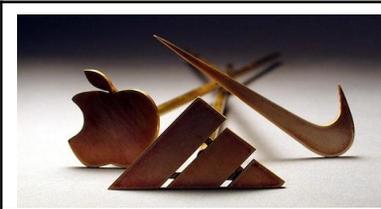




DARON CAMPBELL

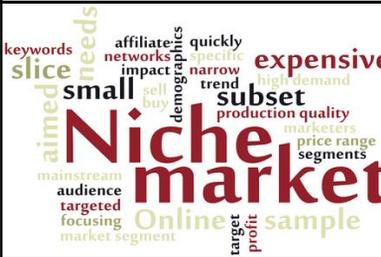
# THE 5 BUILDING BLOCKS TO DOMINATING YOUR MARKETPLACE

*These 5 building blocks will help you capture the lion share of the market and be the preeminent Realtor in your area.*



## #1 Branding

Does your client know who you are and what it is you do/sell? Can you tell them in 10 seconds or less what your tag line is? For example, the brand NIKE's slogan is "Just Do It". Creating a brand for yourself that sets you apart from your competitors will get your foot in the door faster!



## #2 Niche

Not all business is good business, especially when you don't live and breathe a particular area. Hone in on a marketplace that you will specialize in and do not add any extra territories until you have your grasp on your area of specialization. Personally, your niche should be between 2,000 – 3,000 property owners in which you can campaign and market to.



## #3 Lead Capture

Building your list with viable buyers/sellers is essential to the success of your Real Estate Millions! Make sure you have several opt-in forms placed strategically on your landing pages and main website with enticing offers for them to give you their information. Your freebies should be of HIGH value so that they perceive you as the expert and trust you as their information source for real estate...PERIOD!



## #4 Automation

Now that you've created successful opt-in landing pages, let the "robot" do the work and market to them on auto-pilot! Create email campaigns to be sent out at different times that act as if you are personally taking the time to stay in touch with them.



## #5 Cultivation

Marketing consistently to your list of leads of buyer/seller will ensure that you stay in the front of their minds when it comes to real estate. These leads opted in at one point in time because they trusted you to be their source of information and must be nurtured! Soon, you'll reap the rewards from properly cultivating your crop of leads.

## What's the next step?

It all depends on you. Which of the 5 building blocks do you need the most help with moving forward? If you currently have systems in place, great! You're ahead of the game and just need some refining. If you are struggling with any of the above or there's a specific item you want help with now, then shoot me an email at [moreleads@M3Millionaire.com](mailto:moreleads@M3Millionaire.com) or call Janel to schedule a time for you and I to uncover how it is we can help you double your income, double your leads and double your Free time (818) 432-1528.