

"Hi, I'm Rick Brash with **Keller Williams** in Calgary, Canada and give me a minute or two so I can introduce you to one of the most important tools in my lead generation arsenal. I found this AUTOMATED system about 8 years ago and I've made hundreds of thousands of dollars using this simple and effective method. Read through this short report and you'll see how easy it is to duplicate this system."



**Attention Keller Williams Agents, this REPORT was written just for you:**

## **"HERE'S 10 VERY COMMON Mistakes Real Estate Agents Make."** (By AVOIDING them, your income can soar)

But first, are you one of those agents who describes your typical day as something like this...

- ☑ Hopelessly **TIED** to a cell phone or pager, at the mercy of it ringing constantly and having to answer calls at all hours of the day and night,
- ☑ So engrossed in work (showings, appointments, open houses, etc) that they **miss out on important family time** that only comes once,
- ☑ Constantly hunting for and then begging prospective buyers and sellers for business,
- ☑ Needlessly spending \$1,000's each month on **advertising that DOES NOT WORK...**

...isn't it true that this repetitive, old school behavior **ISN'T** producing the income it used to?

However, by making a few **SIMPLE FUNDAMENTAL** changes wouldn't this be better...?

- ☑ Earnings rise by 200 or 300% but **work time HAS DECREASED by 50%** thanks to an **AUTOPILOT** Lead Generation method.

**"Every Single Day My Phone Rings Over and Over and Over with...**

*...GOOD, "self-qualified" prospects who are calling me to buy or sell real estate. In fact, I haven't made a cold call in over eight years. Cold-calling and door-knocking or sitting at open houses or "networking" simply don't figure into the way I do business anymore. Trading time for money is frustrating and doesn't produce the results I need"*

**-Rick Brash**



- ✔ Closings up 25 to 85%,
- ✔ **Work fewer hours**, taking more personal time off, and enjoying more family time
- ✔ **SPEND LESS** but have a much more predictable outcome and a much better ROI (return on investment)

Sound Appealing??? Then keep reading and we'll show you how they've done it...

## **INCREASE your INCOME Substantially by REDUCING your time spent working!**

Dear Keller Williams Associate,

If you're like most of our clients who arrived on our virtual door step exhausted, stressed-out and fed up, you're probably also experiencing one or more of these other symptoms:

1. You're frustrated with the income you're taking home and/or the long, hard hours you put in day after day.
2. **You HATE cold prospecting**, think it's demeaning, inefficient and primitive.
3. **You can't seem to make the money you spend on advertising pay off** and feel caught between a rock and a hard place.
4. You're sick of being treated like a used car salesman, and tired of wasting time with prospects that just want to milk you for free information.
5. You're **close to burn-out**.
6. You've heard about "direct-offer marketing" but don't really understand how it's different or better, or don't know how to apply it in our specific circumstances.

### **I Love Real Estate Again!**

*"I just started with the AMS service and my 1<sup>st</sup> call resulted in a \$600,000 sale at 3% commission = \$18,000. Your Systems are much more efficient and increases business."*

**Lon Simmons  
Re/Max Results**

7. You're working so hard, putting in so many hours and using up so much energy that you're **sacrificing your personal and family relationships**, possibly your physical health.

So tell me, does this sound just a little too familiar? Are you reaching for the antacid to ease the queasiness even now? Don't worry. You're not alone.

## So, here's a practical, proven, piece-of-cake solution to your frustrations in this business.

Now before your skeptical alert sensor sounds, let me just say this is not a get-rich-quick solution. It won't replace meeting your clients, drawing up contracts, negotiating deals or any of the other things you like about being an agent. Heck, it won't even turn the coffee-maker on for you, but it will do one little thing so well that:

- ✔ **You'll never have to make a cold call again** - instead dozens of highly-qualified prospects will call you.
- ✔ You'll be able to **take weekends off** whenever you want to without decreasing your income.
- ✔ You will be able to **get out from under the ridiculous workload** most realtors like yourself suffer through. Most ARE working at least 3 times harder than necessary to earn a top income. You probably are too.
- ✔ You can choose to **do only those things you love and are good at** while the rest of your business runs smoothly and automatically without your constant monitoring.
- ✔ You'll be able to transform your career into a high-performance, low-stress **automatic cash machine** that easily gives you a high 6 figure income while allowing you to work 8 -15 hours per week less than you already do. Key word: **"AUTOMATIC"**
- ✔ **Your spouse or significant other will NOT resent your career, will be proud of your success, and supportive of your goals.**
- ✔ You will actually **HAVE FUN** in the real estate business.
- ✔ Your dog will recognize you when you come home at night

### STOP cold calling!

*"I ran [one ad using your system] and had 29 responses. I was shocked and almost scared of the overwhelming response.*

*I converted at least 50% of these into steady contacts."*

**Laree Bruehler  
Balistreri Realty**

Can you imagine what that would feel like? Wouldn't it be amazing if all of these dreams really could come true? Good news. They can and HAVE for dozens of AMS' clients.

# SO WHAT IS THE BIG SECRET?

*(drum roll please...)*

## At Last, Someone Has Finally Created An AUTOMATED Marketing System That Actually Works!

*(Note the word "Automated")*

Don't believe us? Just ask Rick Brash how well the system has worked for him. In fact we did. Not long ago, we asked Rick to track his numbers generated from the system and we were astonished when we discovered he generated over 3700 leads in just 3 months which resulted in an additional income of about \$250,000

*"Thanks to AMS, my life has become fun, easy and profitable. Best of all, the freedom you've given me through your technology has allowed me complete control of my life, my business, and most importantly my income. Now every day I'm thrilled to come to work because it doesn't even feel like work and what more could you ask for? –*

*Rick Brash*

**If you want to catapult your earning potential like Rick did, without giving up your life for your work, then you need a predictable, Lead Generation Marketing System in place!!**

But Rick isn't the only Agent enjoying this kind of success. In fact many other Real Estate Agents are getting the same type of results as Rick, using the very same system. The key is having a "system"!!

That's where this special report comes in. As you read through the next several pages, I'll walk you through the most common pitfalls in marketing and how you can effortlessly avoid them with this simple system. As you absorb this information, you will learn:

- How you can **generate a Constant Stream of NEW Real Estate Leads** without dramatically increasing the time or money you invest in your lead generation.

- How you can **increase the value of your existing client base, by up to 83%** with a no-effort stay-in-touch system.
- How you can **put all of your marketing efforts on "auto-pilot"** so they run perfectly 24 hours a day, 7 days a week with no extra effort on your part.
- How you can turn casual home lookers into ready to sign clients without even talking to them.
- How you can **reclaim your life and time** while increasing your success as a Real Estate Agent, and much, much more!

With all that said I urge you to take the time and carefully read every word in this report. Even if you have no interest whatsoever in our system, you'll get some of the **best marketing advice anywhere!** Advice that could mean the difference between keeping the lifestyle you're living and getting the lifestyle you've always wanted...at least that's what our clients keep telling us! Let's get started...

