

We Do It For You!!!

POWERFUL FORCES AT WORK FOR YOU!!

After 20 Years of *hang dog tough* mortgage marketing, Master Mortgage Marketer Reed Hoisington is offering...

The We DoItAll4You...Mortgage Client Monthly Newsletter

Not Just another Newsletter, but a mortgage and referral marketing system....Offer your customers real value in an exciting monthly newsletter program that will bring *real Measured Results* for your mortgage business **with increased sales and positive upbeat communication** with your clients & prospects each and every month.

Important... ..Every morning, your competitors get up and go after your clients and prospects. Therefore, it is vital that you maintain Top Of The Consciousness Positioning with your customers and prospects through consistent, frequent, disciplined contact!!!!

Enclosed find the information you requested.

Reed Hoisington Publishing Inc.

From: Reed Hoisington

To: Future **We DoItAll4You** Mortgage Newsletter Subscribers

To Enroll and Begin Sending This Monthly Mortgage Newsletter, Just Return the Attached Forms.

FAX TO: 910-485-3524 or Email To: Newsletter@ReedH.com

To make sure this newsletter publication is sent on time each month, we will run one full month ahead. For example, you will get the November issue by disk the 12th of October if you are printing/adding your info and mailing yourself.

You will be responsible for getting the needed information for that month along with your updated monthly mail list into "Newsletter@ReedH.com" by 5:00 EST of the 12th Day of each month (because we are printing and mailing for you). You can fax or email the information to the above **FAX TO: 910-485-3524 or Email To: Newsletter@ReedH.com**

This first 12 day Phase is your only responsibility, the rest is up to us.

Consistently mailing (yah, that's right... sorry, emailing it alone, will NOT work) a Monthly Newsletter is THE BEST, proven way to arrive as a Welcome Guest in your customer's home or office. Your delivery of useful information and pleasant entertainment builds a bond, encourages repeat business, referrals, and frustrates competitors' efforts. And - you undoubtedly already know this and know that your **Total Customer Value** easily justifies this small investment each month. Now you can let **OUR DISCIPLINE** (remember we do it for you ever month, even if you do nothing!) make certain that this gets **Done 4 You** each and every month.

Best Regards,

Reed Hoisington

Agreement Authorization Form: We DoItAll4You Newsletter

I am enrolling in the “**We DoItAll4You**” Monthly Mortgage Newsletter program.

Each month I will receive the Newsletter for the following month on disk, ready to customize and drop in your copy.

I authorize the monthly charge noted to the Credit Card on the attached order form.

I understand that I may cancel at any time within 30 days advance Notice, but am NOT entitled to a refund for any monies paid for prior months.

I also acknowledge that the contents of these publications is copyright protected, and my license for use applies only to my own business(s) named on the attached order form, and I may not authorize or enable anyone else in using the same content.

If I cancel and opt out of the program, I may not make any further use of the content from months prior to my cancellation.

While every effort is made by the publisher to validate accuracy of Content of these publications, I understand Publisher accepts no Liability for such accuracy and I agree to hold Publisher harmless for same. Please fax or email this form with your application.

Name _____ Date _____

Company _____

Address _____

City/State/Zip _____

Signature _____

We Do It For You...

The Template Newsletter Program for the Busy Mortgage Professional *THE Mortgage NEWSLETTER*

Simple Design with Drop in format, with. Positive upbeat information that your clients and customers can use in their everyday lives.

1. Produced on First Class quality paper- 11X17 each month.
2. Simple Crisp & Sharp Graphics in a window pane format.
3. Your mortgage business is promoted throughout each issue every month.
4. Reed Hoisington adds his Marketing Expertise each month.
5. NO expensive envelop – It's mailed as a self Mailer tab enclosure.
6. First Class Postage printed with FIRST CLASS mail noted.
7. Email Download your mail list & Promo - We do all the rest.
8. Complete file storage of your Mail list & Monthly Promos.
9. Complete package includes Design, Typesetting, Printing and Mailing
10. You just include your Mail List Data Base in an electronic format
11. If you choose (not recommended) we can mail the CD and you can Print & Mail each issue yourself.

Yes, Reed, Sign me up for your Newsletter Service, Pronto! So I can start turning my past clients into Life-Long Clients all the while earning thousands of extra dollars a month in increased business! I do not want to lose another client simply because I did not keep in touch on a monthly basis.

Convenient Billing Options (Please choose ONE, ONLY):

\$167 per Month. I'll watch my profits increase with this simple easy-to-use Newsletter Service without taking any of my time away from generating; Leads, Loans and Income!

6 Months for only \$835; I only pay for 5 months, saving me \$167!

12 for \$1503; I get 3 months Free! A Super Value saving me \$501!

