

The

SECRETS

of Top Producers

Workshop Workbook

**Simple Strategies
To Get You
An EXTRA 3 Transactions
In The Next 60 Days**

- *No More Cold Calling*
- *No More FSBOs*
- *No More Expireds*
- *No More Begging*
- *No More Wasted Advertising*
- **NO MORE REJECTION**

**Marketing, Promotion and Positioning
Secrets Of Top Producers Revealed!**



**BY REFERRAL
ONLY®**

Success Leaves Clues



Welcome.

My name is Joe Stumpf.

Over the past 20 years, I've had the privilege of coaching many of the most successful agents and originators in North America – agents and originators who are successful **regardless** of market conditions, interest rates or time of year.

Success leaves clues. Over the past 20 years I've identified the common denominators of success. I've been teaching these success secrets in free workshops and 3-day conferences all across the country.

Real Estate and Loan Originating Success Doesn't Have To Be So Hard

If approached from a “sales” perspective, growing a successful real estate or lending practice can be a painful experience. Alternatively, when prospects see you as a valuable, knowledgeable consultant, the business becomes almost intuitive, because helping people is much easier than “selling” them.

Today, with market conditions changing so rapidly, more agents and originators are failing than ever before. That's why I've developed this audio workshop to teach you some simple, yet extremely powerful, business generation strategies.

It's my way of giving back to an industry that has given me so much.

Best wishes in your career,



Joe Stumpf

What Would 3 Additional Transactions Be Worth To You? \$10,000? \$15,000? \$25,000?

The Secrets Of Top Producers Workshop shows you *exactly* what to do to make that additional income in just 60 days... or less.

In just 60 minutes you'll learn:

- How to completely eliminate your competition
- How to generate a steady stream of motivated, qualified clients – any time you need them – regardless of market conditions
- How to use direct response advertising to generate \$15 for every single dollar you spend on advertising
- The Magic Words that make you a Referral Magnet
- Exactly what to do to stand out in a crowd of competition
- What not to do (common mistakes that costs agents thousands of dollars a year)
- The single most powerful question you can ask anybody, anytime, to generate new clients
- The powerful Gift Of Time script that costs nothing, but works almost every time to bring in new business

Simply listen in, fasten your seatbelt, take lots of notes and then go out and get those 3 additional transactions... they're waiting for you!

**What Is The Single Biggest Problem
You Face In Your Business?**

What is the COST of this problem?

Napoleon Hill's Five Characteristics Of Great Achievers:

1.

2.

3.

4.

5.

WHAT IS YOUR VISION FOR YOUR BUSINESS?

TRANSACTIONS:

INCOME:

TIME:

% OF REFERRAL BUSINESS:

Three Systems That Organize Your Business Operations

Before Unit	During Unit	After Unit

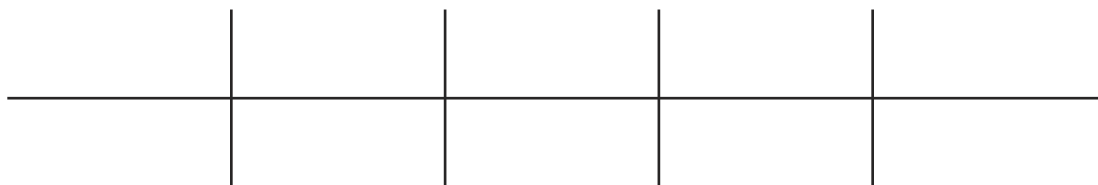
Before Unit:

\$15 to \$1 Return on EVERY Ad Dollar

1. Predictable RESULTS:

Slot Machine VS. Vending Machine

2. Select your Target Market



3. Eliminate Your Competition

4. 5-Star Prospects Only:

- 1.**
- 2.**
- 3.**
- 4.**
- 5.**

How it Works:

If You're Paying More Than \$1142 a Month For Rent, You Could Probably Own A Home Instead

Rochester - Many renters just don't realize how easy it is to own a home of their own. They just continue making payments on their landlord's mortgage, feeling more frustrated every month.

If you're paying more than \$1142 a month for rent, there are several lovely homes in Rochester County that you could own with Zero Down Payment and monthly payments as affordable as your rent.

You can find out more by calling 1-800-000-0000 for a 24-hour Free Recorded Message. Or you can take a virtual tour of homes at RochesterHomes.com



We Hate to Leave Our Springfield Home!
You'll love all the updates we've done.
Free Recorded Message 1-800-000-0000



We Hate to Leave Our Springfield Home!
You'll love all the updates we've done.
Free Recorded Message 1-800-000-0000



We Hate to Leave Our Springfield Home!
You'll love all the updates we've done.
Free Recorded Message 1-800-000-0000



We Hate to Leave Our Springfield Home!
You'll love all the updates we've done.
Free Recorded Message 1-800-000-0000

During Unit:

50% Refer Before Transaction Ends

1. Recognize Referral Opportunities

- a)
- b)
- c)

2. Respond With Referral Language

How's Business Script...

3. Redefine Your Relationship

4. Create A Referral Moment *The BRAG Formula...*

How It Works: Ask For What You Want Script...

**After Unit:
20% Yield on Relationship Portfolio**

1. Create Lifetime Value

2. Choose Your Top 150

3. Invest In The Relationship

4. Ask For Specific Help

How It Works: Giving The Gift Of Time Script...

The San Diego MAIN EVENT

Imagine Learning The *Most Profitable* Strategies Used By America's Top Producers

THE MAIN EVENT is a business building conference for real estate and lending professionals held monthly in major metropolitan areas throughout the United States. You will learn tested and proven business strategies that produce measurable results in your business day in and day out, notably:

1. How to predictably and reliably get new clients for \$300 (max)... whenever you need them... regardless of market conditions.
2. What to say to the clients you're working with right now so that half of them refer to you a high quality new client before the transaction is closed.
3. The untapped Gold Mine you're not using now that will generate an *additional* 30 transactions a year with NO competition and at very low cost.

THE MAIN EVENT Is The Only Conference For Agents and Originators Guaranteed To Increase Your Net Income By \$25,000 To \$100,000

All you need to do to claim your \$25,000 is attend THE MAIN EVENT. The money is in that ballroom waiting for you and 550 other participants. If you can't find *at least* \$25,000 of value, simply turn in your materials and ask for a refund. No explanation is necessary. Your registration fee will be cheerfully refunded.

Two Ways To Learn More About Adding \$25,000 to \$100,000 To Your Checkbook



1. Visit: www.ByReferralOnly.com/SanDiegoMainEvent for an inside look at the event.



2. Call THE MAIN EVENT concierge department at 1-800-940-1687.