

# Why Most Loan Officer's Web Sites Are Dead On Arrival The Day They Are Launched... And How To Make Sure Yours Isn't One Of Them!

Hi... Brian Sacks Here.

I recently surveyed THOUSANDS of loan officers about their web sites. And then I spent countless hours surfing from site to site looking at many of them, digging under the hood to see what loan officers are REALLY doing with their web sites.

And let me tell you I learned a lot. And most of it is NOT good. But you know me... I am a cheerful guy, so let's start with...

## ***The Good News...***

Based on my survey (and from talking to many of my students) I can say this... MOST loan officers already have web sites. This is definitely good news – in fact it's downright critical, because statistics recently released by the National Association Of Realtors shows that over 60%

of all home purchasers searched online for information. And trust me, that percentage is going to dramatically increase in the coming months and years.

Since you are reading this report, the odds are pretty darn good that you already have a web site. HOWEVER, if you don't have a site up yet, then you NEED to realize this – your prospects are searching for information online. If you don't have a web site, they aren't going to find you – they are going to find YOUR COMPETITOR.

But like I said, the majority of loan officers already have a web site up... that's the good news.

Unfortunately, that is where the good news ends for the average loan officer...

### **Bad News Item #1 – Boring Brochures**

Most websites I have looked at (over 1000 so far) are all about the broker or company and how wonderful they are ... BORING. Your visitors would rather sit in a dentist chair than read that drivel.

Then they than go on to show all the products that the broker or company has to offer. This is even MORE boring. Give me a break... do you really think your visitor fired up their computer to read about your products?

**NO, THEY DIDN'T.**

In fact, studies have shown that consumers go to the web strictly looking for information.

This is the deal... everyone , including you , is tuned into W-I-F-M. “What's In It For Me.”

If you don't immediately show your visitor just how valuable your site is, then they will leave... QUICKLY. On the Internet you only have a few seconds to capture your visitors attention, otherwise they are gone... and they AIN'T COMING BACK!

They don't care about you , your company, your products. I know that sounds harsh , but it is true and I would rather upset you than make you feel good while your website sucks money out of your pocket like a vacuum cleaner on high speed mode.

But this is the good news... the only thing you need to do to turn this equation around is to give them some high quality FREE information.

Is the information current and interesting? Will it help them solve a problem? Will it allow them to avoid a problem? Are you letting them know secrets they don't currently know? Are you giving them access to information they would otherwise miss out on?

When your site addresses these questions your prospect will stay on your site, because you have provided REAL

value. This may be a little different type of thinking than you are used to so let me give you an example...

Let's say you are looking for a car. So you go online and start searching. You go to one auto dealerships site after another... each one of them tells you how wonderful they are and the awards they have won. The models they offer. Than they try to get to call them.

This is a typical brochure site. That is exactly the way most brochure type mortgage websites are set up.

So now you come to a different type of site. This car dealer's website has a big headline which offers you a free report on "THE 10 SECRETS EVERY CONSUMER MUST KNOW TO GET THE BEST PRICE ON A NEW CAR" No pretty brochure stuff, nothing about how great their dealership is . Just information that anyone looking for a new car what see as useful and helpful information. This site has REAL VALUE!

And I will tell you this from personal experience... that second site will gather leads like magic!

Which leads us to the second item on our hit list...

**Bad News Item #2 – Out Of Site, Out Of Mind...**

There is only one sure thing about your web site... without question, without fail, your web site visitors will eventually leave your site. They might leave after a few seconds or a few minutes, but they are going to leave. They will not stay they forever.

And this is the deal: once they leave, they are not coming back. Within 15 seconds of leaving your site, it will vanish from their memory.

Think back to the sites that you visit when you are surfing. You probably have between 3 and 10 sites that you visit regularly... and it is extremely rare if any other site cracks into that list.

How about favorites and bookmarks? Maybe your visitor will bookmark your site and come back later?

Not a chance... most people never go back and look at their bookmarks. When was the last time you did so?

If you don't take anything else from this report... remember this: your visitors will only be on your site for a short time, and once they leave they are NOT coming back.

Unless, unless, unless you do one very important thing...

**YOU NEED TO CAPTURE THEIR CONTACT INFORMATION!!!**

You have to convince them to give you their email address and first name. This is truly the holy grail of marketing online.

Of course, that can be easier said than done. Back in the old days, people would sign up for anything. Now they are much more careful with their email address.

And THAT is where #1 up above is so important... that free information and free reports. When you prove that you are a valuable resource by giving quality free information, then you gain trust. And when you gain that trust, people are willing to give you their name and email address.

Are you starting to see how this all works together?

OK, on to #3...

### **Bad News Item #3 – Zero Follow Up...**

Let's face it. We are all pretty bad with follow up.

And marketing experts tell us that you must follow up with a prospect 5 to 7 times before they will take action and become a client.

Of course, all that follow up is hard to do. We are all easily distracted by all of the issues we face each and every day in our business. And your follow up is usually the thing that gets pushed aside.

And now I just told you that you need to focus on gathering the name and email address for all your web site visitors – now WHO is going to do all that follow up with all those new prospects?