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## ***Chapter 1...***

### ***Whatever you do, NEVER Underestimate the Power of Marketing.***

When you first became an agent, whether working for yourself or someone else, you probably thought "technical" knowledge about the real estate industry was all you really needed to be successful.

That expertise and "professionalism" would be the keys to your success.

That customers would seek you out when they heard how "good" you were.

Perhaps you set up an office of your own. You had phone lines and equipment installed. You learned to make coffee, your way. Then, you sat down and perused the phone book to start making cold calls, or got the Yellow Pages rep in to see you.

You may have had ideas in mind about "personal promotion," or other image-building techniques.

Most certainly, you had all kinds of information about how to be "the best" in your field. And that, with a few ads, some phone calls and publicity, the world would pay attention and, indeed, beat a path to your door!

**But something happened that you didn't expect.**

Even though you have a great business, and are one of the best in your field...people

**No More  
Phone Calls  
At Odd  
Hours.**

*"It has fielded over 100 calls for me within one month, and I can check at my leisure who has left me a message."*

**Daryn Berman  
Coldwell Banker**

haven't beaten a path to your door! In fact, the hardest thing about being in business IS getting people to buy from you!

So what gives? Well, the fact is - and it's a very important fact that every business person must grasp - **you're not in the business you think you're in.** You're not in the real estate business as much as you're in the business of...

**Lester sent follow-up mailings to a woman who only contacted him for the information in his free report and has since sold her almost \$2 million worth of property.**

*"And to think we've been using your Hotlines and Voice Broadcasting for less than eight months.*

*Your system provides great lead tracking and better utilization of advertising dollars because now we know what is bringing in leads!"*

**Lester Cox  
Phoenix, Arizona**

## **MARKETING YOUR PROFESSIONAL SERVICES!**

It's true. No matter what business you're in, no matter what you sell, you're not really in that business! You're in the marketing of that business!

So, what does this mean?

Well, it means you must tweak your thinking. You must realize that you are a marketer first and an agent, broker or whatever second. Acceptance of your role as a marketer is paramount.

In fact, the best agents out there would agree it's **the only way to change the size of your bank account** and gain success otherwise unattainable.

Let's face it, in any business...and yours is no different...the best marketer wins!

Period.

It's always been true and always will be true.

But beware this caveat. No matter how terrific your marketing is, it can't and won't make up for substandard services.

That means you must not only work to be the best marketer; you must also work to be the best realtor, broker, or franchisor as well. Luckily the second, and hardest, part of that equation comes naturally to you!

As you continue moving along in this course, keep in mind that **the kind of marketing we teach here is different from anything you may have seen or heard before.**

First of all, we show you how it can be fun! Fun, because it's easy, and fun, because it works!

As you read through the system and learn our marketing techniques,

## **25 Closings In 9 Months!**

*"Using the Information Line, USP Line, and Voice Broadcasting for 9 months and this has lead to over 25 sales. I have Greater freedom, more control of calls, and more qualified leads."*

**Charlotte Garland  
Real Estate One**



you'll quickly recognize there are **just two ways to market:**

1. **Traditional, wasteful, pushy ways that leave you feeling stressed**
2. **Inexpensive, response-oriented ways that leave you feeling great – and your bank account feeling greater!**

Of course we're going to focus on # 2.

At AMS our secret to effective marketing is known as direct response a.k.a "successful" marketing. Our tactics are never sleazy or obnoxious, but simply ways to market products and services so people are touched emotionally and respond accordingly.

I'll confess up front that they are quite different from anything you've probably seen in the past, but then again, so was the eight-track, tape cassette, CD and now MP3 when they all arrived on the scene!

Of course everyone knows the fact that you're even reading this report is a clear indication that "different" doesn't scare you.

So, let's hit the road! Fasten your seat belt, and open your mind; we're taking a marketing drive!

## ***Chapter #2:***

### ***Image Advertising and Name Recognition Alone Do Not Make Telephones Ring!***

Have you ever asked other agents you know or who work in your office what the response ratios are when compared to their advertising dollar?

If so, I'm betting the answer went something like this, "I have no idea. Most of my business comes from referrals."

Now, don't get me wrong. Referrals are great, but they're only one tiny piece of the marketing pie. Relying on them exclusively is like taking home 25% of the pie when you could have taken it all...if you'd only bothered to stick your fork in the other half.

**And that's the difference between the "average agent" and you!** Fortunately, you're becoming one of the few agents smart enough to realize it just doesn't make sense to leave money on the table when it's so easy to take it all home.



**My Results  
Are  
Incredible!**

*"I've never got 42 calls off of an ad before....I use my **Direct Response AMS [Services]** on absolutely everything I use including flyers, newspapers and even the Internet."*

**Daniel Passante  
Concord, ON**

## How Successful Are Your Marketing Mentors?

(Hint: If your answer wasn't, "Fan-freaking-tastic," you'll probably want to keep reading.)

Now, I know what you're thinking, "If your marketing tricks are so easy, why isn't everyone using them?" Because everyone doesn't know about them. Because, unlike you, **most people would rather fail following the crowd than succeed by being different.** Think about it. Who taught you, and nearly every other realtor out there, how to market?

Professors (who don't have anything to market), big corporations (who play by an entirely different set of rules), advertising agencies (who have their own agendas), peers (who aren't exactly raking in the dough), mentors (who've been in the business for 20+ years and still couldn't retire tomorrow if they wanted to), who else???

### Dennis Will Never Go Back To The Old Way Of Advertising!

*"I have 30 or 40 messages to return every single Monday morning--what a way to start the week! Absolutely the best tool you could have... 70% of all my listings are coming from the AMS [Services]."*

Dennis Marks, Boxford, Ma

In the world of theory, like at colleges and big corporations, the "rules" about advertising and making money in business make a lot of sense. The only problem is you don't operate in the land of academia or with a Fortune 500's budget. You see, no amount of "Getting your name out there" is going to matter if it isn't creating immediate responses. Not unless you've got a private investor willing to bankroll a multi-million dollar name saturation campaign for you. And even

then, why waste the money when you don't have to???

## Is it any wonder then that 95% of new businesses and salespeople fail within two years?

Is it any mystery why over 95% of all small business owners and salespeople who manage to stick around make less than \$100K a year...and less than 1% of these make more than \$250,000 a year? That salespeople nationwide average less than \$40,000?

Most businesses are filled with people who struggle for each and every customer or client.

Why? Because they've never had the kind of "real world" training in marketing, psychology and advertising needed to make the phone ring and bring in business. Instead, they buy into the myth that says, "If you build it, they will come."

Sorry folks. It just doesn't work like that! Not if you aren't prepared to sink BIG MONEY into advertising and personal promotion.

### 3 Ads, 20 Leads, 2 Buyers. Not A Bad ROI!

*"Have run only 3 Classified ads so far. Have gotten over 20 leads so far and two buyers under Buyer Exclusive Agency contract, one of whom is an investor that has placed 2 properties under contract and plans to buy up to 5 more!"*

Chris Eagan  
Paul Semonin Realtors



## If you learn nothing else from us, I hope you realize...

...every dollar spent on marketing or advertising - regardless of form or medium - should be immediately returned to you with a profit added to it. If not, it's a waste of money...your hard-earned money!

