

MORTGAGE BROKERS:

# Do you want to make more profit?

The Australian Mortgage Marketing Handbook is packed with lead generation strategies to make your mortgage broking business more profitable, regardless of the state of the property market.

The Handbook has over 200 pages loaded with proven examples, hard-to-find resources, useful checklists, real-life case studies and fresh ideas. It took almost a year to produce the original version and is the one source of mortgage marketing information that every mortgage broker must have.

You won't find any fancy terms or creative hype. It's been written for non-marketers. The Australian Mortgage Marketing Handbook explains it all – you'll discover:

- A tip on forming strategic alliances that will have you saying, 'why didn't I think of that?'
- How to turn your advertising dollars into negative revenue
- The secret of making service so memorable that you'll create a referral avalanche
- How to ensure your sponsorships aren't donations
- Why your brand should be more about personality than a logo
- How to position your business on top of the profit tree
- Why seminar 'leveraging' has the power to help you close more sales in less time
- How to develop guarantees that reverse the risk of prospects calling you
- A simple process for gaining client testimonials to make your marketing twice as effective
- How to unlock the thoughts in your client's mind
- Strategies for expanding your network to attract more business
- How to establish host beneficiary arrangements to achieve a win-win-win outcome
- Why you don't have to be an IT guru to be a success at internet marketing
- How to write media releases that are actually free advertising
- How to effectively sell to your prospects over the phone
- The secrets of a profitable trade show stand
- How to keep your clients coming back for life.

NEW  
Edition  
Just released!



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"One of the main things we stress to new people looking to get into the Mortgage Broking Industry is not to take lightly the challenge that lies ahead of them once they have completed their training. We have found that the initial training can take between 1 and 4 months but when that is complete...what happens now?? The difficulty for brokers then starts as they try to find enough people to talk to about their housing loan requirements.



The Australian Mortgage Marketing Handbook provides an extensive range of marketing and growth ideas for the inexperienced and established Mortgage Broker and is essential reading for all who are serious about making their mark in our industry."

**John Bignell, Managing Director**  
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The National Finance Institute

## 60 Day No-Risk Guarantee:

You have a full two months to examine everything. Test, implement and monitor the strategies and if you're not amazed by the results, you can return it and get a 100% refund. Simply send the details of the promotion you tried and the results back with the handbook and we'll send back your money.

The Handbook also contains 67 unique marketing ideas for mortgage brokers. These are low-cost, high-impact strategies you can implement now.

The Australian Mortgage Marketing Handbook showcases some mortgage broking businesses that have achieved marketing success. Like how Mortgage Force have increased profitability by focusing on client retention and Capital Trust using franchising to expand their distribution channel rapidly.

To ensure you gain maximum results from the Handbook, it finishes with Your 30 Day, Low-Cost Plan to Increase Your Profits by at Least 25%. You want a resource that will achieve significant results, so this section almost forces you to start implementation straight away.

Now you can have all the marketing resources you'll ever need for a fraction of the cost of your average loan commission. Get instant, measurable results from each and every dollar you put into any type of advertisement or promotion.

The Handbook also comes with a disk that contains a marketing plan template and an example marketing plan. These resources provide a simple way for you to put the ideas and strategies into immediate action.

## Like to know more before you order?

You can speak personally to one of the authors, Peter Heinrich, by phoning [\(07\) 3395 1934](tel:07-3395-1934)

## SECURE YOUR COPY NOW!

Yes, please arrange for my copy of The Australian Mortgage Marketing Handbook to be posted ASAP. (Remember, if you are not sure, you're covered by the **60 Day No-Risk Guarantee**)

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## More comments...

"I have just finished reading the Australian Mortgage Marketing Handbook and have found it most enlightening. In logical and simple terms it sets out the essentials of successfully marketing a mortgage broking business, and is relevant to large and small businesses alike.

Most importantly, it is specifically tailored for the Australian market, which has now reached a maturity and stage of its development that requires more professional operators.

We all know we have to market our businesses, but often we leave it to the last minute or we do it in an ad hoc and unplanned manner, and then find that our activities are not as effective as they could have been. This handbook provides a template and great ideas on how to market a broking business and should be essential reading for all Australian mortgage brokers."



Malcolm Watkins, Executive Director  
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"The Mortgage Industry in Australia has been crying out for a publication of this nature. While the material is not 'rocket science' every chapter contains valuable information that all mortgage professionals will benefit from reading. Many people enter the industry with great enthusiasm and their first task is to market themselves and find clients and they require a clear idea of what to do and how to do it. This publication simply and clearly provides many options for them to consider."



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