



MAXIMIZING WEBSITE EFFECTIVENESS

DataMax Marketing Systems Directory of Services



Your DMS Note Broker / Cash Flow Broker website is an extremely powerful tool. It is important that you understand how to get the most benefit from it.

1. The key to success in the discount note and cash flow industry is networking, plain and simple. The more organizations you belong to, the more meetings you attend, the more business cards you pass out, the more successful you will become.
2. Your DMS website is a “virtual billboard” of information where visitors can find out more about your services. It is also a place where interested visitors:
 - can sign up for your monthly newsletter.
 - can request a FREE offer (quotation, white paper, informative report, etc.).
3. Your job as a note investor is to find notes to purchase. Your job as a note broker is to find notes to broker and earn a commission. Either way, you need to build compiled prospect lists.
4. As a note broker, Search Engine Optimization is a tremendous waste of time (and money). We have had brokers spend \$2,000 to \$3,000 with “optimization” companies to improve their rank. In the note industry, this is totally useless. If you are going to spend this kind of money, join more organizations, take more people to lunch, and network...network...network!
5. You will likely need to have an email marketing service for your newsletters. We recommend Constant Contact (www.constantcontact.com). They are inexpensive and have hundreds of email newsletter templates from which to choose. A key feature of the Constant Contact system is their “Join Our Email List” forms which can be located on your site. After you have subscribed to Constant Contact, a DMS technician can gather the HTML form code for your account and place the “Join Our Email List” forms on your site for a \$25 one time fee.
6. You will need to have a FREE OFFER on your site such as “Our FREE Report on Partials”. Free offers are how you build your opt-in lists of prospects. You must have a FREE OFFER. We have several you can choose from at DMS or you can create your own and we will place it on your site at no charge. You MUST have an OFFER!!!!!! It MUST be FREE!!!!!!
7. If you are doing a mailing to realtors, for example, make certain all of your forms are working properly on your website. Complete a few tests and click the SUBMIT Button and make sure the forms show up in your email. Check your forms at least monthly by sending yourself a request.
8. Always include your web address (URL) on correspondence, on your business cards, on your telephone answering machine, in your classified ads, on your fax header and cover letter body. We also recommend mentioning your FREE OFFER on your answering machine message. For example...”If you are calling about our OFFER and FREE Report on Partials, It can be downloaded from our website at www. .com.”



Do's and Don'ts

1. **Do...**learn how to create interesting and informative newsletters at Constant Contact. Newsletters and Bulletins are you most important direct marketing tool. By utilizing email to distribute your newsletter, you save enormously on postage, envelopes, and printing expense.
2. **Do...**network with realtors, title agents, employees of property management companies, accountants and bookkeepers, stockbrokers and financial planners, etc. Networking and building relationships, rather than direct marketing, is the key to the Discount Note business. Build lists of those people that can send business your way. Once you have met these individuals, make certain you “nurture” the new relationship by staying in contact at least once a month.
3. **Do...**become an expert. When building relationships, people will refer business to those they deem experts in the field and who they trust. Become familiar with discount business notes, structured settlements, annuities, inheritance advances, pre-legal advances, senior life settlements and the many other areas of the paper industry. Learn to use a financial calculator!
4. **Don't...**spend needless money on Search Engine Optimization. If someone searching for sources to sell a note and they are searching on the internet, be assured that if they find you, they will find at least a dozen other note brokers where they will send their submissions. The first to submit the deal to a buyer will be the broker of record with that buyer. The deal will end up being submitted to virtually all industry buyers who will have to compete for the deal. You will earn virtually no fees on such “shopped” deals.
5. **Do...**join organizations and associations that feature other business people as members. Fraternal organizations such as Kiwanis, Rotary, Elks, Shriners are excellent.
6. **Do...**advertise in “unique” areas. Placing small ads in condominium association newsletters, newsletters published by insurance agents, etc. are very inexpensive and effective.
7. **Do...**join as many networking organizations, clubs and associations as possible. You should place yourself in opportunities to pass out and gather a minimum of 250 business cards each month. Anything less and you are not creating enough opportunities. Design your business card with a very professional look, similar to an attorney's. After meetings, immediately add the names of those you meet to your Constant Contact lists. You will likely also find the need for a Contact Manager on your computer to maintain important information about your contacts.
8. **Don't...**give up on the paper business. This is an excellent industry with great income potential for those that learn and become experts on the products and who network at every opportunity. Too many that enter the industry expect overnight riches. Stick with it. Pass out business cards and network... network... network.