

# Renegade Reports

Lesson #29

## A Detailed Example of a Profitable Hardcopy Newsletter

By

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# Foreword

This week we will be focusing on hardcopy newsletters. Yes, email newsletters are free to send and many agents prefer email newsletters because their easier and free.

The problem is that you face many challenges getting your emails delivered and opened by your prospects and clients. This problem will only continue to get worse.

The best and most effective newsletter to send to your database is a hardcopy newsletter mailed though snail mail. Yes, I said the dreaded words – “Hardcopy Newsletter.” I used to dread having to prepare and send hardcopy newsletters to my database. They always seemed like such a big waste of time. I would mail a newsletter month-after-month, like everyone told me to do, but never noticed any dramatic improvement in my business.

As it turns out, I was sending an in-effective newsletter and expecting it to work miracles. I finally began to study other newsletters and magazines trying to figure out what made a great newsletter. I had a major shift in thinking about the client newsletter, which I have shared with you in today’s Renegade Report. This shift in thinking had a major impact on my business.

In this Renegade Report, you’ll see a “hardcopy” newsletter I mailed to my database. I’ll open the doors and show you the inside strategies I used with this newsletter. You’ll be able to use these same strategies when creating your own hardcopy newsletter.

# Introduction

Depending on when you initially requested something from me or my office, you may or may not have received the hardcopy newsletter I've included below.

I'm going to show you the various marketing strategies I used and why I used them. This will be very instructive for you!

Before we jump into the details of the newsletter, I thought I would share some high level newsletter administrative tips. First off, I typically use the same newsletter format for each newsletter created. It's a winning formula, which should be leveraged from newsletter to newsletter. Another benefit of having a standardized format is that it makes it a lot easier to prepare each newsletter. You can plan ahead for each section of the newsletter.

I also use a program called Microsoft Publisher for my newsletter creation. I've found this to be an easy program and have stuck with it for years.

Finally, the newsletter below was designed to go to every person in my database. This would include any real estate agent who requested something from me. Simply put, this newsletter was a sales letter. I had many goals for this newsletter, which I'll share with you below.

Because the newsletter was going out to a large database, I designed it to be mailed as in-expensively as possible. I turned it into a self mailer to eliminate the cost of an envelope. I also had this newsletter mailed at bulk mail rates to drive the postage cost down as far as possible. The number of pages included was also designed to stay at the lowest postage mailing rate. Additional pages require more postage for each newsletter. This isn't a big deal when you're mailing 100 newsletters. It is when you're mailing thousands.

Below is the first page of the newsletter:

B

**Inside this Issue**

- Hidden Business Lessons from Rose Blumkin
- An advertisement that generated \$250,000 of sales
- FREE Training for Real Estate Agents
- Get the Complete Renegade Millionaire Strategies Program for Real Estate Agents Audio Program for \$1.00 at [RenegadeOneDollar.com](http://RenegadeOneDollar.com)

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**Rob Minton's Renegade Millionaire Agent Newsletter**  
 A FREE Strategy Newsletter for real estate professionals



November 2008  
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**Want to see what I'm doing each day?**

You can follow my crazy life from day-to-day at:

**Twitter.com/robminton**  
*(click on the follow me button)*

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**What Real Estate Agents Can Learn from Rose Blumkin—Hidden Lessons...**

I'm currently reading the new biography on Warren Buffet titled "The Snowball" by Alice Schroeder. This is a monster sized book with over 800 pages. I was

"By age 16, she was a manager, supervising six married men." A few years later, Rose got married and still continued with her dream to come to America. The problem was that they only had enough money for one passage to America. She sent her husband first and began saving for herself. Two

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years later, she made the treacherous trip. She rode a train for 7 days, lying to get through the Russian border into China. Next she boarded a cargo boat to United States. She was sick for most of the 6 week journey. She said upon arrival, "I thought I am the luckiest one in the whole world." She was finally reunited with her husband. She still didn't know one word of English.

For the next several years, she took care of her growing family. Her husband rented a pawn shop in Omaha because: "You never hear of a pawn shop going broke." The

store didn't take off and the depression almost bankrupted them. Rose finally took charge of the store. She said, "I know what to do, undersell the big shots... You buy an item for \$3.00 and sell it for \$3.30. Ten percent over cost!"