Does that mean you can't spend money on image advertising? That's entirely up to you. But I can honestly say we have members, who have been in business for years, who completely abandoned their traditional image ads when they doubled and even quadrupled their response rates using our formula for success. They never did look back.

Instead of spending \$350 on an image ad that generates no calls or prospects, they spend that same money **running direct response ads that generate thirty or more calls every time!**

But don't take my word for it. Take our happy customers'

And believe me; once you've gotten a taste of that kind of success, it's hard to go back to "wish-and-pray" marketing.

### ***Chapter #3:***

#### ***If You Want Your Phone To Ring, Your Advertising Must Get People's Attention...And Arouse Emotions!***

If you don't do anything else from this special report, remember to follow this proven five-step formula in every bit of marketing and advertising you do!

1. **Get Attention!**
2. **Arouse interest and emotion.**
3. **Tell an interesting story in a believable way.**
4. **Offer an incentive to take action...NOW.**
5. **Ask for action, and make it easy for people to take it.**

The first, and most important, step is to get attention. Your advertising will not stimulate responses unless it gets read. It will not be read if it is not noticed. And, it will not be noticed unless it...

#### **Gets People's Attention!**

See, what I mean?

Just check out the cover of a Cosmopolitan Magazine or any successful publication for more proof. Love, hate, murder, fear, anger, beauty, money, sex, power, control, passion, ecstasy, betrayal and lots more, are the emotional ingredients of headlines that get attention and get read.

**In Fact, 80 - 90% Of The Success Of Any Ad Is The Direct Result Of How Well The Headline Gets...Attention!!!**

Read the headlines from the publications I mentioned the next time you go to the store. You'll see they ALL read something like this:

**Ten Ways To Keep Your Man Happy!  
Drop Ten Pounds In Two Weeks – Without Dieting!  
O.J.'s Shocking Revelation Sinks Defense!  
How To Double Your Money In One Year!  
The Amazing Truth About Breast Cancer:  
What Your Doctor Hasn't Told You!**

Sound familiar?

Now don't worry if these headlines sound too "smarmy" for a realtor like you. The words probably are, but the formula isn't.

Whether or not you read, like, or even approve of any of the publications we just discussed, the fact is you'd have to be blind to get past a magazine rack or grocery checkout line without at least noticing these covers and attention-getting headlines.

Can you say the same about your advertising?

The truth is...

**Emotions attract more interest and create more CLOSING opportunities than logic ever will!**

The biggest mistake you can make in your marketing is to use a straightforward, "professional" approach that attempts to appeal to people's sensibilities. When it comes to generating leads and closing sales, **emotions are what motivate people. Logic just gives them the excuse they need.**



**His Biggest Challenge Is Keeping Up With The Leads**

*"We get anywhere from 60 to 80 requests per month... We've got more leads than we know what to do with... Our challenge is keeping up with the leads."*

*Erick Putoto  
Kamloops, BC*

**A Lesson On How Not To Bore Your Prospects**

Look at the example below. What two words immediately come to mind when you read it? How about, "WHO CARES???"

**Packkeys Carpet Cleaning**  
**Best In San Rafael! Established 1979!**  
**We Will Not Be Undersold! Lowest Prices, Best Work!**

- ✓ Steam Cleaning!
- ✓ Spot Removal!
- ✓ Upholstery!
- ✓ No Job Too Small!

Call 666-234-3456 – Ask Us About Our Introductory Special – 3 Rooms Only \$56!

Maybe now you're beginning to see the reason that seems common with FAILING advertising and marketing campaigns? Don't forget, it's first and foremost job is to attract interest from the reader NOT try to sell something

This carpet cleaning ad is just another example of the deadly dull advertising that proliferates in any Yellow Pages book anywhere in the country. Boring. Boring. Boring. Seriously, can you spot one truly noticeable or compelling reason for a prospect to pick up the telephone and call this company?

## Great Headlines Are The Gateway To Sales

*Cosmopolitan* uses them.  
*People Magazine* uses them.  
*Readers Digest* does too!

And the formula is the exact same one we recommend for creating an ad.

1. **Get attention!**
2. **Arouse interest and emotion.**
3. **Tell an interesting story in a believable way.**
4. **Offer an incentive to take action...NOW.**
5. **Ask for action, and make it easy for people to take it.**

Take a look at the postcard below. Do you see how it follows the five-step formula?

### **WARNING - Don't Hire Any Real Estate Professional Until You Read This FREE Report!**

**Anytown, ST** - Did you know that all agents are not the same? And, if you need to get some help selling your home, you need to be sure about who you're dealing with before you make any moves! Most people really don't know what questions to ask or what things they should be aware of. When it comes to your home and its sale, you had better know!  
Picking the right agent can be wonderful,

but picking the wrong one can be a big mistake. In today's economy, you cannot afford to take any chances with the wrong advice or the wrong advisor. We have prepared a FREE REPORT called "The Nine Questions You Must Ask Agents Before You Hire Them!" To get a FREE copy of this report, call 1-800-666-1040, 24 hours, for a FREE RECORDED MESSAGE. Call NOW...and find out the questions most agents would prefer you never asked them about!

(\*Note: Don't worry about the "FREE recorded message." I'll explain that in full detail shortly.)

## There is a HUGE difference between spending money on "getting your name out there" and investing in marketing that gets people to CALL YOU!

As you can see, this type of advertising is different. It gets people's attention. It creates curiosity.

Later on in this special report you'll learn exactly how to duplicate and use this type of ad to start your phone ringing off the hook. But for now, we just want you to begin to see the new paradigm and the new way of marketing awaiting you!

### ***Chapter #4:***

#### ***News-Style Advertising Gets Up To 500% Greater Response Than Image And Name Recognition Advertising!***

Yes, you read right. It's a proven advertising fact. News-style advertising gets up to 500% greater response than color brochures, business cards, and all other forms of product or image advertising. Do you know why?

**News style advertising doesn't look like advertising! It looks like news.**

Very few people read advertising...but a lot of people read news and other stories. That doesn't mean traditional advertising will never work or won't work well. It just means using news-like ads to slip past your prospect's radar, and to give yourself a fighting chance in the competition for their attention, will work far better, more often and more quickly.

Take a look at this sample ad, and you'll start to get the idea.

**Warning! Do Not Hire A Real Estate Agent Until You Read This FREE Report!**

Buying or selling a home is probably one of the most important decisions in your life. If you make any one of the 10 biggest mistakes homebuyers and sellers usually make, you could cost yourself thousands, or even tens of thousands, of dollars in needless expenses!

Don't take a single step without getting a copy of this FREE REPORT that reveals the hidden Secrets most real estate agents never tell you! Call 1-800-XXX-XXXX, 24 hrs. for a FREE RECORDED MESSAGE to find out what no one else wants you to know!

