

What To Do When Your Mailing Campaign Bombs

This is Todd Toback and today I'm going to tell you what to do when you have a mailing campaign that (*bomb falling sound*) bombs. So there are four things that you need to do when your mailing campaign doesn't go as planned. ***The first is get your head straight.*** All your competition as soon as they send out 10,000 post cards and don't get the return, they're going to run for the hills, right. They think they have lost their investments. They think the sky is falling, real estate investing is over, right. They're gone. But if you got your head straight, you know that this is a good thing because you're going to be the only person left standing. I used to do a lot of triathlons and I used to look at adversity as the best thing because I knew the competition will crumble and I'd be the only person left. So look at it you're going to be the only person if you're consistent month after month after month after month who's going to basically survive that up and down market, and mailing is always a 90-day cycle. We've seen that time and time and time again.

Two is have your sales team be accountable for every single mailing campaign. Now if you don't have a sales team, get one. It is critical. But I share information, we back and forth. I let them know how much we spend on every campaign, how many pieces, and they're responsible and accountable to get money out of every single campaign. Now if it's not from a wholesale deal, maybe it's from a referral that we send from a real estate agent. Maybe they don't get a deal from this campaign but they did back in the old campaigns and scratch and claw and find a way to turn revenue every single week like a rabid dog, right. Now you may have been that rabid dog yourself in your own business. You got to learn how to teach other people to be rabid dogs and to value those leads just like you.

The third thing is that yes, you have to evaluate the actual mailing campaign itself. Evaluate the list. Maybe you need to freshen it up, maybe you have to buy more highly targeted leads, maybe you got to tweak that post card, maybe you have to change the copy on that post card, but whatever it is, understand your numbers like nobody else. How much does it cost you to get a deal in your market? Maybe it's \$2500, maybe it's \$12,500. It doesn't matter. What is the return on the investment? Because as soon as you know that, you can mail and mail and mail and mail as long as you're getting that return on investment and you teach your team to maximize every single marketing dollar.

And finally, and the fourth, is understand that you need to dominate your market. Now I got this from Grant Cardone, one of my favorite sales trainers, is that you must be light-years ahead of everybody else, right. You got to be better on every single facet. And Grant, if you see this, share this on your wall. But, are you sending better mail pieces? Are you mailing more consistent? Is your sales team better than everybody else? Do they handle objections with ease? Is that all documented? Are they showing up to your seller's house with a logo on their shirt? Are they writing handwritten thank you cards? Everything that you got to do to separate yourself, do it! Teach your team to do it. Make it a part of your culture and guess what, you're going to have a seven-figure wholesaling business.

So I hope I've inspired you today to take a negative and turn it in to a positive today. Rock it. Leave a comment. Let me know what you think and I'll talk to you guys next time.