"When the old-fashioned suits they carried weren't selling, Rose handed out ten thousand circulars all over Omaha, saying their store would outfit a man for five dollars from head to toe—underwear, suit, tie

D

blown away by the chapter on Rose Gorelick Blumkin. This lady was tough as nails and built a business that ultimately sold for \$55 million. For this article, I'm going to take excerpts from the "The Snowball." I'll put these excerpts in quotes. As you read the article, see if you can spot the various business lessons.

Rose was born in Russia in 1893. At the age of 6, she started to dream of coming to America.

"At thirteen, Rose walked barefoot for eighteen miles to the nearest train station to save the leather soles of her brand-new shoes. She had the equivalent of four cents in her pocket and hid under a train seat for three hundred miles to save her money, until she reached the closest town, Gomel. There she knocked on twenty-six doors until the owner of a dry-goods store responded to her proposition."

Rose's proposition was that the store owner provide housing and she would be the best employee he ever had. He agreed.

**Here is What Your MISSING On My Blog**  
[www.RenegadeMillionaireBlog.com](http://www.RenegadeMillionaireBlog.com)

- Let's Change the World! Pass it On!
- Cash-flow or Equity?
- The Top 5 Business Books for Real Estate Agents
- How Real Estate Agents Can Use Twitter in their Marketing
- Myrna the Mermaid
- How to Achieve Permanent Financial Independence

**You can sign up to receive my future blog posts automatically by email. Simply add your email address on the top right hand side of the blog!**

(Continued on Page 2)

- A.** In the box marked A, I'm trying to get readers to follow me on Twitter. The main reason is because if you follow me on Twitter, I can keep my name in front of you every single day. This is free marketing. It cuts through spam and is extremely powerful. I can promote different opportunities and build a relationship with the reader when they follow me on Twitter. Very, very powerful.
- B.** It's fairly obvious that the goal of this box is to tease the reader to read the entire newsletter. I want them to see everything included right on the first page so they don't miss any of my marketing opportunities built throughout the entire newsletter. I also highlight the special \$1.00 trial offer for Renegade Reports.
- C.** Picture of me winning an award for having the 4<sup>th</sup> fastest growing company in Northeastern, Ohio. The goal is to add credibility.
- D.** This box is to highlight some great content on my blog. The goal is to get the reader to start visiting and reading my blog on a routine basis. You want your prospects always reading your new posts and consuming your ideas and strategies.
- E.** An article with great content written specifically for real estate agents. I simply summarized what I learned about Rose Blumkin from reading the biography on Warren Buffett titled "The Snowball." The headline of the article was written to draw the reader into the article. The reader is probably thinking – "Who in the hell is Rose Blumkin and what could I possibly learn from her?" The curiosity hopefully pulled the reader into the article.

Overall, notice how I'm using every inch on the first page to accomplish something. You cannot waste space in your hard copy newsletters. **Everything must have a purpose and that purpose is to bring the person reading the newsletter closer to you in some fashion.** Getting a reader to read my blog posts is very helpful for my business. Same goes with getting a reader to follow me on Twitter. Each advances my relationship.

Most real estate agents miss this opportunity in their marketing. They simply focus on trying to get a client or a listing appointment. Sure these are important, but it is much better to build the relationship first. This makes selling 10 times easier down the road.

Below is page 2 of the newsletter. Nothing too fancy here:

(Continued From Page 1)

shoes, and straw hat. They took in \$800 in a single day, more than they had made the entire year before. The store branched into jewelry, used fur coats, and furniture." Her competitors were not pleased with Rose because she discounted pricing.

"...in 1937 she borrowed \$500 from a brother to open a store called Blumpkin's in a basement near her husband's pawn shop. But the furniture wholesalers didn't want her as a customer, because their dealers complained that she was underselling them. So Rose went to Chicago, found one sympathetic man, and ordered \$2,000 worth of merchandise from him on thirty days' credit. The time came due and she was short, so she sold her own house furnishings cheap to pay off the debt."

