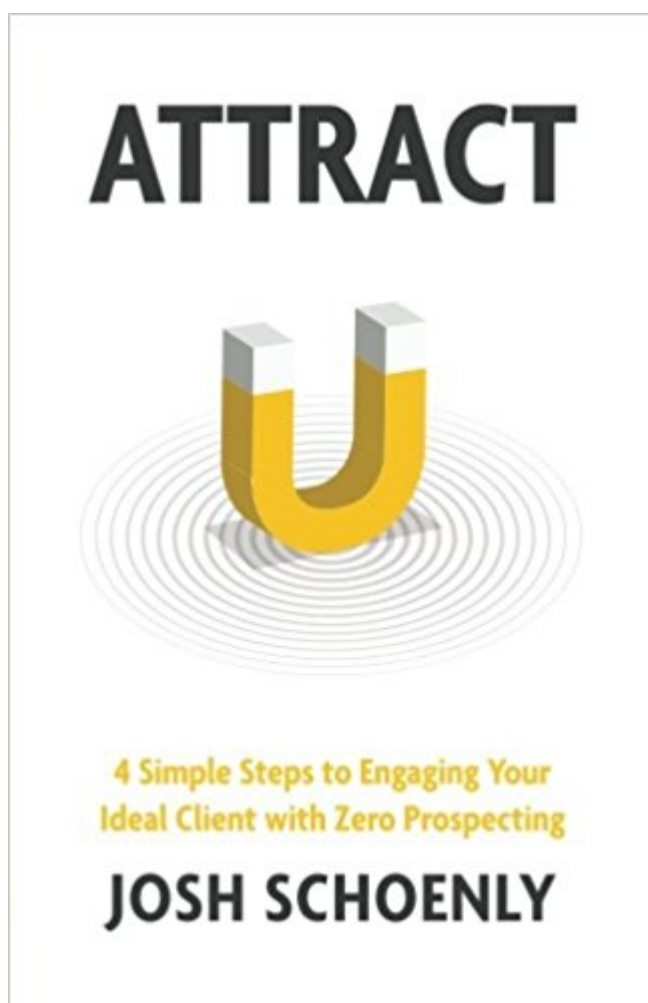


The book was found

Attract: 4 Simple Steps To Engaging Your Ideal Client With Zero Prospecting



Synopsis

In today's real estate world, many agents feel as though they're losing. They are trained to market themselves in a miserable and stressful manner: shouting to the masses and begging for business. It's humiliating and ineffective. Plus, there are no retirement plans, pension plans, or paths to exit with a profit. But it doesn't have to be this way. As a real estate agent Josh Schoenly experienced these negatives firsthand and became determined to find a more effective and enjoyable way to attract clients. He succeeded, and now so can you. In this book, Josh shares how you can take control with the winning strategies to attract business in a predictable and enjoyable fashion, without the hassle. Using direct response internet marketing and Josh's four-principle approach of Identify, Attract, Connect, and Converse, you'll build an audience of people who will be begging you to be their agent. You're about to learn how to play an entirely different game • a game you can win.

Book Information

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Customer Reviews

"Josh is one of the sharpest marketing minds in real estate and always brings a ton of value! So if you're sick of chasing prospects, and the endless sting of rejection that comes from cold calling, do yourself a favor and get Josh's 4-step framework for attracting clients, this book is an absolute must read!"- Gary Elwood, CEO Proquest Technologies
"In an industry recently flooded with real estate "trainers" and "coaches," Josh is a voice that actually speaks from experience. And the systems and strategies taught in this book are a culmination of those years of hard knocks and proven application. Josh practices what he preaches and speaks from the heart, because he deeply cares about helping others to succeed."- Shaun Nilsson, Co-Founder CityBlast.com

In today's real estate world, many agents feel as though they're losing. They are trained to market themselves in a miserable and stressful manner: shouting to the masses and begging for business. It's humiliating and ineffective. Plus, there are no retirement plans, pension plans, or paths to exit with a profit. But it doesn't have to be this way. As a real estate agent Josh Schoenly experienced these negatives firsthand and became determined to find a more effective and enjoyable way to attract clients. He succeeded, and now so can you. In this book, Josh shares how you can take control with the winning strategies to attract business in a predictable and enjoyable fashion, without the hassle. Using direct response internet marketing and Josh's four-principle approach of Identify, Attract, Connect, and Converse, you'll build an audience of people who will be begging you to be their agent. You're about to learn how to play an entirely different game--a game you can win.

Josh does a great job of laying out a strategy for attracting clients rather than chasing them. He makes it easy to understand and easy to follow. By laying out the steps in simple stages he creates a powerful sequence that walks users step by step through the process, showing and explaining the how and why's of what he's doing. Not only does he show people what to do, he also tells you what not to do if you are wanting to attract clients, instead of chasing them. I'd recommend *Attract* to any real estate agent that is looking for ways to work with their ideal clients and stop chasing every lead all over the internet and beyond. If you want to take your business up a notch or two and simplify your life read this book and implement the ideas starting the minute you finish it.

There was nothing there in the book that most realtors don't already know. It felt like he was trying to stretch the few ideas out to make the book longer because it lacked substance.

There is a BETTER way, and in this book Josh outlines the exact step by step system you can follow to finally break free. Here's why you should read it: 1. This is the same exact process Josh has been teaching since I started working alongside him nearly 10 years ago, and it continues to produce consistent, reliable results. 2. If you're tired of the old school marketing methods that just leave you frustrated and ready to quit then this will be a very refreshing read. 3. The stories and examples that Josh shares alone are worth the read as he has quite the success story that will motivate and inspire you. I HIGHLY recommend it!

It is obviously setting you up to subscribe to Josh's service but even if you don't, it has a ton of great stuff. It lays out what you need to do to be successful with social media. It's not a quick shortcut to success either. He says it will be work but it will definitely pay off if you want to be the kind of respected, honest, and successful agent that you know you should be.

The strategies in this book make a ton of sense for selling real estate in the world we live in today. This is a book I wish I would've had when I was beginning in the industry! It isn't about "selling" and tricking people into calling you... it's about building real relationships with people, in new ways through new technologies/platforms, in a way that earns people's trust and eventually their business. Great stuff!!

As a new agent, with a background in marketing (but in other industries), the philosophies and strategies in this book resonate with me so much! This is the benchmark for how I want to do business! I can't wait to get started. Thank you!

super easy yet powerful book to have in your collection

Josh gives the real estate agent new ways that are more affective and fun to engage with the people you most want to do business with and remain friends with long after the sale is closed!

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