See how this ad has:

- No graphics
- No pictures
- No slogans

- No logos
- No "image," etc.

All it has is a headline, copy, and a non-threatening response device. (\*Note: I'll explain what a "FREE recorded message" is and how to use them effectively in just a bit.)

Want to know how well this type of advertising really works? Just take a look at this, all too common case study.

### **Josh Received 40 Times More Calls Using A "News" Ad**

In a test run, Josh ran a \$650 large, typical ad with his picture, a laundry list of services, and a "catchy" slogan. On the same page, he ran a much smaller ad based on our methods, which only cost \$75.

The result? He got two calls from the "normal, image" ad and 84 calls from the tiny, emotional, editorial, "unprofessional" ad!

## **Chapter #5:**

### **You Must Have A Non-Threatening, Appealing Offer!**

The highest and best purpose of advertising is to get people to respond. To make your phone ring. To get qualified clients and customers to come in or call you to do business.

To get them to respond so you can contact them!

#### **This Stuff Really Works!**

*"24 calls in 2 weeks. Zero calls before. I have new leads rolling in daily."*

**Olin Ford**

Every single business card, letter, post card, advertisement, flyer or report that leaves your office should be solely designed to make your phone ring. It should always include an interesting story or appealing offer that motivates prospects to call you!

You'll notice as you go through the entire system here, our ads and marketing pieces that we recommend always offer a "FREE report."

Why a FREE report? Because FREE reports are things people want!

You see, if your headline draws them into the copy, but the copy ends with a boring close, or says, "Call our office for more information," you're going to lose their interest. For most people, as ridiculous as it sounds, that's just too much trouble.

Offering them a "FREE report," however, seems to be the easiest way to get people to

respond because..

1) it's free and

2) it explains more about what piqued their curiosity in the headline and the ad to start with.

**But the real trick is the “non-threatening” nature of the offer.**

You see if you used an ad or mailer that offers a chance to talk to you, many people-even those who are interested-might not call because they are afraid of having a pushy "salesperson" maul them.

(FYI, it doesn't matter if you're not that type of salesperson. There are so many who are that most people don't want to take the risk...particularly if they are only mildly curious at this point.)

## ***Chapter #6***

### ***How To Automate Your Lead Generation And Follow-Up With A Multi-Step Process***

At last, we're getting to **the meat of this special report and the secret to easy, systematized marketing!** In direct marketing, it's called the multi-step process.

But, for the sake of clarity, let me start by explaining the opposite of multi-step marketing first...single-step marketing.

Some examples of this include:

1. Sending out a neighborhood-wide flyer, telling people about a neighbor's home that has just been sold by you
2. Running a one-time ad in a local paper advertising your services
3. Doing a single postcard mailing to thousands of homes
4. Distributing door-hangers throughout a neighborhood

In other words, anything where you do a single step in the hope that you will get responses. Even if you run the same ad multiple times or send the same postcard multiple times, you're still running a single-step campaign. Why? Because you're expecting the same message, delivered the same way, to produce sales. Unfortunately, it just doesn't work like that.

**Selling is a *process* not an *event*.** More than 95% of all prospects you encounter are NOT ready to parachute off that cliff of “decision.” They are plodding along, bit-by-bit, slowly approaching the edge, working up the nerve to make that leap. And if they're standing 150 feet from the edge, giving 'em one good shove, isn't going to send them over...plus

they'll be really, really annoyed with you. So you have to coax them, lead them, entice them step-by-step, and here's the kicker, OVER TIME!

How? With a multi-step marketing campaign that allows them to get comfortable with you, your services, your products and your trustworthiness!

The secret to direct response marketing then is to use little, bite-size chunks so your prospects are responding to what is easy and non-threatening...allowing them to get comfortable with you and the decision they need to make by taking baby steps, one at a time.

As an example, let's say you run this ad:

**"Tired Of Leaving Money On The Table  
When You Sell A Property?"**

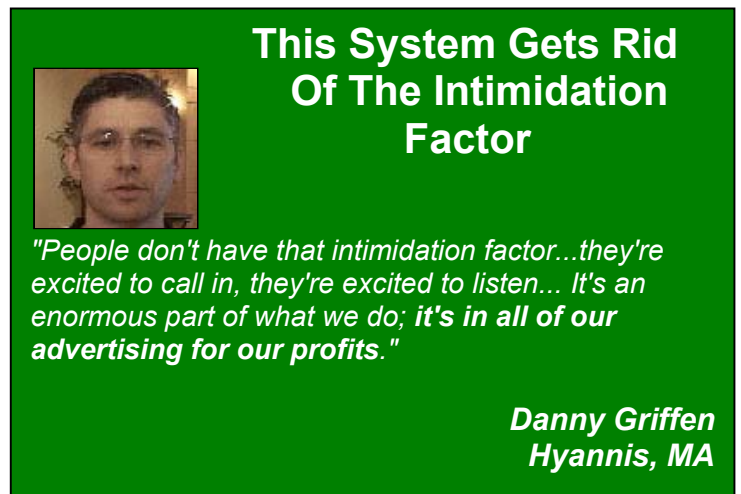
*If so, call 1-800-XXX-XXXX, 24 hours, for a FREE recorded message to get a copy of an amazing report that reveals the secrets of how to walk away a winner every time. Discover what other real estate agents won't tell you!"*

When you run that ad in the paper, what is the purpose of that ad? Is the purpose of that ad to sell a product? Is the purpose of that ad to secure an appointment for a presentation?

**No - the purpose of that ad is one thing only - to get people to call your toll-free number and listen to the recorded message!**

Now when prospects call the toll-free number and listen to the message, what's the purpose there? Is the purpose of the message to make a sale or get a client? No - again, the purpose of the message is only to get people to leave their names and addresses.

Once prospects leave their names and addresses, and we get their phone number through



**This System Gets Rid  
Of The Intimidation  
Factor**

*"People don't have that intimidation factor...they're excited to call in, they're excited to listen... It's an enormous part of what we do; it's in all of our advertising for our profits."*

**Danny Griffen  
Hyannis, MA**

the Caller ID. So then, what is the purpose of the follow-up that we do on the phone and with the report?

Is it to sell? Is it to get prospects to hire you? No - the purpose of the report going out is to get people familiar with you, and to get them familiar with what you have to offer, and to answer the questions they have.

You see, the bottom line is that people are afraid and confused. **The old single-step marketing - the old "shove it in their face" approach, does not work.** For the present and the future, to get people interested and wanting to do business with you, repeatedly, you have to take it slow and easy! Remember the sale is a process not an event. And you cannot expect your marketing to do things that it is not capable of doing.

