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TOP DOG
MARKETING SYSTEM



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of training on
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to make you Top Dog in your marketplace!**

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A handwritten signature in black ink, appearing to be 'W.S.', written in a cursive style.

Walter Sanford
Author
Sanford Systems and Strategies

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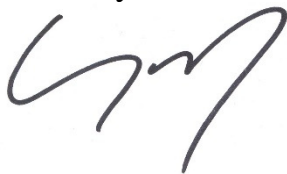
Introduction

One way to be in the minds of the buying and selling public is to give it something to talk about. My promotion campaign was designed to be controversial, aggressive, and current to the market. I do not claim to be an advertising genius, but I wanted to have fun, be recognized, and get a better response to my direct mail, telemarketing, and web efforts. These ads occupied full pages in the local newspapers, local real estate magazines, and direct mail postcards. They had a giant readership and still do with implementation by some of the top agents I have coached. The ad salesman said that upon delivering magazines to their points of distribution, the first page that vendors would turn to was mine. Through this modest effort, I hope to prove that "going for it" really works.

However, as my career developed through the years, my advertising evolved, as well. As I became more certain of myself and more mellow, so did my advertising. As an unexpected but pleasant result, it became more profitable! I could actually trace the phone calls and interest to a particular ad. That is the beauty of moving from advertising that is egocentric to advertising that is consumer-benefit related. You will see my approach make that transition when you read the ads written later in my career. Even though my sales stayed in the \$70 million dollar range, my time devoted to business decreased so that I started having more time for family, fun, faith, fitness, friends, and finances

I hope you will explore this promotion journey in the life of one real estate agent, benefit from the lessons learned, and customize the plan to further your own real estate career. I have included updates as to how I would change the advertisements for today's savvy real estate buyers and sellers. I put my heart and soul into delivering unusual, hard-hitting advertising media. The only things left for you to do are choose the delivery method, insert your name, and call to action! Please disregard the dates and apply the ads to your personal season in the business and clientele of your market.

Sincerely,



Walter Sanford
Sanford Systems and Strategies