

Want a talk show? We'll take you on Facebook LIVE now at no extra charge

BY FRANK KLESITZ, CEO, VYRAL MARKETING



Clients and friends –

Want more people to see your videos?



We interview you on Facebook LIVE now at no extra charge.

Right now, we ship you an HD webcam and then we schedule a monthly time to interview you to create two helpful Q&A videos for your database.

If you'd like us to interview you on Facebook LIVE during this time too, ask us.

You'll essentially host your own "talk show" where we'll ask you questions prepared ahead of time so you're natural, comfortable, and authentic.

Most importantly, you'll have a set time where we hold you accountable to get it done.

After we complete your Facebook LIVE interview, we'll download the video and complete the editing, optimization, and promotion process like we always do for you.

VyrAl Marketing is perfectly positioned to help you go on Facebook LIVE – it's just a few extra steps on our end to livestream to your Business Page, which we recommend you share on your personal page once we're live (or when it's the replay).

We will handle all this for you. We'll make sure you're all ready to go with great sound, lighting, and topics so you look great.

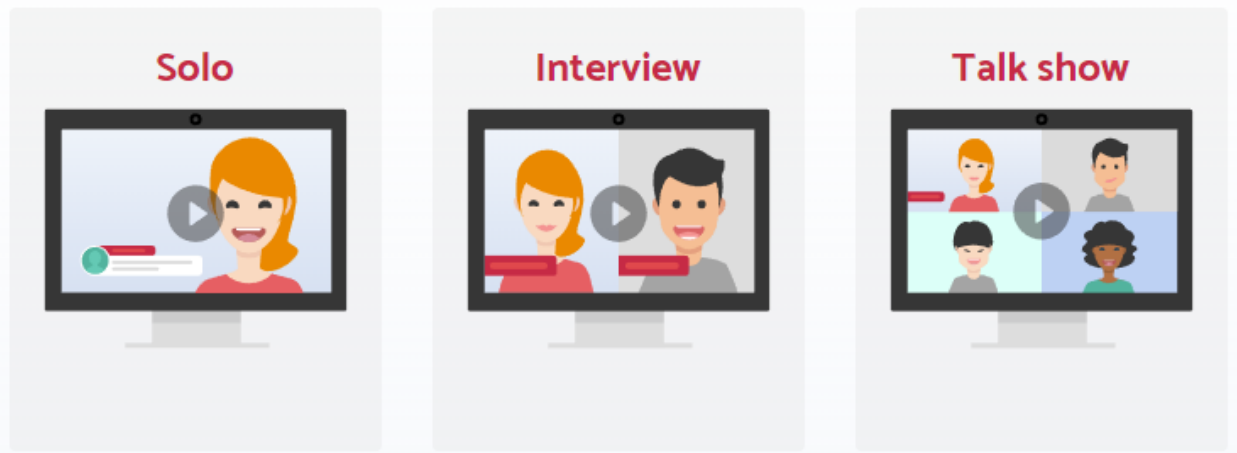
Our team is dressed professionally with a neutral background to interview you. We bought the "Web Around" for each team member to eliminate background distraction. www.thewebaround.com

If you're ready to go live, you'll reach so many more people. Facebook announces you're live to everyone you're connected with, and it's one of the first videos to show up in the feed. I recommend it if you're comfortable.



Check out www.BeLive.TV – right now this is the plug-in we use to get the most from Facebook LIVE. We can take comments from the audience, too, so it's conversational.

Broadcasting Modes:



You can go live solo, we can interview you, or you can bring in your team members, vendors, or clients, too. The goal is to facilitate a natural, personal conversation.

I suggest you interview your team members and vendors to include them in your marketing!

Now, this is important - going “live” is not for everyone. I only recommend this if you're super comfortable on camera and you're ready to master the next level of your communication skills.




Talk to us about it if you're interested.

Regards,

Frank Klesitz ➔ Email me frank@getviral.com directly with questions anytime.



