

**EARN WITH**



**MR. TYCOON**

## 12 Main Marketing Methods

1. Yellow Letters --Mail to Lists such as Pre-foreclosures, Expired Listings, Out-of-State Owners, Probates, etc.
2. Craig's List --FREE internet ads at CraigsList.com, excellent source but need to stay on top of it
3. Ant Farm --Everybody should do, you or "bird dog"/"ant" drive your area to find ugly houses & FSBOs
4. Business Cards --Pass out to everyone you know and everyone you come in contact with (servers, dry cleaner, etc)
5. Signs --Home-made or purchased, placed clearly visible by the side of the road usually early Saturday
6. Vehicle Signs --Displayed on your own car or truck, or you can pay your "bird dogs" to put it on theirs
7. Classified Ads --Use your smaller weekly paper, PennySaver, big weekend paper, or local real estate magazines
8. Flyers --Much more cost-effective than mail when you find the right printer, easy to target specific area
9. Customer Referrals --Best method for finding "pre-warmed" prospects, already have a positive recommendation
10. Outbound Calls --Can do personally or pay assistant, use our "FSBO Info Script" or "For Rent Info Script"
11. Websites --Many successful investors use their website constantly, it adds credibility and drives traffic
12. Realtors --Often a good source for ugly houses through MLS and can also help with finding qualified buyers