Rose said, *"When my kids came home, they cried like somebody will die. Why I took away the beds and the refrigerator? The whole house, an empty house?"*

Rose's furniture store continued to grow. "In a side business, she sold and rented out Browning automatic shotguns during hunting season." She continued to struggle finding in-expensive furniture to sell at her store because dealers boycotted her. Rose said, *"The more [the wholesalers] boycotted me, the harder I worked."* Rose had become a furniture

"bootlegger," traveling on trains all over the Midwest to buy overstock merchandise at five percent over wholesale..."

Her business continued to grow. Rose was "ruthless" with her employees, she screamed at them at the top of her lungs. She yelled *"You worthless golem! You dummy!"*

When her furniture business began to slump because of the Korean War, she decided to add a carpet line. Her plan was to give her customers a better price than her competitors.

"But even though the Furniture Mart was selling carpet, furniture sales were depressed due to the war; Rose still couldn't pay her suppliers. Finally a friendly Omaha banker... loaned her \$50,000 for ninety days, but Rose couldn't sleep worrying about how she was going to pay it back. She hit upon the idea of renting the Omaha City Auditorium and cramming it with sofas and dinettes and coffee ta-

bles and TV sets. Master merchandisers, she took out an ad in the paper that was strictly truthful, yet played on wartime scarcity."

[Her ad] "drew as many people as if the circus had come to town. The Furniture Mart sold a quarter of a million dollars' worth of furniture in three days. Omaha now knew Rose Blumpkin and the Furniture Mart meant discount furniture, and *"From that day, I never owed anybody a penny,"* she said."

Rose's business strategy was to buy inventory in huge quantities and to cut expenses to the bone. She continued to sell at 10% over their cost.

Here is what Warren Buffet, who eventually bought Rose's business had to say about Rose:

*"Everything Mrs. B knew how to do, she would do fast. She didn't hesitate and there was no second-guessing. She'd buy five thousand tables or sign a thirty-year lease or buy real estate or hire people. There was no looking back. She just swung. You got about two inches outside the perimeter of her circle of competence, she didn't even want to talk to you about it. She knew exactly what she was good at, and she had no desire to kid herself about those things."*

#### Rose's \$250,000 Advertisement

*"This is It! The Sale of Sales! Shortages? Malarkey! We can't eat'em! We must sell'em! We've been shipped so much merchandise this past 60 days, we have no warehouse room. Yes, we're overboded, and how! We can't eat'em and usually couldn't sell as much in six months. So we've staged the largest sale ever of this type ever held in this area...45,000 square feet filled with the most unheard of savings of famous brand merchandise."*

*-From "The Snowball"-*

"By the early 1980s, Rose...

had built the largest furniture store in North America. Its three acres sold over \$100 million of furniture a year under one roof, ten times the volume of stores similar size... She awoke at five a.m., ate only fruits and vegetables, and never touched liquor...She was hard at it six and a half days a week" On Sunday afternoons—the only time all week she wasn't at the store—she drove around town planning attacks on her competitors. She was known to say *"How much hell can I give them?"*

When asked about her brutal work schedule, she replied *"It's mine habit."*

After reading this chapter, I thought about how inspiring Rose was and I quickly realized that real estate agents could learn a great deal from her, especially in our struggling real estate market. When Rose started her furniture business, she:

1. Didn't know English very well.

(Continued From Page 2)

2. Had four children.
3. Was stiff armed by her competitors.

Yet, she was able to turn this business into an empire which sold for \$55 million. She persevered through tough economic times and competitors who tried the squeeze her out of business. If Rose could accomplish all of this considering where she came from, what can you accomplish?

Something to think about.

Here are a few of the business lessons that I learned from Rose as presented in "The Snowball:"

1. Be very careful of debt. Sell off everything in order to pay down debt. Sometimes we have to sacrifice to build our businesses.
2. Be ruthless with your employees and team members.
3. The "right" marketing can literally transform your business. It did on two different occasions for Rose.
4. Work your ass off.
5. Be decisive.
6. Don't change your mind. Once you make a decision, stick with it.
7. Never let anyone hold you down. Rose continued to build her furniture business despite the wholesaler's effort to run her out of business.
8. When business is slow, look for new products or services to offer to your customers. I'll be hosting a special training call on how I added a new side business that was marketed to my existing customers. This little side business averages \$12,000 of monthly income. To join the notification list for this training, visit: <http://www.ProfitWebinar.com>

In fact, in "The Snowball" I learned that Warren Buffett began marketing new products to his paper route customers as a young boy. He paid attention his customers magazine subscription expirations and began offering new magazines to his customers right before their expiration date.