For more clarification, take a look at this sample flow chart (from the customers' point of view) for a multi-step campaign with recorded messages:

### Multi-Step Marketing Campaign Flow Chart

- ❖ **Step 1** - A headline in a publication interests you.
- ❖ **Step 2** - You stopped and read the ad, either entirely or partially.
- ❖ **Step 3** - You were encouraged to call a toll-free number and listen to a pre-recorded message.
- ❖ **Step 4** - You listened to the message and left your name and address.
- ❖ **Step 5** - You received a report in the mail.
- ❖ **Step 6** - The headline of the report got your interest and made you want to read it.
- ❖ **Step 7** - You read the copy of the report.
- ❖ **Step 8** - You called the business to ask a question, but don't go into the business.
- ❖ **Step 9** - You received a second report or postcard or special article or whatever.
- ❖ **Step 10** - You received a third report or postcard or special article or whatever.
- ❖ **Step 11** - You receive a newsletter.
- ❖ **Step 12** - You make a decision to call the realtor who's provided you with consistent contact and tons of great information in a non-threatening, easy-going way.

**"I'll Never Go Back To  
The Old Way Of  
Generating Leads!"**

*"I've Used the Hotlines  
for about 2 1/2 years now,  
and it has generated  
thousands of leads...gives out  
all the information for me  
without me being there. I  
record something one time and  
then I'm done. I'll have the  
hotline forever."*



**Doreen Phillips**  
Fredericksburg, VA

Now does this mean your prospects have to go through this process before contacting you? Not necessarily. Your sequence may be only 3, 5, 8, or 10 steps. Or it could be more. **The point is to "touch" your prospects again and again until they are ready to make the decision.**

How will you know when you've reached that magic number? Unfortunately there's no way to say for certain, but the example illustrated below is an excellent formula for getting started.

## Average about 20 Leads Per Month Over The Next 6 Months And Benefit From over a THOUSAND Automated “Touches” using your personal Keller Williams branded 33 Touch Automated system

If the prospect of creating an outstanding 33 touch type program is important to you but seems a little intimidating, don’t worry. Once you set it up the first time, your system is put on autopilot reducing your workload to almost zilch. And you can edit it, add to it, change it or even continually update it as much as you need to or want to.

What really is the magic behind a successful, constant touch system? It’s simple. The person you are touching over and over again continues to see you over and over again and this practice gives you “TOP OF MIND” consciousness in the prospects mind.

Just take a look at this real simple example to see the results for yourself:

Month	Leads Generated	Automated Touches / month	Appointments generated	Transactions
Jan	10	2 - 20	2	2
Feb	15	3 - 45	2	2
March	15	3 - 45	3	3
April	30	4 - 120	3	3
May	30	3 - 90	3	3
June	25	4 - 100	4	4
July	25	4 - 100	5	5
August	25	4 - 100	5	8
September	20	3 - 60	4	4
October	20	3 - 60	3	3
November	15	4 - 60	2	2
December	12	4 - 48	2	2
<b>Automated totals</b>	<b>242</b>	<b>848</b>	<b>38</b>	<b>41</b>

Now remember, this is an AUTOMATED touch, the touches in this program DON’T include your face to face discussions and your monthly calls made during power hour. This automated approach takes over so the prospects who’ve come your way are well taken care of without you having to make every touch or every contact personally.

Believe it or not, statistics show you'll close up to 75% more sales just by staying in touch and being a presence in the life-cycle of their decision-making process. In the case of prospecting, out of sight really is out of mind.

## **Chapter #7:**

### **AUTOMATIC MONEY MAKING SECRETS: THE MIRACLE OF RECORDED MESSAGES!**

So what exactly is a recorded message? It's a message (recorded in your voice or someone else's) that automatically starts running when someone calls your special 1-800 number. Kind of like your answering machine. Here's an example:

*"Thank you for calling the (Keller Williams Ocean Realty) Information Line. Whether you need to purchase a home or sell one, let us send you some proprietary information that can literally save you thousands of dollars by sharing little known, legal techniques for getting the best deal out there. To get a FREE copy of this report, please leave your name and address after the tone, and we'll send it right out to you. Please speak slowly and spell any uncommon names so we get your mailing information right. If you have an email address, we'd appreciate it if you'd leave that as well, so we can send you a special free gift. Please spell your email address so we get it correct. Thank you!"*

It's not tricky. It's not mysterious. In fact, it's just like recording your voice mail message for your own personal phone. You know, "Push 1 to record your message, push 2 to listen to new messages, push 3..." and so forth.

Not only is it easy, but a hotline like this often costs even less than you pay for your monthly phone bill.

Which brings up a good question...why not just use your regular office or home phone to field these calls? I'll tell you:

1. A 1-800 number is less threatening and free. Even if you use a local area code, statistics show people are still more likely to call a 1-800 number. I don't why. I just know that's what the tests confirm every time. And I've seen hundreds of them conducted.



**"The AMS Hotlines have helped my business incredibly."**

*"...my leads have grown from 35 to over 400 per month using AMS Hotlines. It always knows what to say, it's always on, it's not tired, and it gives the exact same information."*

*Lisa Ward  
Tracy, CA*



**1500 Calls In The First Month!**

*"I have to honestly say using your system changed my life dramatically...I got over 1500 leads in the first month using AMS Hotlines. I cannot imagine running a business without the 800 lines...the flexibility is tremendous."*

*Larry Mekus  
Tracy, CA*

2. You can be notified via phone, beeper or e-mail every time you have new messages.
3. You can **view caller activity online** and even see:
  - a. How long callers listened to your message before hanging up (so you'll know what section of your message might need tweaking),
  - b. What zip codes the majority of your calls are coming from (so **you'll know where your advertising is having the biggest impact**),
  - c. Figure out which ads are prompting prospects to call you and which aren't (so you can quit wasting money),
4. You can also have the contact info from your voice messages automatically downloaded into your contact management system, and so much more!

**The reality is whenever you do any marketing, whether an ad, postcard, business card, or whatever, using a toll-free number with a 24-hour recorded message...will always pull more leads than any other response mechanism...PERIOD!**

Why do I say this? Because after years of testing and reports from literally thousands of our members all across the country, the proof is irrefutable! Here's what I mean. Look at these two ads, and see if you notice the subtle difference:

<p><b>Warning! Don't Even Think Of Hiring A Contractor Without Reading This FREE Report</b></p> <p>If you have the need to hire a contractor, make sure you read this free report that reveals the 7 questions you <b>MUST</b> ask before hiring a contractor. This eye opening, shocking report reveals the hidden secrets many contractors use to rip innocent people off...and how to avoid this from happening to you! To get this report, just call 800-334-9078, 24 hr. for a <i>free recorded message</i>, and we'll send it right out to you. Call NOW, before you get ripped off. Discover what many contractors don't want you to know!</p>	<p><b>Warning! Don't Even Think Of Hiring A Contractor Without Reading This FREE Report!</b></p> <p>If you have the need to hire a contractor, make sure you read this free report that reveals the 7 questions you <b>MUST</b> ask before hiring a contractor. This eye opening, shocking report reveals the hidden secrets many contractors use to rip innocent people off...and how to avoid this from happening to you! To get this report, just call 800-334-9078, <i>and we'll send it right out to you.</i> Call NOW, before you get ripped off. Discover what many contractors don't want you to know!</p>
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So? Spot the difference?