Well... this is where I have a beautiful solution for you. In fact, I would go so far as calling it an elegant solution... and that is a pretty fancy word for me to use!

This is the deal – if there is one thing computers are good at, it's doing mindless, repetitive tasks. And that is exactly what follow up is – mindless and repetitive.

Crucially important, but boring and deadly dull.

Enter the “sequential autoresponder”... which is a propeller-head name for a computer program that automates your follow up.

Imagine that once a visitor enters their name and email address on your site, they get an ongoing series of follow up emails... and that follow up is completely automated. After a visitor leaves their contact information, they get regular emails from you... without you ever lifting a finger.

This may sound like a dream... but it is completely doable, and very easy to set up if you have the right technology.

## Bad News Item #4 – Show Me The Proof...

I know this may hurt your feelings so let me apologize right now... but the fact is that your prospects don't trust you.

In fact, a recent survey showed that in terms of trust and honesty, the general public rated loan officers (that's you and I) lower than attorneys, realtors, insurance agents and used car salesman.

No--- I didn't like hearing that statistic either. But it's reality.

So no matter what you or I say on our web sites, our visitors will always be suspicious.

The way to overcome that is with proof – and testimonials are just about the best way to establish that proof.

I am talking about testimonials from previous clients that were thrilled with your services. And this is a key, so underline this in RED INK - they must be outcome based testimonials , not something like “Brian did a great job.”

These testimonials must show your prospect that you are honest, reputable, and able to deliver on what you promised.

Of course, testimonials are just like #3 up above – follow up.

They are easier said than done.

But once again, this is something that can be automated via your web site. How sweet would it be to collect testimonials in a painless and super-effective manner?

Again, this is all doable. In fact, you can even use that “sequential autoresponder” that we talked about up above.

I hope you are really starting to see how an effective web site becomes more than a brochure – it becomes a complete **MARKETING SYSTEM**.

But before we go down that road, there are a few more problems to talk about...

### **Bad News Item #5 – Cobwebs Drive Visitors Away Faster Than Ice Melts In The Desert...**

Have you ever seen those sites that haven't been updated in four years? Full of outdated material, outdated pictures, maybe even a copyright date that says “2001”?

Nothing will drive people away faster than a site that looks like a ghost town... remember, your visitors don't trust you... and they are looking for any validation of that mistrust that they can find.

And having an old, outdated site is just enough of a reason to send people running away.

This was a big problem for me - one of the issues I faced being "non-technical" is the fear of making changes to a website. I barely know how to turn on a computer, much less update a web site.

So I needed to a tool that allowed me to quickly and easily make changes. Well guess what? That tool now exists.

Now I can change backgrounds, themes, and other components... and I don't have to wait for some overpriced "webmaster" to return my phone call - and THEN take his sweet time making the change.

(Or even worse - get a long detailed technical explanation of all the things I need to do to make a simple change. As far as I am concerned they might as well be speaking Chinese or Greek to me.)

Like I said up in that part about autoresponders - once things are set up the way they should be, computers can actually be downright useful. And thankfully, this issue is now solved... so there are no more excuses for cobwebs on your web site.

OK, let's keep this hit parade going...

## Bad News Item #6 – Where Is The Sizzle?

OK, reality check time - the internet is changing each and every day. What was impressive a couple of years ago just doesn't cut it in 2006.

And the newest enhancements to marketing online are audio and video. When you used properly, audio/video do several very important things...

First, they make your site more interactive and personal. Let's face it ... we all have very short attention spans, and your web site visitors are no different. They will not stay on a site that does not capture their attention.

In fact, studies have shown that you must capture their attention in the first 7 seconds or they are off to another site... and we have already covered what happens next - they will never return to your site (see Item #2 - Out Of Site, Out Of Mind).

Now we aren't talking about super-sophisticated audio and video – it doesn't need to be production quality. In fact, this is simpler to do than setting up the voice mail message on your cell phone.

Nevertheless, your voice on your web site is HUGELY beneficial... it makes your site more personal and believable, and goes a long way towards establishing that all-important trust relationship with your visitors.

But don't stop there... in addition to audio and video, your site should offer many different mortgage calculators that allow your visitors to input many different purchase and refinance scenarios.

This not only provides the extra value we have spoken about, but more importantly it keeps visitors on your site... and the longer they stay there (and the more value you give them), the greater the odds are that they will give you their precious email address.

OK, what's next?

## **Bad News Item #7 – You Don't Know What's Working!!**

This one really gets me – people are pouring THOUSANDS of dollars into their web sites... and they don't have a clue whether they are working or not.

Then one day they decide they need to make a change, and they spend hundreds or thousands more... and they don't know if that change improved results, or completely destroyed those results.

Let's stop the insanity!

Really folks, one of the beautiful things about a web site is that everything is measurable. You basically know every

action that your visitors take... or at least you SHOULD know.

Why would you want to spend money on things that aren't working? One of the keys to success in any marketing effort (be it online or offline) is your ability to make every dollar you spend trackable and accountable.

The only way to accomplish this is through testing.

Your web marketing system MUST have the ability to track the responses from your online and offline ads. Of course you will also want to test your sites pages and email reports.