Top 5 Video Topics

	<h2>A Quick Update About Your San Luis Obispo Market</h2> <p>https://www.teamsweasey.com/blog/quick-update-about-your-san-luis-obispo-market/</p>
	<h2>Have You Visited the Silverthorne Farmers' Market?</h2> <p>https://thesmitsteam.blogspot.com/2018/08/have-you-visited-silverthorne-farmers.html</p>
	<h2>Comparing the Real Estate Markets in CT and the Nation</h2> <p>http://thearoundtownteam.blogspot.com/2018/08/comparing-real-estate-markets-in.html</p>

Client Interview

How Aaron Hendon Gets the Phone to Ring with Video Marketing

Review full case studies with live examples and real-world insights



Watch this full interview, and 20 more, with examples:
<https://www.getvyr.com/vyr-marketing-results>

"When I did the dollars and cents to have Vyr manage the video production vs. what I would have to do myself it was really a no-brainer, so I jumped in. My partner said that if you find something that works I will pay for it, but I had to demonstrate that it works, so I paid for it for the first year because I was really committed to it. It just made so much sense to me that there be a library of videos online that I had created, that people would see my face twice a month. I could put that on social media and I'm really active on Facebook and LinkedIn, so to be able to post videos there that's valuable - everything just worked out. For \$550 a month, how do I justify not doing this? All I have to do is just shoot the video and Vyr is going to do every other single thing for me - it was and remains to this day a no-brainer for me. I got a phone call from someone who was searching for Airbnb rentals and he came across my videos. Then he watched my other videos, and then he called me. Now I'm shopping for an \$800,000 condo for him to buy as an Airbnb."

Upcoming Events

We'll likely be at these upcoming events this year as a sponsor, guest, or in the area for a client dinner. **Will you be there, too?** Email frank@getvyral.com if you plan on attending these events. That way we can let you know of any mixers, dinners, or other fun things we're up to while you're there.

September 6 – Be Different Conference – San Diego, CA
September 10-12 - Lars Hedenborg's Intensive – Charleston, SC
Sept 19-20 - Brad Korn's Make the Phone Ring Again - Kansas City
September 22- Vyrat Client Appreciation Day - Coronado, CA
September 23-25 – Patrick Lilly's Real Estate Success, Baltimore
September 25 – Growthward Systems Orientation w/ Kristin Cole – Los Angeles
October 16-17 – Adam Hergenrother's Limitless, South Burlington, VT
October 22-24 - eXpCon 2018 - New Orleans, LA
October 25-26 – Hero Nation Fall Summit – Dallas, TX
October 28-30 - Zillow Premier Agent Forum – Las Vegas, NV
November 11-14 - NAEA Mastermind – Key West, FL
November 15-16 - Brian Icenhower's Top 500 – San Diego, CA
November 12-15 - Michael Hellickson's BSM – Anaheim, CA
November 17 – Vyrat Client Appreciation Day – Coronado, CA
December 5-8 - Vyrat Marketing Mastermind –Key West, FL

Vyrat Marketing Events

Real Estate Mastermind

Key West in December 2018
and **Peru** in April 2019



Invite only. We host masterminds for 25 agents (clients and non-clients) to share ideas at exotic destinations. Limited to 1 agent per market. Email john@getvyral.com for a list of who is coming and to learn more.

