



Mortgage Marketing

Tele-Class Training Series

Niche Marketing: *"7 Step Method To Successful Niche Marketing"*

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Niche Marketing:
“7 Step Method To Successful Niche Marketing”
Teleclass Handout

Step 1- Identifying and Understanding Your Niche

Write down the specific niche market that you choose to serve and why you choose to serve it:

Niche: _____

Why?: _____

What problems or worries keep them up at night?

What are their habits?

What magazines do they read?

How do they get their continuing education?

What clubs or associations do they belong to?

If applicable, what are their occupations?

What is their average age?

What television shows do they watch?

Do they already work with a broker or are do they primarily work with their bank?

What is their average annual income?

Where do they live?

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Step 2- Build a Database with Your Niche Market's Contact Info

"5 Secrets to Building a Massive Prospect List"

Secret #1: Find someone who fits your niche _____ and take them for _____.

- Ask them what their biggest _____ and _____ are
- Ask them what businesses and professionals _____ to them

Also, be sure to ask them about...

- Continuing education
- Associations
- Publications

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Secret #2: Do a search as if you are in _____ of their services (if they are self employed)

- Go to the **electronic yellow pages**.

Canada: <http://www.superpages.ca>

US: <http://www.superpages.com>

- Do search on _____ or _____ for the key words.

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Secret #3: Search for their _____ and _____

- Consider investing in the "Directory of Associations"

- You can find out more information for this valuable resource at:
<http://www.marketingsource.com/associations>
- Another option is to visit your local library and ask for the **Encyclopedia of Associations** published by the Gale Group. It contains a comprehensive listing of associations and their contact information.

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Secret #4: Search for the _____ and _____ they read

- For about \$1000 you can get the **Oxbridge Directory of Publications**. It contains demographics information on over 20,000 magazines and newsletters.
- Magazines are very good sources for _____.
- Go to your local library and browse through the **Standard Rate and Data Service (SRDS)** list directory.
- Go to **MediaFinder.com** and search for media such as newsletters, magazines, journal, periodicals and other media that are targeted toward your niche specifically.

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Secret #5: Search for list _____ who sell lists of your niche market's contact and mailing info

Canadian & U.S. Lists:

- <http://www.vertexera.com>
- <http://www.directmedia.com/>
- <http://www.hrdirect.net/>

Canadian Lists Only:

- www.infocanada.ca
- <http://www.westlists.com>
- <http://www.directadmail.ca>

U.S. Lists Only

- www.infousa.com
- <http://www.acculeads.com>
- www.BestMailing.com

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Step 3- Collect Testimonials From Your Niche

"If you don't have testimonials, you don't have a product." - **Dan Kennedy, Marketing Expert**

Here are a few simple strategies for generating powerful testimonials:

- Use client satisfaction _____ - live on the phone
- Use problem, solution, _____ as the formula for powerful testimonials
- You take _____ and ask them if you can send them an email with the essence and ask them to _____ it to their satisfaction
- Include a _____ of your client
- Ask for _____ to use it in your marketing
- Include their name, title, and _____ name
- Always _____ them for their testimonial

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Step 4- Creating Powerful Niche Marketing Tools

"Niche Marketing Toolbox Checklist"

- Free reports (white papers) or **Free Financing Guide** for lead generation purposes that consist of relevant, useful information that your target niche use to be more effective at financing their property. (3-15 pages)
- You can also create a report or financing guide in booklet **format**, also in audiocassette, CDROM, and video formats as well.
- Direct response letters that **promote the benefits** of your free financing guide with an irresistible offer
- Appointment generating letters** designed to be followed by a phone call