Well, the only difference is that one ad asks people to call a toll-free number, while the other ad asks them to call a toll-free number, 24 hours, for a **FREE recorded message** and that subtle difference can usually mean anywhere from double or triple the leads...to as many as 20 times the leads!

Why?

I cannot stress the importance of this no-pressure marketing tool enough!  
Want to see a real live example? Just take a look at the case study on the next page...

By the way, if you read enough and want to start taking advantage of this stellar “keep in Contact” system, I’d suggest you do one of two things now. First log in to: <http://AMSServesKW.com/> or secondly, call us at **1-800-858-8889 and press ext. 2** for startup. They will need some basic information from you and then within about 48 hours you’ll not only have your own fully customizable system but you’ll begin generating and nurturing leads immediately.

### **72:1 Return on Investment!**

Donna ran a 3"x3" display ad in a local publication, and received over 50 calls, with 75% of the callers leaving information to receive the FREE report. After sending out the reports she turned 10% of those calls into appointments.

From that 10%, Donna closed 5 new clients in one month, netting over \$25,000 in commissions. Her results made the return on investment:

\$120 Lead Generation Ad  
50 Voice Mail charges  
175 Printing and Postage for the Special Report  
**\$ 345 Total Cost**

$\$25,000/\$345=72$  **Times Return On Investment!**

The key is to use the recorded message only for what it was designed to do:

**Get Callers To Leave Their Name And Address!**

So, don't be selling when they call!

Just have a friendly, NON-THREATENING, NON-SALES message that more or less restates the pitch in the ad or lead generation device, whatever it may be!

## ***Chapter #8:***

### ***The Truth About Business Cards, Yellow Page Ads, and Val-Pak Coupons***

How many times have you hauled out your copy of the Yellow Pages to locate someone selling a service or product you need? And how many times did you wind up flipping through a half-inch thick section of names feeling completely overwhelmed with one look-alike advertisement after another?

What if, instead of seeing pages and pages of business-card-type ads, you saw what looked like a public service announcement? What if you saw this?

**Warning! Don't Even Think Of Hiring A Real Estate Agent Without Reading This FREE Report!**

**Chicago** – Before you hire a real estate agent, make sure you read this free report first, *The 7 Questions You MUST Ask Before Hiring An Agent*. This eye opening, shocking report reveals the hidden secrets many agents use to rip innocent people off...and how to prevent this from happening to you! To get this report, just call 800-xxx-xxxx, 24 hr. for a toll-free recorded message, and we'll send it right out to you. Call NOW, before you become the next casualty. Discover what many real estate agents don't want you to know!

Compared to the boring laundry list of services most agents run, something like this might actually get your prospect's attention. But don't just take my word for it; read the kind of real-life results our clients are getting below.

**Case Study #123**

Ed has been running a "WARNING" ad, like the one you see above, in his local Yellow Pages for the last two years.

He receives two to three calls a week requesting his special report and gets one appointment a week from those who receive it.

In the last two years Ed has **picked up more than 100 clients from a Yellow Pages ad that cost him \$150 a month.**

**From these 100+ clients, he generated over \$300,000 in commissions.** And that's not to mention the results his other marketing efforts produced.

**Case Study #277**

Jacob, a client who signed up with us more than a year ago, created an editorial style ad but neglected to include a toll-free number with a 24-hour free recorded message, despite our repeated warnings.

Instead, he provided a list of services, his name, address and regular phone number.

One year later, we weren't surprised to receive a phone call from Jacob telling us "your type" of Yellow Pages ad "sucks" and that he hadn't received more than 2 phone calls from it all year.

Big surprise, he canceled his Yellow Pages ad.

**The point in sharing these stories is that the system really does work, but you have to use the whole thing. Not half of it, not a piece of it here and there, but the WHOLE system.**

And the same rules apply to your business card. Instead of handing out cards you've paid good money for that people are going to throw away as soon as they get home (or in a few weeks when they're tired of looking at it) give them something they can use.

Instead of including your tagline or your services, try this:

1. Your name, address, phone number and other important contact information, and
2. An irresistible offer people will call in for.

For example, your business card could offer a FREE report on the front and/or back, and say something like this at the bottom: *For a FREE report that reveals The 7 Mistakes Homebuyers Make That Cost Them \$1,000s, call 1-855-XXX-XXXX, 24 hrs., for a TOLL-FREE recorded message. Get a copy of the report most real estate agents are praying you never read!*

You see, the point of a business card isn't to develop your image or give you name recognition. It's to get people to pick up the phone and call you. See the case study below...

#### **Case Study #154**

Tom took us up on our offer, tested our claim, advertised a free report using his dedicated 1-800 hotline on his business card, and watched the money roll in.

After handing out cards for 3 months to countless people at various functions, meetings, consumer groups, and so forth, Tom received 72 phone calls. More calls than he had received the entire previous year handing out business cards.

(In case you're wondering, he was able to track these results by setting up a separate toll-free number dedicated to receiving calls from his business card only.)

Now, when was the last time you had 72 people call you from your business card in a three-month period? Heck, when was the last time you had 7 people call you from your business card?

Yes, it goes against conventional wisdom, but then again **we're not teaching conventional wisdom**. We're teaching you how to get more clients and customers faster and with less effort.

And for those of you wondering if this methodology works for Val-Pac ads, brochures and any other piece of advertising you can think of, the answer is, "YES! It works 100% better than NOT using it."

## **Chapter #9:**

### **Using Outbound Recorded Messages To Explode Your Income**

Okay, you're doing great! I've thrown a lot of great techniques and tips at you, but we're almost done!

Now, the next marketing gold mine I'd like to share with you is "Voice Broadcast" marketing.

In case you've never heard of it, let me explain how it works.

1. You have a database of phone numbers for people with whom you already have some sort of relationship.

2. You write up a short, but motivating message that you want to leave them. Something like:

*"Hi, this is Michael Jagger, from Keller Williams Ocean View Realty... I'm calling you because you're one of our best clients, and I wanted you to hear from me personally about a special Foreclosure Property Listing program we've instituted for our top clients. Since you've been so good to work with, we're going to offer you a 15% discount on admission to this program. All you have to do to qualify for this price break is call our 24 hour, toll-free recorded message line at 855-666-5555. If you listen to that message, you'll get the secret password that will get you an extra 5% off, making the total discount an amazing 20%! You can also find this secret password on our web site, which is [www.michaeljagger.com](http://www.michaeljagger.com). Thanks for being such a good client, and I look forward to seeing you make more money with our program than ever before!"*

3. You record this message using a regular phone then email your list of recipients to a place like Automated Marketing Solutions (AMS).

**"I have less stress, so I can actually enjoy my free time."**

*"Before, I didn't want to get up in the morning because I didn't feel I had anything to look forward to. With this system...I'm excited to see what I got on the burner!!!"*

Melanie Villanueva  
Re/Max Achievers

**"When I used another hotline service and didn't have any success."**

*"I've used your system for 11 months and closed over 25 sales. Prospects called in at night and left a message. I called them the next day and sold the property they wanted."*

*And with listing appointments we show the clients that our advertising works by showing them the reports. We ask them to ask the competition to prove their advertising works, of course they can't!"*

Steve Glisan  
Re/Max Properties



4. **AMS then sends this message** to the list of numbers you provided during a specified time of day, when your prospect is least likely to be home and your message most likely to be picked up by voice mail.