Private Consulting Days

September 22 and **November 17**



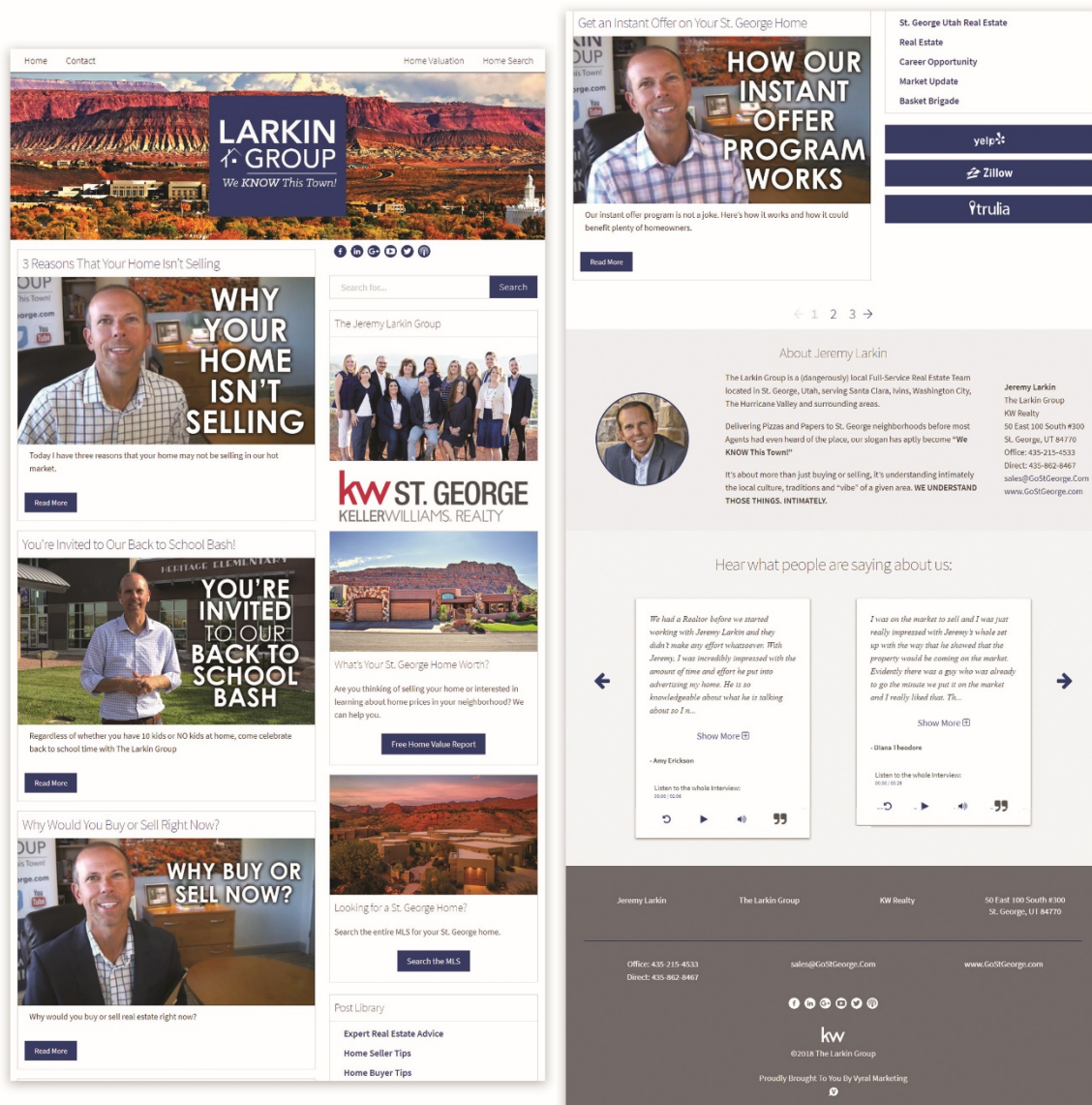
Invite only. Spend a day with Frank at the Hotel Del in Coronado, CA with six guests to work on marketing strategy. Includes breakfast on the beach, an afternoon in Frank's office in downtown San Diego, and dinner harbor cruise. Email sara.wodrich@getvyral.com for more.

Client Example

Real Estate Agent Community Video Blog

Jeremy needed a way to stay in better touch with his past clients, sphere, and all the buyers and sellers who are thinking over their decision to hire him. **We helped him start a community real estate blog with a mission to connect the community and educate residents about what's going on in local real estate.** He combines it with his radio show so people get to know and call him.

www.StGeorgeRealEstateVideos.com



Client Journey Updates

We meet with you every week (optional) to better guide you to implement the Vyrat Marketing Plan so more people call you from your database. **Want extra guidance like this as a client?**

Email scott@getvyrat.com for a consultation.

Watch the full client meetings: www.getvyrat.com/blog

Beginner Journey



Ulises has been knocking on doors cold for 10 years. He hired us to get more people call him. He's reconnecting with his database and starting community events to break into his target homeowner farm.

