



3 Steps To Creating A “Marketing Grenade”

Estimated Read Time: 4 Minutes

www.loanofficermarketinglab.com/blog

Here’s the follow up Guide promised in today’s video regarding marketing to real estate agents. (Found at www.loanofficermarketinglab.com/blog) I hope you’re ready for an eye-opening experience, as we’re going to plunge into some pretty exciting stuff! Let’s have at it! Your “marketing grenade must be:

1. It must be loud. No, not in your face loud and obnoxious, but it must rise above the typical “ho hum – been there done that” advertising! When crafting your marketing message, think about what you’ve seen done by every other loan officer around.

I often think to myself how boring we must really appear to others. When you think of exciting careers, one doesn’t typically pop “loan officer” to the top of the list. Then again, who says you have to be ordinary? I like to have an absolute blast while working.

It’s exciting to constantly look for better, more efficient, and more fun ways to get people attention. The moment you stop trying to better yourself and move forward is the moment you begin lagging behind. A “marketing grenade” will wake you up, shock you out of your seat and force you to pay attention.

It doesn’t have to be expensive or elaborate either. When I first began making office visits to real estate offices, I found myself often the subject of contempt. No one wanted some desperate appearing loan officer walking around doing whatever it is a loan officer does!

That’s when it hit me. I must be a total screw-up if everyone is pegging me as the same old loan officer right? I need something that challenges them to think of me in a different capacity!

I finally laid eyes on my “grenade.” I went to <http://www.greatbigstuff.com/pen.html> and ordered a giant foot and a half monster pen. It really works too. It looks hilarious, and I carried it with me into the realty offices. I would approach realtors I wanted to have a conversation with and say: “Hey, do you mind doing me a favor? Do you have a pen I can borrow? Mine stopped working!” I would then hold up the pen and try to look serious as they inevitably laughed, or made some sort of comment about the monster pen. I would further explain how I was hoping to pencil them in for an appointment next week when my pen stopped working... You can see where it’s headed.

The point being, that I was tired of being treated like a nuisance. I could have sat there and bad-mouthed the realtors claiming they're all jerks. Instead, I decided that there is one human, and one human only responsible for the way I'm perceived by others – Me!

So it took matters into my own hands and found a way to start off each conversation with a smile. When people are smiling, and laughing, it's difficult to be rude to someone. I found the agents much more agreeable, and everyone wanted to know where I got the huge pen from. Great ice-breaker! There you have it. A true-to-life example of a simple, but effective marketing grenade. It was definitely loud and certainly got attention.

Have a look:



2. Affect a lot of people. Working with any niche market one person at a time can be slow going. I don't like slow. Slow doesn't cut it for me, and I doubt it does for you either – Especially when it is unnecessary! I'm not sure where most loan officers learned that it must take years to work up a reliable relationship with realtors.

This is quite simply not true. It will only take this long if you fail to complete your task of marketing, following up, and demonstrating value properly. It's very possible for you to meet a top producer and have loans in hand by next week. But the point here is that this will not happen all of the time, and not even most of the time.

Because of this, you need to play the odds in your favor. I learned this early on and never wanted to go back marketing to agents 1 at a time. Why should I when I can meet with them 10 or 20 at a time? I thought it a bit risky at the time, but I decided to start targeting groups of realtors with my "big pen" strategy.

I purchased a box full of the pens, and I started leaving them on the desks of agents I wanted to meet with, along with a personal message hand written by me – using the huge pen of course – Yes I informed them of that. The point of the freebie pen? It was an invitation to a twice monthly round table discussion, and it paid off handsomely!

No more 1 on 1 marketing for me! Twice each month 10+ high producing agents would meet me for our Mastermind meetings to discuss powerful marketing ideas. The payoff? I rarely left the meetings without multiple referrals, and happy real estate agents!

3. Have an impact. This 3rd requirement is a bit on the nebulous side. How can you rate whether something will “have an impact” or not? It’s easier than you think if you apply some rules to it. My personal rule? That any marketing message I send out must pass a set of personal guidelines. The most important?

That if my marketing message cannot be proven without working with me first, then it won’t be taken seriously. Do you see the truth in those words? We live in such an advertising weary world, that people are all but immune to empty claims.

As a loan officer, if you’re talking to realtors about your great service, how you’re going to help them build business etc, etc, etc... Then you’re wasting your time! All of those claims qualify as empty, a the realtor only has 1 way to find out if what you say is true – To work with you! Most are going to opt to stick with the lender they have than take that risky path.

This is why I began offering round table discussions, Testimonial Cards, marketing instructional presentations and more. Each of these events allowed me to demonstrate first hand that I wasn’t just “full of it.” Once I was comfortable with my online marketing experience, I began showing off my front of Google rankings, and teaching them how to do the same. (*To an extent*)

What’s more impactful? Handing a realtor a few leads you purchased, or teaching them a priceless skill that can be over and over again to generate more leads, and dominate their local market? Follow these 3 guidelines, and you’ll have yourself a shiny new “marketing grenade.” Use it wisely!

- ***This article is part of Day 1 of The Loan Officer Project Pre-Launch series. To view Day 2, please return to www.loanofficermarketinglab.com/blog***

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