5. **Ta-da! Your prospects, clients, etc. just received a personalized message from you, without you having to call 20, 200, or 2,000 people!** They weren't harassed by a sales call, you didn't waste time with someone who's not interested and they can replay the message at their leisure to collect the pertinent info when it suits them.

6. And if a live human answers, the system simply hangs up! No one wants to bug them, and this system prevents that completely!

So there you have it. Short, but powerful messages that you can send to literally thousands of people at one time...without any work except the 30-40 seconds it takes to call AMS and record the message!

**Think how easy it just became to notify people about specials, seminars, recent sales, new properties, seasonal or holiday deals, and even to drive people to a web site or another recorded message.** There are literally limitless ways you can use this amazing system to explode your profits and our clients are doing just that every day! Just take a look at the case study below.

#### Case Study #97

Rebecca, a long-time client of ours, averages a **10 to 1 return** for sending out her broadcast message every two weeks! She spends about \$400 each time she sends one out, and gets back **over \$4,000 in sales within a week** of the broadcast as a result!

How many marketing tools do you have that get you a 10 to 1 return every time you use them? Or, more importantly, why **DON'T** you have this return on your marketing tools now? These techniques and systems, used by some of the most successful companies in the world are available to you for a mere fraction of the what they are paying.

## **DO NOT Proceed Until You Are Guaranteed These 10 Features**

Before we move on to the next topic, let me just say one more thing about voice broadcasting. You really need to have it if you want to be perceived as a master lead generator. Whether you use a specialist like AMS who's been doing this for years, to help you with your script, and make sure your investment is profitable, or you choose someone else, make certain the company you select can do the following things. Pay close attention to this. It's the **CRUCIAL** part of your decision...

1. Get your message delivered in the time frames that have the greatest chance of getting the person's voice mail - usually between the hours 10:00 a.m. and 4:00 p.m.
2. Can set it up so only the non-live answered calls go through. In other words, only answering machines and voice mail answers will get a connect to leave the message.
3. Leave a message of any length.
4. Allows you the ability to record and change message from your home or office, 24 hours a day, over your own phone.
5. Gives you detailed, on-line instant reports showing you exactly what happened on your broadcast i.e. how many calls were made, how many were connected to an answering device or voice mail, how many ring-no-answer calls, how many phone numbers were invalid, how many live pickups, how long each call took, and how many busy signals.
6. After viewing your statistics you can re-broadcast the numbers that didn't connect.
7. Easy to manage database so you can delete or add numbers quickly and easily.
8. You can store multiple databases and have a different message for each one.
9. Select the database and the message to launch your own broadcast anywhere there is a touch-tone phone.

I can't stress this enough. DO NOT proceed unless the technology partner you're talking to can promise each of these features using their system.

**Don't fool around with any amateurs. Make sure you get hooked up (pun intended) with the right group!**

## ***Chapter #10:***

### ***How To Make Money From The Internet, Even If You Don't Know Anything About Computers!***

Okay! We're down to the last step in the Prospects to Profits System. The last piece of the puzzle for producing an income exploding, lead generating, automated marketing

machine.

But before we get to the nitty-gritty details that make this medium work, let me take a moment to say,

**“ATTENTION—Realtors suffering from technophobia,  
Do Not let the word ‘Internet’ intimidate you.”**

Why not? Because, contrary to what everyone else has told you, creating a website that generates hundreds of leads each month doesn't have to be complicated or require a lot of work.

In fact, it can be as easy as:

1. Calling up one of our friendly web specialists
2. Having a relatively short chat about your business
3. Transferring a few files

And voila! Your work is done, ours has begun, and within a matter of days you have a first-class, hassle-free, lead generating website. A website that:

- **Requires no maintenance** on your part
- Will help to double or even triple the number of leads you receive each month
- Automates your “Stay-In-Touch” process
- Is easy to navigate
- Uses proven, successful direct response marketing techniques
- Provides a non-threatening environment for consumers to gather information and approach you
- Provides multiple ways to **grow your relationship with prospects and gain their trust**
- Gives you **instant credibility** with a “web presence,” something as essential nowadays as having a mailing address or phone number
- Gives you access to thousands more prospects than you can reach through traditional means
- Delivers only **QUALIFIED** prospects to your front door (or voicemail for you virtual folks)
- Produces accurate, easy-to-understand statistics about your site's activity
- Gives you third-party validation when you post testimonials happy clients have given you
- Includes free e-mail account matching your domain name
- Drives qualified prospects to your site
- Weeds out the “just looking” and “just shopping” types
- And a whole lot more!

**[SIGN ME UP To Start Turning Prospects Into Profits Today!](#)**

It really is that simple and you really do get all of these benefits.

How is that possible? Because we did the hard part. We spent hundreds of hours creating, testing and refining the formula for a money-producing website until we got a winner.

**What makes our formula a winner?** The fact that we produce a highly targeted, highly specialized site dedicated to one goal—collecting prospect’s contact information—so you can automatically keep them moving through the sales process until they’re ready to purchase.

**Why not peek at one of our custom sites and use it to create your own?** The answer’s simple. You can. The question is why would you want to go through that hassle, aggravation and steep learning curve when you can get someone else to do the dirty work and worrying for you...for way less than it would cost using your own time and resources?

**Why not find a cheap developer to copy one of our sites?** Again, the answer’s simple. You can. But I guarantee you, if they’re cheaper than us they’re leaving something critical out.

**How can I be so sure?** Because even though the sites we create are customized to your needs, we have the benefit of being able to use much of the same background code over and over again, allowing us to spread the cost over hundreds of clients. It’s kind of like buying a computer program for \$200. There’s no way that price covers the company’s investment to create it. They can only afford to sell it for so little because so many people are buying it.

**How exactly does a website turn prospects into profits?** Just take a look at this example.

1. A prospect in need of your products or services types a search phrase into a search engine.
2. Your website pops up (thanks to our clever search engine optimization specialists)
3. She clicks on your link and is immediately intrigued by the teaser copy (which we can help you with)
4. She then sees an ad for a free report promising little known secrets and tips about solving her problem.
5. She is emotionally impacted by the copy because it describes her perfectly.
6. She reaches the end of your ad and is thrilled to find out she can get more information IMMEDIATELY via e-mail.
7. She types in her e-mail address and hits submit, waiting for her special report to pop up in her inbox.
8. A few minutes later the message arrives and she starts reading it then and there.
9. Now one of two things happens. She either:
  - a. Decides to contact you directly, or, get one of your other special reports, etc. or

- b. She decides to “think it over.” In the meantime, your system is automatically following up with her sending additional articles that might interest, offering opportunities for even more information and so on.
10. In other words, by the time you reach this step, you’ve got a hot prospect with whom you can automatically grow and nurture a relationship until she eventually lists with you or opts out of your mailing list.