This strategy allowed Warren to quickly add a new income stream from his existing customers. This is a very powerful business strategy that is consistently used by some of the most profitable businesses in the world. How can you use a similar strategy in your real estate business?

I highly recommend you read "The Snowball" by Alice Schroeder. It is pure gold!

## ★ ★ FREE ★ ★ WEBINAR TRAINING FOR REAL ESTATE AGENTS

Throughout the remainder of the year, I will be hosting several FREE live webinar trainings for real estate agents. To join the Webinar notification email list, visit:

<http://www.ProfitWebinar.com>

Here is a list of upcoming FREE Webinars that you can attend:

★ **How to Collect \$3 thousand to \$5,000 of your Commission UP-FRONT and Sell 70% of your Listings in 2 WEEKS**

★ **How to List & Sell Bank Owned Homes by the Boatload**

★ **How to Dramatically Increase the Response Rates from Your Marketing**

★ **How to Launch a "Side" Business Marketed to Your Existing Customers (Not MLM)**

**The 3 Economic Moats You Must Have in Your Real Estate Business**

To join the special webinar notification, list register with your name and email address at:

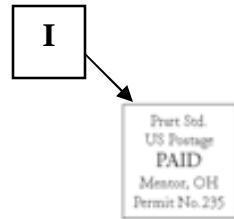
<http://www.ProfitWebinar.com>

Once registered, you'll automatically receive the details for each Free Training Webinar!

- F.** By including bullet points of lessons learned, I'm able to help the reader extract helpful information and apply it to their real estate business.
- G.** I've buried a plug for the mobile home side business webinar into the list of lessons learned. **Notice how I used something in the article to give the reader a reason to pay more attention to this opportunity?** This is a BIG lesson and I hope you apply it in your business. Had I not presented Rose's story and the other bullet points, many readers would have skimmed right over this bullet point. It is a disguised sales pitch. It works.
- H.** The large text box covering half the page was designed for one purpose and one purpose only. Can you guess what it is? If you answered "to capture the reader's email address" you win the marketing gold medal! :0) There is a lot to cover about this strategy.
- a. In many cases, you might only have a person's mailing address. You must engineer some compelling offer to get the reader to go online and give you their email address. The email address is powerful because you can obviously follow up with them for free via email. You can market your services and affiliate programs to your email list.
  - b. When a reader visits <http://www.ProfitWebinar.com> and submits their name and email address on the website, they will be asked to "double opt" in by confirming their email address. This dramatically increases email deliverability. The goal of the offer is to compel readers to submit their email address and then confirm their email address too.
  - c. To make this free training more compelling so that more readers would go online and submit their email addresses, I included many different training webinar topics. Maybe you might not care about launching a "side" business, but you probably want to learn how to increase and improve your marketing. Had the box only offered free training on how setup a "side" business, I would have lost your email address.

Here is the last page of the newsletter. After being folded and mailed, it actually turns into the cover of the self mailed newsletter:

**Rob Minton**  
**Renegade Millionaire Agent**  
31811 Vine Street  
Willowick, Ohio 44095  
Fax: 440-918-0347



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FIRST & LAST NAME  
STREET ADDRESS  
CITY, STATE, ZIP

## The Two Main Reasons Why Real Estate Agents Fail

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As real estate agents, we've been hit pretty hard over the last 12 months. As a result of the drop in home prices, the tightening by lenders for loans, record high gas and food prices, consumer confidence is close to a 15-year low. So what's the secret to thriving in such a tough economy? Well, according to my recent survey of thousands of real estate professionals...

### The Number One Frustration: LIMITED HOME SALES

It is glaringly apparent that homes aren't selling the way they used to. The average length of time on the market continues to hover around 11 months. This is up from 3 months just a year or two ago.

### The Number One Need Is: MORE CLIENTS

Sellers are now more skeptical than ever to list their home with an agent. They don't have the luxury of time. Buyers are afraid to buy a home because they are concerned home prices

will drop further. It's an ugly situation...