Super Value!

FAX this Order Form to our 24-Hour Order Fax Line at: 910-485-3524 or Call in your order to 910-484-5216, M thru F 12 p.m. to 4:00 p.m. EST ONLY

Method of Payment: By Credit Card(s) Visa MasterCard American Express Discover

You Can Use More Than One Credit Card - If Paying With Check, Signature Below Authorizes Bank Debit

Card Number 1: _____ Exp. Date: _____

Card Number 2: _____ Exp. Date: _____

Name (as on card): _____ DOB: _____ \ _____
Month Day

Company Name: _____ Position: _____

Billing Address: _____ City: _____

State: _____ Zip: _____ Tel: (_____) _____ Ext: _____

Cell # (_____) _____ Fax: (_____) _____

E-Mail: _____ Signature _____

Mail to: Reed Hoisington Publishing, Inc. • 2413 Morganton Rd. • Fayetteville, NC 28303

INSTRUCTIONS FOR NEWSLETTER PRODUCTION

Each month will be sectioned off into a 3 Phase production sequence:

PHASE 1: Customization forms and mailing lists should be sent to newsletter@reedh.com between the 1st of each month to 12th of the month. This schedule will be strictly adhered to each month to maintain discipline.

Failure to email your finalized customization form(s), by end of day of the 12th day of each month will result in a default for that month and we will install a generic message for you in the designated space for that particular month. We will use your current list on file, without it being updated by you. This discipline is necessary to insure a prompt production schedule for all. **PHASE 1 is the only Phase that you will need to be concerned with on your end each month. A sample of a generic message is below:**

THANK YOU

***For your business and your referrals!
A referral is the ultimate compliment***

***We hope you are enjoying this Monthly Newsletter -
It's our way of saying Thanks.***

PHASE 2: From the 13th of each month to the 20th of each month will be the Printing, Bindery and Production Phase. There will be NO exceptions as a strict production schedule will be adhered to each month to produce your Newsletter on time.

PHASE 3: Labeling and Mailing phase is the final Phase from the 16th of each month till the 30th of each month. All Newsletter clients will have their Newsletter mailed First Class to insure prompt attention by the U.S. Postal Service.

Monthly Membership, Printing & Mailing charges will be charged to your credit card account on the first of each month.

How To Get The Most Value From Mailing A Monthly Mortgage Newsletter

LISTS: You will obviously include present customers. But consider adding lost/inactive past customers for at least 18 months, unconverted leads and important prospects you are otherwise marketing to, and community or industry centers-of-influence.

CONSISTENCY: Stick to a monthly schedule!!!! You want this perceived as a regular publication, instead of occasional promotional mailings **NOTE:** We will let those receiving this newsletter know that they will be getting it each monthly. **SO,** they **WILL** expect it – don't let them down - stick to your word!

YOUR OFFER OR PRODUCT FEATURE OF THE MONTH- This is a space to make a direct offer, provide a free report, or talk about a particular product or service. You can offer free information. Many mortgage professionals opt to do lead generation through their own newsletters, offering a free report, brochure, video, or more information only by request. In these cases, we suggest options for response of phone and FAX. **Advanced Strategies:** make your free information offer drive traffic to your web site, or to a free recorded message where more selling is done. If you have an eavesdrop line (recorded message line) of testimonials, you might want to advertise it in this space as well. Remember, the best offers often involve something free, whether information; free gift for coming into the business; or premium with purchase.

YOUR "THANK YOU" BOX. This is a place to list the names of the customers/clients who've referred others. Such recognition stimulates more referrals. Or briefly recognize a Client Of The Month. If you want to use a much longer Client Of The Month story or testimonial or turn a client into a celebrity, use this space just to "tease" the story, and drive people to your web site to read the entire page posted there.

TRACKING RESULTS. If you are concerned about tracking results, you need a suffix or other method of identifying web site traffic prompted by the newsletter; a separate 800# for recorded messages advertised in the newsletter, and you need to make your Offer Of The Month an actual coupon they redeem. A caution, however this kind of newsletter is **NOT** just about direct, immediate response. It is also about maintaining a good relationship with customers, "softening the beach-head" for other, more direct, more complete marketing efforts. "Good will" is a real business asset – in fact, when a business is sold, good will is valued and paid for. If you have not been maintaining frequent contact with your list before, time and patience are required to build up (or rebuild) a quality relationship. And, if customers are not trained to respond, again, it may take months before they begin to "get it" and respond to your offers in this newsletter. Your newsletter mailings may not pay their own way as they go, from direct-response, but over time, you should see an improvement in the overall value and responsiveness of your customers.