Either way, I’m willing to bet that’s a heck of a lot further than you get with most of your prospects online right now.

So, what’s the end result?

**A profitable website, that pays for itself, over and over again, by automatically generating clients.**

## ***Epilogue***

### ***Put Your Marketing On Autopilot And Watch Your Frustrations Melt Away***

There you have it folks! The **10 Most Common Marketing Mistakes** that could be costing you \$1,000s—and what you can do to fix them.

The question is, will you continue to struggle and strain under your current marketing system (or lack thereof) or will you start earning more while working less today?

Will you:

A) **Keep losing** money, time, energy, enthusiasm, happiness and health doing just enough to get by

Or Will You

B) **Start enjoying** your family, free time, new-found wealth, abundance and work for the first time in a long time...possibly ever?

**Now Is The Time To Claim The Career You’ve Always Dreamed Of...**  
***Haven’t you waited long enough?***

We think so.

When you sign up for *Prospects to Profits AMS’ Marketing Systems* you’ll begin seeing improvements almost immediately. Not only will you experience tremendous relief, 28

peace of mind and security knowing you did the right thing, you'll feel like an entirely new person bursting with a renewed vigor for your career, pride in your work and who knows? Maybe even a little skip in your step!

Right from the start you'll **watch your marketing woes disappear** as your new secret weapon for success begins catapulting your sales.

In fact, this system packs such an explosive punch it should come with a warning label!

The truth is this is one of those rare moments in life where a golden opportunity is laid at your feet. Where all you have to do is reach out and grab the smartest, surest, most effortless way to explode your income. Then sit back and watch your profits multiply.

In fact, the only thing that could make this deal any sweeter is if you knew, beyond the shadow of a doubt, that you could not fail.

If that were the case, there'd be no reason not to try it, right? You're probably even thinking, "I'd have to be certifiably insane not to do it."

Good news. That's exactly what we're promising. Yes, you read right. I'm telling you, promising you, that **I'm so confident this product will skyrocket your income that I'm guaranteeing your success.**

And if for some unfathomable reason I'm wrong, you can take our **Iron-Clad, No-Wiggle-Room, Hassle-Free Guarantee** to the bank.

## **WARNING!**

This System Is NOT For You If...

...you are not **committed to achieving prosperity...**

...you are not dedicated to getting the life you want...

...you are not willing to allow the power of automation to work for you...

...you are not open to exchanging ineffective marketing for **successful marketing...**

**Then this system is NOT for you.**

If that's the case, please be honest with yourself and exit this site right now. Really, I am serious. If you are not open to real **breakthroughs in your life**, this is not the solution for you.

But if you **ARE** among those ready and willing to make these commitments, this tool will be **the ace up your sleeve that helps you win the game of life.**

I don't care who you are or what you do for a living. Whether you're slogging your way through a mountain of debt, or raking in a whopping six-figure income, just starting out, or a veteran in your business, a retailer, executive, business owner, broker, freelancer, one-man shop or a 5,000-man shop **this system can help you get the life and the success you deserve.**

This DOUBLE guarantee is so incredible; you'll probably have to read it twice just to make sure you're not seeing things. Most people do. But we're the real deal here at AMS and we wouldn't make this offer without being prepared to stand by it.

In fact, since we started offering this guarantee to new clients more than 3 years ago, we've had less than 1% of clients take us up on it. So believe me when I tell you, this system really is that powerful, really is that successful, and really is guaranteed!

Are you ready for this? Here it is...our Iron-Clad, No-Wiggle-Room, Hassle-Free, Double Guarantee!



**Prospects to Profits  
Guarantee #2**

There is no obligation for a long term commitment. If at any time you decide to cancel your package simply provide us with 30 days written notice and we will cancel your contract.



**Prospects to Profits 30-  
Day  
Guarantee #1**

Try out either the Professional or Professional Plus Packages for 30 days. Within the first 30 days if you're not completely satisfied with the services, simply contact our office to cancel and we will refund all of your money.

## How Much Is This Life-Changing Opportunity Going To Cost?

What's the investment for a money-making machine that allows you to:

- ✓ *Put your marketing on autopilot*
- ✓ *Automatically send out:*
  - *Free reports*
  - *Special articles*
  - *News bulletins*
  - *Postcards*
  - *E-mails*
  - *E-zines*
  - *Newsletters*
  - *Special announcements*
  - *Special promotions*
  - *Flyers*
  - *And just about any other promotional item you can think of!*
- ✓ *Send all of your prospects to a 1-800 Toll Free number where you can capture their contact information*
- ✓ *Automatically follow up with prospects again and again without making a single phone call or making one trip to the post office*
- ✓ *Double or triple the number of leads you receive each month*
- ✓ *Leave personalized voicemails for as many prospects and clients as you want with just ONE phone call*
- ✓ *Get your message automatically delivered in the time frames that have the greatest chance of getting the person's voice mail - usually between the hours 10:00 a.m. and 4:00 p.m.*
- ✓ *Leave messages of any length*
- ✓ *Change or rerecord your messages 24 hours a day, from your office, home or cell phone*
- ✓ *Receive detailed, on-line instant reports showing you exactly what happened on your broadcast i.e. how many calls were made, how many were connected to an answering device or voice mail, how many ring-no-answer calls, how many phone numbers were invalid, how many live pick-ups, how long each call took, and how many busy signals.*
- ✓ *Easy to manage database so you can delete and add numbers quickly*
- ✓ *Store multiple databases with different messages for each one*
- ✓ *Requires no maintenance on your part*

- ✓ *Will help to double or even triple the number of leads you receive each month*
- ✓ *Automates your “Stay-In-Touch” process*
- ✓ *Is easy to navigate*
- ✓ *Uses proven, successful direct response marketing techniques*
- ✓ *Provides a non-threatening environment for consumers to gather information and approach you*
- ✓ *Provides multiple ways for grow your relationship with prospects and gain their trust*
- ✓ *Gives you instant credibility with a “web presence,” something as essential nowadays as having a mailing address or phone number*
- ✓ *Gives you access to thousands more prospects than you can reach through traditional means*
- ✓ *Delivers only QUALIFIED prospects to your front door (or voicemail for you virtual folks)*
- ✓ *Produces accurate, easy-to-understand statistics about your site’s activity*
- ✓ *Gives you third-party validation when you post testimonials happy clients have given you*
- ✓ *Includes free e-mail account matching your domain name*
- ✓ *Drives qualified prospects to your site*
- ✓ *Weeds out the “lookers” and “just shopping” types*
- ✓ *And a whole lot more!*

## **Here’s What To Do Right Now...**

[Click here](#) to get started today. Or you can call 1-800-858-8889. Don’t put off until tomorrow, the wealth, success, freedom and happiness you could be enjoying today. **Start turning your prospects into profits now!**

To your massive and effort-free success,

**P.S.** You know... you could spend your whole life struggling and straining to earn the wealth and happiness you deserve...or you could start living it right now.