And that's why since this survey, I have been quietly writing a series of business building reports that walk you step-by-step through building a Renegade Millionaire Real Estate Business. In these reports, I'll show you how to generate leads by the boatload. I'll even show you how to automatically convert these leads into clients by using compelling sales letters. In fact, you'll learn how to get prospects to "apply" to become one of your clients. You'll also learn how to create new income streams by marketing affiliate programs and "side" businesses to your database.

You can get test drive these weekly business building reports, PLUS have instant access to my \$398 Complete Renegade Millionaire Strategies Audio Program with the legendary Dan Kennedy right now for just \$1.00. To find out how, visit:

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

- I. This newsletter was mailed at bulk postal rates. No stamp was necessary. The printer I used takes care of this and I pay them directly for the postage. I send the newsletter to the printer digitally and they handle everything from that point forward.
- J. This panel is probably the most valuable panel on a newsletter mailed as a self-mailer without an envelope. The reason why is because the recipient will always look at the front of the mail piece to see where it came from and if they should bother to open it up. Since this is the most valuable spot in the newsletter, I used it for my most compelling offer. Too many agents under utilize this space in their mailings. It is very valuable and it's a costly mistake. This newsletter generated a significant number of new Renegade Report subscribers. In fact, the number of new subscribers due to this newsletter made it a very profitable mailing. My business is still receiving income from this newsletter and will continue to receive income for a long time to come.

Please understand that I'm not sharing this information to brag or boast. The goal is to show you how profitable a hard copy newsletter can be for your business. Each newsletter really should be a disguised sales letter. If you're going to send a newsletter, you should be strategic about it. Maximize this opportunity for your business.

- K. This little article is actually sales copy to market the Renegade Reports membership. This space is the second most valuable spot in the newsletter because it is on the flip side of the mailing panel after folded by the printer. I used this valuable space to promote the membership again.

Ok, I've shared a lot with you today about this one, four page newsletter. Think about what we accomplished with this mailing. Here is a brief list for you to review:

1. Attracted a small number of recipients to follow me on Twitter. This will allow me to continue staying in touch with them on a daily basis for free.

2. Attracted a small number of recipients to my blog. They may come back to my blog from week to week to see new posts.
3. Provided some helpful content for the recipient and used the content to position myself as an expert.
4. Subtly promoted a webinar within the bullet points in the content article.
5. Offered FREE Training on many different business building topics to compel readers to give me their email addresses. Used a double "opt in" confirmation process to increase email deliverability.
6. Successfully promoted the Renegade Reports membership to create income for months to come.

Many of you might be wondering how you can use these ideas in your business. Well, you can offer a special Teleseminar or webinar classes to your database. These webinars can actually be sales presentations which will drive prospects to become your clients. I'll show you how to do this in next week's Renegade Report lesson.

You can also promote affiliate programs within your newsletter if you don't have your own product or service to market. Refer back to our Renegade Report lesson on how to profit from email. You could actually promote many different affiliate programs within one newsletter. If you want monthly continuity income, you could promote the \$4,000,000 Wealth Blueprint membership on the front panel of your newsletter. You would collect 50% of the monthly membership fee for any clients who sign up generating income to you directly from your newsletter. Sign up to become an affiliate at: <http://www.4millionblueprint.com>

## **This Week's Assignment**

This week's assignment is for you to draft and mail your own client newsletter based upon the strategies detailed on today's Renegade Report lesson. Remember you need to change your thinking from "newsletter" to "sales letter." Understand that you don't have to send a newsletter each month. You can simply send newsletters whenever you have something good to promote. If you find a great affiliate program, build a newsletter around it.

Remember to add some good content. Use the ideas from last week's Renegade Report lesson on how to create content for your newsletters.

Best,



Rob Minton

Renegade Millionaire Agent

### **Coming Up Next...**

#### **Lesson #30: How to Use Teleseminars to Sign New Clients**

Next week, you'll discover one of my favorite lead-generating, relationship-building ways to sign new clients: Namely, by using teleseminars! You'll discover what to talk about, where to get guests to help you carry your call and much more. You won't want to miss this lesson, because very few people use this tool – and yet it's extremely powerful!