90 Day FSBO Campaign Quick Start Guide

Introduction

Agents who achieve the best results do so because they take action and implement. The best plans or intentions are useless unless you take action and do something with them.

Please stop everything else that you are doing, turn off or block out any distractions and take fifteen to twenty minutes to implement the steps in this quick start guide.

Step #1

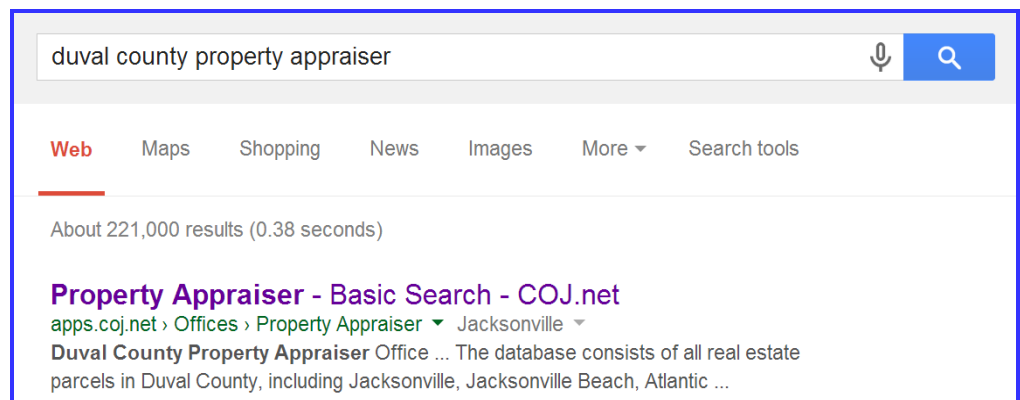### Compile Your List of FSBO Leads.

There are a couple of different options for doing this. See below:

Option #1:

Download the leads yourself from real estate ads. You can get a lot of FSBO Leads from Zillow, your local newspaper and Craigslist.

We have found that the FSBOs on Zillow are the most serious about selling their home and the most likely to list with you.
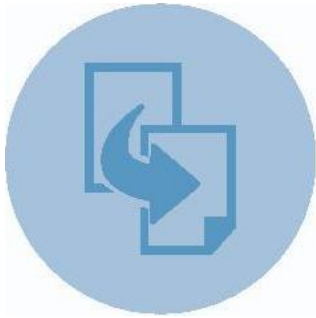
You can get the owner's information from your local property appraiser's or tax collector's website. Just Google "County Name Property Appraiser" and Google should pull up their website. See an example below.

A Quick Note: "Property Appraiser" is not the correct term in all areas. I have found that in some areas it is called "Tax Collector", "Property Assessor", or another similar name.

Option #2:

Buy a list of leads from a provider like Landvoice.com or TheRedex.com.

Step #2

Install The Fonts.

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There are 3 fonts that you will need for this funnel.

Becky Handwritten Font. We use this to make handwritten envelopes. It's basically a font you install on your computer that makes anything you type look like real handwriting.

When people see an envelope that's "handwritten", they are 5-10 times more likely to open it and read it. If you need help installing fonts, there's a quick and real easy article to follow on how to it.

Click here for the article.

The Dog Letter and the Crying Baby Letters will not format properly unless you have installed the font for that letter.
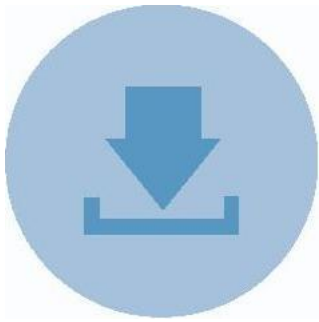
Becky Handwritten Font for the envelopes.

GoodDog Font for the Dog Letter.

ERASER FONT for the Child Letter.
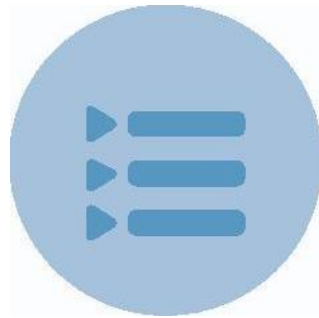
Becky Font Sample

GoodDog Font Sample

ERASER FONT SAMPLE

Step #3

Download the letters that you want to mail.

First, review the letters and remove any that you do not want to send out. Then, decide on which one you want to send out first and focus on mailing just that one. go thru all of the letter.

Step #4

Setup the Info Line to use in the letter.

Click here for instructions on how to do that.

Step #5

Setup The Domain Names For The Letters

Inside of the letters, you will notice that there is a domain name mentioned twice. These domains are going to lead people to the lead capture website for the report you are offering in the letter.

You will need to buy your own domain name and then replace it inside the letter. You will then need to forward that domain to the lead capture website (provided by us).

A. You will need to buy a domain similar to JacksonvilleSafetyTips.com and forward it to the lead capture page.

You can also use a domain name like JohnsSafetyTips.com.

B. Go here for instructions on how to setup a domain and point it to a landing page.

Step #6

Modify The Letters With Your Contact Information.

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Follow this guide to modify the letters.

Step #7

Print Your Letters.

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We print all of our letters in Black & White. A four page letter at seven cents a page costs 28 cents to print. That is more expensive than our bulk rate postage costs.

B & W costs us 1 cent per page. The printing savings pays the postage for another letter.

You can print the letters on your own printer. However, unless you have a high output printer this probably is not a good option.

We prefer to get 500-1,000 of these letters printed in bulk. It is so much easier to stuff 500 pre-printed letters into an envelope versus trying to match the name on the letter with the name on the envelope.

Office Depot and Kinko's both want to charge about 60 cents per page for color. That is $2.60 per letter. Ouch!

CopiesInColor.com will print color for 6 cents a page and Black & White for 2 cents a page. So, you can get a 3 page letter printed for 18 cents each.

We use them for our bulk printing and they do great work. That is less expensive than we can print them on our own high volume printer.

Step #8

Print Your Envelopes Using The Handwritten Font.

The best way to print the envelopes is to use a printer dedicated specifically to envelopes. We have tried printing envelopes on big commercial printers and also high speed laser printers.

The problem with most of those printers is that the heat from the larger, faster printers heats up the glue on the envelopes and glues the envelopes shut.

Microsoft Word will take your address list and automatically print all of your envelopes with the addresses on them using the handwritten font.

> The Epson XP 410 Printer is a great printer for printing envelopes. Another option that we have used is the HP DeskJet 5440 Photo Printer.
>
> It will print about 500 envelopes in an hour and even more importantly it does NOT heat up the glue and cause it to bind together.

If you are paying the full cost of a stamp, then use a real stamp. You will receive a better response rate with a real stamp versus using a Postage Meter on a Pitney Bowes Machine.

Follow this guide and print your envelopes.

Step #9

Have Someone Stuff All Your Letters And Mail Them Out.

We hire a high school kid to do this. It's a Win - Win for both of us. We get relatively low cost labor and they receive a little extra spending money and great job experience.

Step #10

What To Do When The FSBO Calls You.

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Our letter is setup so that most of the leads are going to use the Info Line or domain name that is in our letter.

When you receive a lead, call them back right away and use this script.

Step #11

Use The Ipad Listing Presentation To List The House.

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Here is a link to the iPad Presentation.

Do You Need Any Extra Help?

Here is how to contact support for more help.

Email: Support@CurryPrograms.com

Website: CurryPrograms.com

Phone: 386-752-6534