Meeting #14 - Planning Ulises's Six Annual Client Building Community Events

We planned Ulises six annual community events to build his database in his geographic farm:

1. **January** - Annual Movie Night
2. **March** - Annual Home & Wine Tour
3. **May** - Annual Free Food Night
4. **July** - Annual Ice Cream Social
5. **October** - Annual Pumpkin Pick
6. **December** - Annual Santa Claus Event

Watch all Ulises's weekly strategy meetings:

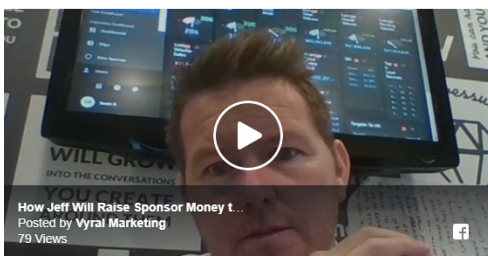
<https://www.getvyrat.com/blog/topic/client-journey-beginner>

Intermediate Journey



Email scott@getvyrat.com if you're interested in starting a journey and currently earning \$250k-\$1,000,000 GCI.

Advanced Journey



Jeff has been selling real estate for 24 years. He hired us to build a powerful brand in his Ocean City market. He's interviewing local businesses with professional video and advertising them all over social media.

Meeting #12 - How Jeff Will Raise Sponsor Money to Pay for His Advertising

- We planned how Jeff will charge businesses for videos and raise sponsor money to cover his marketing costs.
- We put a plan in place to charge \$250-350 per local business video to cover the expense of shooting it with his video person.

Watch all Jeff's weekly strategy meetings:

<https://www.getvyrat.com/blog/topic/client-journey-advanced>

Special Projects

“I’m adding 3 new ‘perfect fit’ agents to my team a month. They approach me. I don’t make cold calls.”



Recruiting Marketing Project

Next class starts Jan. 7, 2019

Watch the full 27 min interview
<https://youtu.be/ywSRgCWYn2o>

You'll learn how Vyrat Client and Charleston real estate agent Dave Friedman doubled the offers he makes to existing, productive agents in his MLS to join his team without any outbound prospecting. He implemented our 6-month agent recruiting project add-on course with the help of his newly hired Director of Talent. "This is a proven and repeatable system," he says. "It's helping us on-board 3 new agents a month – they contact us." He has already held six Business Planning Clinics around his market in Charleston. Agents come to his free training events from seeing his agent training videos on Facebook and from email invites. To learn more about our six-month agent recruiting add-on project, visit: <https://www.getvyrat.com/real-estate-recruiting-course>

“I can sleep again at night.” - Chip raised \$2,500 a month in sponsor money to pay for his marketing



Business Sponsor Project

Next class starts Sept. 24, 2018

Watch the full 34 min interview
<https://youtu.be/1jjR-fdXfSs>

You'll learn how Vyrat Client Chip Hodgkins, a real estate agent in Syracuse, NY, started a local business owner mastermind, included those business owners in his marketing, and raised \$2,500 of sponsor money with our new 16-week business sponsor project. This is an "add-on" to our core service to help you stay in better touch with your database. In this project, we help you zero-cost your marketing dollars by including local business owners in your marketing with you - with a monthly mastermind you host as the "glue" holding it all together. Learn more here: <https://www.getvyrat.com/business-sponsor-project>

STAY IN *BETTER* TOUCH

with done-for-you video marketing to your database

"10% of your past client/sphere database will give you one deal a year either by referral or repeat business if you communicate with them consistently."



"Hiring Vyril Marketing has been a game changer. It's allowed us to stay top of mind with our clients and referral partners with only a 10-minute time investment per month. We tried to replicate everything they do and realized that we didn't have the time nor the skills to do so. Investing in video through Vyril is a no-brainer."

