

**Don DeRosa's**

# *Real Estate Investing for The Real World*



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## **Marketing – Love it or Leave It?**

*Marketing is too important to be left to the marketing department. David Packard*

What feelings does the word “marketing” bring up for you? For some people, it brings up anticipation of the hunt and the exciting world of competition. Others, though, feel a sense of dread: Marketing means sales...rejection...never-ending work...talking to people you don't know...going to boring meetings...spending money on advertising...*networking*, yuck!

If you fall into the latter group, I've got good news and bad news. The bad news is that if you want your business to succeed, you're going to have to spend a lot of time on marketing. Sorry, there's just no getting around it – unless, of course, you just want to be a real-estate hobbyist.

But there's good news, too: There are as many ways to market as there are people marketing. And that means that, while you might not like everything you do, you can find marketing methods that you actually enjoy.

Let's start with a discussion of what it means to “market” something. Good marketing does two things: first, it makes people aware of your product. Second, it gets them to take a desired action (for example, calling you).

One common way to market your services is to hand out business cards at chamber-of-commerce meetings. If you enjoy doing this, it's a great option, but it's not enough all by itself. After all, what happens to all those business cards you collect? How many of them will you ever use? Remember, if it doesn't induce action, it's not good marketing.

So if going to networking meetings doesn't float your boat, don't go! But make sure you have other effective marketing strategies to put in place instead.

Here's where your imagination comes in. Make a marketing plan. Brainstorm about the things you like to do, and see how those activities can be used for marketing. Make a specific plan – “I will make ten calls per week” or “I will choose a team this week”.

Diversify your plan. Don't rely on one or two methods to do the trick. Market in as many ways as time and money will allow. Don't worry if it doesn't result in immediate prospects; often, the role of marketing is to plant a seed that will sprout some time in the future.

If you're still stumped for ideas, here are just a few ways to market your services:

- Join social networking sites like Facebook and Twitter and talk about what you do
- Advertise on billboards, newspapers, radio, or television
- Send out bulk mailings
- Put up fliers
- Sponsor a little league team
- Write a newsletter for clients
- Start an online blog about what you do
- Teach a class at a community college
- Buy advertising in a concert program
- Write a book
- Write a magazine or newspaper article
- Arrange to be a guest on a radio program
- Sponsor highway clean-up near a neighborhood you're targeting
- Throw a swim party or cocktail hour for a target group
- Enter a parade!

As you can see, your options are limitless! Having said that, though, you do need to use a little common sense. If you sponsor a baseball team, do it in a neighborhood that interests you from a business standpoint. Don't put money or energy into marketing that won't bear fruit. Do some research, and tailor your ideas to fit the markets you're trying to reach.

Whatever activities you decide on, don't let yourself go for more than a day or two without doing some sort of marketing. Even if you're swamped right now, continued marketing helps insure you against future dry periods.

Above all, though, don't let preconceived notions about marketing scare you off from this important part of your business. Stick with what's effective and figure out what fits your personality. Soon you'll turn that dreaded chore into an enjoyable task.

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*Don DeRosa was recognized as one of the nation's top 21 real estate investors in the New York Times bestseller The Millionaire Real Estate Investor. Don, who is a full-time investor, trainer, and mentor, offers a complete system to build and run a thriving real estate business. For more information on Building Wealth with Real Estate, visit [www.donderosa.com](http://www.donderosa.com).*

**Summary:** Marketing is an essential tool for business success. But the term "marketing" covers a lot more territory than you might think. Even if you think you hate marketing, you can find activities that are effective and perhaps even fun.