- **Sales letters and postcards** that can be used to generate leads or “sell off the page” to existing lists of potential prospects. These should include a time-sensitive offer and a clear call-to-action to get your free financing guide.
- You should also consider creating a **series of “linked” sales letters (at least 3)** that can be sent out in a timed, sequential follow-up marketing program- by email &/or direct mail, each one emphasizing an element of your U.S.P .
- **Print advertisements** promoting you and your free financing guide, that you can use to generate leads in newspapers, magazines, yellow pages, newsletters, classified ads etc
- Set up a **toll-free hotline with scripts** you can use for lead generation and also for providing consumer awareness messages, product and service descriptions, testimonials from clients etc.
- **Joint venture endorsement letters** that you can use with other businesses that market to your same niche that offer complimentary products or services. You should create one for you and one on behalf of your joint venture partner.
- A series of **how-to articles** that position you as an expert in your niche that you can submit to niche specific trade magazines, newspapers, and newsletters. You can also post these on your website and email them to prospects before a meeting.
- A **newsletter**, whether it is online or offline, you should seek to build a list using a regularly sent newsletter (at least once every two weeks).
- A **website** that is designed to generate leads, build credibility, and sell your services. (Offer a reason for them to give you their contact info- Free Financing Guide!) Include a series of auto responder messages that are sent to prospects who visit your website.
- **Brochures** and rate sheets that you can include in your mail outs and that you can give to walk- ins.
- A **“Question and Answer”** fact sheet that addresses the most common objections about your service. This should not only be inserted into mail outs but also used on your website.
- **Case studies** and success stories from clients.
- **Customized thank you letters/cards** that are sent out to prospects and clients in response to a client transaction (both positive or negative).

Step 5- Contact Your Niche Market

The next step is to reach out and touch your niche. This is a two-pronged approach.

- **Prong # 1-** has the objective of building a _____ of prospective buyers who give you permission to market to them
- **Prong # 2-** has them objective of _____ your prospects into clients.

“How to Build a Database of Prospective Buyers Who Give You Permission to Market to Them”

- Send a lead generation postcard** offering your free financing guide. Then put your respondents on a follow-up marketing plan.
- Offer your free financing guide** on your website, your ads, your business cards, your articles etc.
- Speak** at your niche conferences and trade shows
- Advertise** in your niche’s trade publications and newsletters.
- Write articles** for your industry’s trade publications. Most trade pubs are thirsty for good content and will allow you to include a resource box at the end of your article with your free financing guide.
- Start an ezine** in your niche and begin collecting email addresses of prospects in your niche.(This is a must!)
- Join and become active in the niche's **associations** and **networking** groups.
- Volunteer** to serve on action committees and boards.
- Make contact** with other industry authorities, consultants, and big wigs who might be able to give you referrals.
- Sponsor a booth** at your niche industry’s trade show. This is one of the fastest ways to gain exposure to your niche
- Do a **joint venture endorsement** mailing with other vendors that will recommend your services as you recommend theirs.
- Rent a list** through a list broker and send a lead generation letter to your niche market(try to get your people to respond to something for free in your first mailing so that you can build your own list and stop renting names from lists).

“How To Covert Your Prospects into Paying Clients”

- Setup your **follow-up** marketing system.
- Use **direct mail postcards &/or letters, email marketing campaign** and a telemarketing campaign all promoting the benefits of the next step: A application or an appointment for a free consultation
- First send a **series of direct mail and email letters** including client testimonials
- Then **follow-up by phone**: ask if they have questions and advance them to the next step

Step 6- Communicate Often With Your Niche

#1 BIGGEST MARKETING MISTAKE: not following up on the _____ you worked so hard to get!

- You should provide consistent communication with your clients by contacting them at least _____ a month.
- You need a follow-up marketing plan for both _____ and _____!

“5 Elements of Your Follow-up Communication System”

1. _____ **Newsletter** –excellent because they arrive immediately, are inexpensive to send, and cost little to produce.
2. _____ **Newsletter** –a bit more expensive to send but people like to hold things in their hands when they read. They also lay around and get residual exposure.
4. _____ – are a simple, inexpensive way to contact your clients. It’s simple and fast.
5. _____ cards, _____ day cards, _____ cards- are very effective ways to let them know you care.

Step 7- Don't Stop at One Niche!

Once you have your niche marketing process down don't stop at one niche. Apply what you have learned from dominating one niche to other niches.

Homework Assignment:

Block schedule at least _____ hours per week for the next 2 weeks and complete steps 1 and 2 in the 7 steps to successful niche marketing. The next training sessions will guide you to through the implementation of steps 3-7.