- Kyle Whissel, Real Estate Professional
#1 Real Estate Agent in San Diego, CA

DOWNLOAD KYLE'S VIDEO MARKETING PLAN: WWW.GETVYRAL.COM

RELAX - WE DO ALL THE WORK FOR YOU

We interview you on an HD webcam and then do all the editing, optimization, and promotion.
It takes 30 minutes a month at most. **You get a 30 day money back guarantee.**

- We **build** your video blog
- We **brand** your social media
- We **research** your keywords
- We **give** you proven video topics
- We **export** your email database(s)
- We **reconnect** with your contacts
- We **interview** you on an HD webcam
- We **edit** your video
- We **upload** it to YouTube
- We **optimize** it for search engines
- We **write** custom blog articles
- We **send** your video email
- We **update** your social media
- We **publish** your iTunes podcast
- We **track** who's ready to talk
- We **advertise** your video on Facebook
- We **call** you with feedback weekly
- We **hold** you accountable

ONLY \$1,995 ONE-TIME TO BUILD AND \$550 A MONTH

SEE EXAMPLES, HOW IT WORKS, PRICING, FAQ'S, AND CLIENT INTERVIEWS:

VISIT WWW.GETVYRAL.COM OR CALL 1-800-323-9974

Add-On: Special Project Implementation *(optional)*

Work directly with Frank Klesitz in a small group. Enroll in a semester-based, weekly live group course of 8 students a class to implement a special marketing project. Limited seats.



You'll meet live in a small group of eight real estate agents once a week to implement a special marketing project with us.

- **LIVE** One-Hour Weekly Classes
- Weekly One-on-One Meeting
 - A Dedicated Instructor
 - Footage of Classes
 - Includes Workbook

30-Day Money Back Guarantee

Interested in joining the next group?

Email frank@getviral.com right now. You'll get 2 free class replays and the student workbook to review with client references to call about results.

PROJECT #1: RECRUITING MARKETING PROJECT

HURRY! NEXT CLASS STARTS JANUARY 2019

This project is for real estate entrepreneurs building teams or brokerages. The goal is to implement a full recruiting (i.e. agent training) marketing system to attract talent to you. You'll enroll in a six month course to help you craft an offer to persuade real estate agents to work with you, host regular agent training events to book quality one-on-one meetings, start an agent business training newsletter (and Facebook community), and then promote it all with Facebook, online job boards, and out-bound messaging/calling assistance to get the word out. You will raise money from advertisers to pay the cost while earning the position of your market's best local real estate trainer who proactively demonstrates documented proof you provide the best culture, leads, accountability, processes, and strategies for your people to succeed. Tuition: \$6,000.

PROJECT #2: BUSINESS SPONSOR PROJECT

HURRY! NEXT CLASS STARTS SEPTEMBER 2018

This project is for real estate agents who want to raise recurring sponsor money. The goal is you'll raise \$5,000 a month or more paid directly to you by local businesses for your lead generation efforts. You'll enroll in a four month class and promote roofers, plumbers, car dealerships, financial advisors, painters, and more to your customers in return for sponsor money. You will host mastermind meetings to bring them together, too. You'll include them in your videos, on your website, in your emails, in closing gifts, and more. This will help you reduce the risk of marketing investments (or zero-cost them) and give you more certainty in your income. Tuition: \$4,000.

LEARN MORE AT: WWW.GETVYRAL.COM

We spoke with 42,789 homeowners in August and identified 2,017 who wanted an offer



Charlyn is one of our top outbound prospectors. Email info@1000callsaday.com to get a copy of her recorded calls from one party states. You'll hear her English and calling skills.

Want to quickly scale up your home seller lead generation?

We'll hire you a full time outbound prospector to cold-call homeowners likely to sell their home.

You can typically expect 30-50 seller leads a month, per full time VA caller.

These are homeowners, motivated to sell, who specifically request a call back from you.

We source all of our top talent in the Philippines, because their English is excellent.

Contact us and we can even email you recordings of phone calls so you can hear them.

For a newly hired caller you pay \$3.75 an hour to start, or \$630 a month, for 170 hours per month of outbound calling.

We are a consulting firm, not a staffing company. You pay your callers directly. There are no buy out fees, you own your hire, and no labor pay markups.

In addition to that, we will train them on a top notch automated dialer with fresh caller ID numbers (called www.Five9.com) that, all in, will run \$200 a month per seat.

If you're a traditional real estate agent looking for listings, we can help connect you with a data company that can provide you with high performing data and share our best practices for purchasing great data.

Purchasing the correct data will drastically improve your ROI – it's the #1 variable for results.

We recommend you purchase a list of 25,000 contacts to start, which will cost between \$2,000 to \$5,000 based on your lead sources.

