rich!

Are you ready to get serious about yourself, and your income, and start pulling in some *serious money* buying pretty houses?

**Congratulations on making a smart decision!** Next, just click the link below to reserve *your* spot in my “How to Make Millions Buying Houses Simply by Knowing What to Say” Coaching Program. There is no better investment you can make to fatten your bank account and feel great in the process!

Your success starts here: <http://dominateyourmarket.com/>

I can't wait to coach you to your own incredible financial success!

*Randy Poulson*

<http://dominateyourmarket.com/>

#### **EMAIL 5:**

**With just a few hours, you'll prove to yourself that it works...**

How much money did you make last year, {firstname}? Well, in just a few hours of listening to my material, everything will "click" and you'll know you're on the verge of making that amount EVERY MONTH!

This is Randy Poulson, and some of my pre-coaching students have been asking about my brand new "learn by hearing what works" audio CDs and the material in my "home study" Coaching Program.

So, in response to your questions, I put together this list of just a few of the many benefits that you'll not receive if you aren't in my "How to Make Millions Buying Houses Simply by Knowing What to Say" Personal Coaching Program...

Here's some of what you're missing out on:

- You'll learn how to speak like an accomplished, successful real estate entrepreneur and not like a "new, beginning investor"
- You'll learn how to speak like you've already completed dozens of transactions
- You'll learn how to buy and control houses because of the "words" you use in addition to the way in which you treat the homeowner
- You'll learn how to overcome your fear of answering the telephone and learn how to take complete control of every telephone conversation
- You'll learn what the one and only variable is you need to confirm while performing your due diligence prior to your appointment to see the seller's house
- Discover how to take complete control of every situation while you are in the seller's house
- You'll learn how to effectively speak to homeowners about their house in terms of "solving their problem" or "solving the problem they are facing"

- You'll learn why it's extremely important for homeowners to completely understand what you do... how you do it... and why you do it!!!

- You'll learn how to and overcome your fear of speaking to homeowners in person

- You'll learn how to overcome your fear of going into someone's house, and secrets to boost your confidence as you walk towards their front door.

- You'll have CD's to listen to on the way to your appointments, CD's that let you hear and practice exactly what to say to your motivated sellers!

- You'll learn how to quickly separate the "suspects" from the "prospects"

- You'll learn how to effectively build a rapport with everyone who calls you!

- You'll learn how to speak in a manner where homeowners have no choice but to admire you... respect you... and trust you!!!

PLUS you get over 10 CDs of audio of me speaking with motivated sellers, discussing terms, and you'll receive dozens recorded calls of role playing with my coaching students, not to mention my 3 CD Live Buying Houses Seminar, AND you will get personal access to me, as well as your very own one-on-one coaching call!

Imagine what it would **feel like to earn your current annual salary, but get it EVERY MONTH!** Imagine that! Seriously... you can do it, and when you do, I want you to photocopy that first massive check so we can showcase your success in the "Pretty Houses" Wall of Fame!

You're just seconds away the best value investment you ever make. If you're ready to make every month what now takes you ALL YEAR to make, then hustle over to the web page below where you'll get instant access to the "How to Make Millions Buying Houses Simply By Knowing What to Say" Personal Coaching Program.

<http://dominateyourmarket.com/>

I can't wait to coach you to financial success!

*Randy Poulson*

<http://dominateyourmarket.com/>

P.S: Oh, and fair notice - this investment is being offered at a large reduction, and when it goes up, I can no longer honor the current rate. When it's gone, it's gone!

P.P.S: Don't forget it comes with personal access to me and an unheard-of (but fully honored) 1000% guarantee! See you on the other side!