This is the perfect number of records for one caller.

(If you are an investor, you need to talk to us so we can get really specific on your area and criteria of your ideal property based on your past 12 months of business.)

We recommend they are all called 10 times to get an answer. This will take about 4-6 months to complete, per hired VA caller.

There will be diminished returns after the fifth call attempt, so be prepared to add data at that point, so we can continue to keep up the momentum of identifying 1-3 new leads per day.

When purchasing data, we can help advise you on what filters and demographics to consider. For example, we have seen great results with filters such as adding "40% equity" and "over the age of 35".

On average, you can expect one full time caller to make between 450-750 calls per day, speak with about 25 to 35 people, and pass you 1-2 seller leads a day.

This scales. We have several clients with 15 to 20 callers making collectively 10,000 dials a day (they speak with 500 people a day and pass 25 seller leads a day) for each team.

The conversion rates hold true across most markets - 5% will answer and 5% of those want to talk to someone about selling their home.

The results get better as your VA caller's scripts, dialogues, and confidence improve with time. We provide the morning huddles, weekly meetings, training, supervision, coaching and much more.

We keep detailed analytics and report all of the results to you on a weekly basis. We also advise you on what to adjust for better results and we implement and execute all weekly adjustments.

Yes. We have procedures for you to keep this all legal. We've retained Allen Law - a premier telemarketing law firm - as a guide.

ADVERTISEMENT

You'll get a SAN number and a recommended Do Not Call compliance policy. We use a survey script asking people if they want an offer on their home and if they want to speak with you.

Additionally, to remain TCPA compliant, all mobile numbers are manually dialed (it's illegal to use an auto dialer, like Mojo or Five9 to call a cell phone).

Additionally, we only dial two lines at once to reduce the likelihood of two people answering at the same time. If this happens, one call is forced to drop, and the FCC has limits on this.

We also remove any previous litigants from your caller list (people who have a history of filing lawsuits against telemarketers). We advise you on where to buy the lists, you then buy the lists, and we scrub your numbers to create the final call list.

Here's the most important thing - you must have a great lead follow up plan in place. Not everyone will be ready to sell their home right now - many are 6-18 months out.

Don't worry - we coach you on how to set up an accountable lead follow up plan and we can share our best practices with you.

You will need to make sure that you have an existing CRM to manage your lead follow up and a designated lead follow-up specialist to call all of the leads we send your way.

There are only 3 ways to generate leads.

1. Referrals (Seeds)
2. Inbound (Nets)
3. Outbound (Spears)

We recommend you read the book, **Predictable Revenue** by Aaron Ross, who built the sales team for Salesforce and explains how he did it.

HINT: He scaled up his outbound prospecting quickly by specializing the outbound, inbound, and sales consultant roles.

The lesson is once you have a system for low-cost referrals and an inbound strategy so people can find you online - the final step is to scale up your outbound.

We will help you with this.

We charge a monthly consulting fee to do all the work for you.

If you're interested in a consultation to talk about the size of your market, conversion rates, expected ROI, and you'd like a copy of the audio recordings of actual client phone calls from one party states, contact us.

This is not a sales call. We'll guide you on making the best decision. You'll speak with Terry Shanahan, a partner at our firm.

All in - for one caller, dialer seat, caller ID numbers, our management fee, and a \$2000 list purchase amortized over 6 months - you're looking at \$2200 a month for 30-50 great seller leads.

This puts your seller lead cost at \$44-\$73 a lead.

Best of all, you own your leads, they are exclusive to you, no referral fees, and you're never held hostage by a 3rd party lead provider or staffing company with your hires.

References and success stories are available.

Visit our website (www.1000CallsADay.com) to request a call to learn more. We'll send you live call examples from real \$3.75 an hour Filipino call talent with excellent English who will represent you on the phone well.



Email Info@1000callsaday.com to schedule a time to listen to recorded calls and to predict the cost per lead and ROI of starting a calling campaign to 25,000 homeowners likely to sell in your market. We will show you 3+ years of client calling data so you know how many calls it takes to get a lead and then to a deal.

Learn more at
www.1000callsaday.com