This is all pretty simple really... you test an ad or a web page, and you get an answer that basically amounts to YES or NO.

If the answer is YES, then you keep that ad. If it is NO then you create a different ad.

And the beauty of this that once you have tested and found an ad that is working, you can still try new ideas to see if you can keep improving your response rates.

If you are NOT doing this (or if you don't have the capability to do this), then you are throwing money down the drain.

## Bad News Item #8 – No Broadcasts, No Instant Cash Flow

Remember back up in Item #2, when I absolutely DRILLED it into your head that you need to capture emails?

Well, here is the pay day...

Once you start capturing emails, then you have a mailing list. It doesn't matter how big it is... the only thing that matters is that you start a list, and that your list is growing.

Now imagine that you have just gotten out of your car and on the radio you have just heard that the FED has raised interest rates. Now stay with me here....

You get out of your car, run into your office and shoot an email to the list of 358 prospects who have come to your site and joined your email list (this is the same list that is getting your autoresponder).

The email you send them is personalized with their name and tells them the news - the Fed has just raised interest rates and now would be a good time to come in and schedule your FREE No Obligation Consultation.

Can you see the power of this?

You have taken 2 minutes to compose an e-mail

and now have the ability to send it to your entire list with the click of one little button.

I know I was pretty amazed when I learned how to do this. And it has led to tens of thousands of dollars in quick commissions.

This is really a "cash-on-demand" situation. It is like bringing a machine gun to a knife fight. Your competitors won't stand a chance.

Now are you starting to see how all this is tied together into one super-powerful ninja mortgage marketing system?

Which leads us to the final bad news item in this report...

## **Bad News Item #9 – “Deer In The Headlights Syndrome”**

This final item ties right back into #1 - those Boring Brochures.

There are so many sites out there that really have no good reason to exist. Seriously, someone should just pull the plug on those servers. Put them to rest and stop wasting the electrons.

This is the deal, if you want your web site to be a lean, mean marketing machine that continually drives new leads

into your business and helps you close more loans, then it has to be FOCUSED.

It has to lead visitors down a slippery slope by providing great free information, then collecting their contact information, and then following up and continually “touching” them via email... until they call you up to make an appointment – your system has taken them from a web site visitor to a buyer, and it has been COMPLETELY hands off for you.

The simple truth is this... your web site needs focus. And if that focus is on ANYTHING besides delivering qualified buyers to you, then you need to re-think what your web site is doing.

## Would You Rather Work Hard Or Make More Money?

Now think about this compared to what most loan officers do each day...

A prospect calls and you basically have the same conversation over and over again. Day after day, week after week, month after month. You have your "rap", and you just keep repeating it. I call this disease "Productionitis." It happens when you are really busy each day and tired at the end of the month from working really hard. Then you get your paycheck and see that you didn't

make any real money. You worked hard, did a lot of busy work and made very little money.

Most loan officers are under the mistaken impression that you must work hard. The phones must ring and you must always be busy. Do you know how I know this? I confess, I had "Productionitis" for my first 10 years in the business. Worked hard and made very little money. But I knew there was a better way. Here it is.....

You create FREE REPORTS that are actually the conversations you would be having with the prospects on the phone. You explain to them why they should use you instead of your competition. How the process worksd, etc., etc.. These FREE REPORTS tell the buyers all of the things you would on the phone and encourages them to take the next step which is to download, fax or mail an application to you OR to hit a button and request a FREE NO- OBLIGATION CONSULTATION.

In effect you have now conducted the same phone conversation but now it is automated in the form of a free report. No more wasted time on the phone convincing people to use you. Instead you now are producing buyers who are sold on using your services BEFORE they have even met you.

Now when they call they are calling to set up an appointment. What I have found is that I can now take this wasted time and work "on" my business instead of being a

slave to my phone and pager and working "in" my business.

This approach works GREAT in the offline world.

HOWEVER, once you set up your web site to use this system, you will truly put your marketing on STEROIDS.

This is the stuff that the Internet is absolutely PERFECT for... and the best part is that NONE of your competitors have clued into this yet.

Just imagine that your competition is trying to light a fire by rubbing two sticks together, and someone just handed you a Zippo lighter...

Game over! Thanks for playing!

That is the kind of power we are talking about when you have a fully integrated web marketing system that is driving qualified buyers into your business.

Now go back and look at everything I have covered so far in this report

**Your Two Choices...**

I think by now you are pretty clear on the system that you need. And if your current web site doesn't address all those items above, you are pouring money down the drain.

That big fat check you are writing for your web site isn't making you money, it is **COSTING** you money.

It isn't saving you time, it is costing you time.

But if you are anything like me, then the thought of creating a new web site is just about like pulling teeth.

But just in case you are a “do-it-yourself” type of person with a certain propeller head tendency, let's look at what you need to do

**First**, you need to create some rock-solid content that will impress your visitors. We are talking about articles and special reports – quality stuff that will impress your visitors enough so they are willing to give you their email address.

**Second**, you need to setup a system for people to leave their email address and name. The technical term for this is a “mail form”. This requires some software and some programming... simple programming for a propeller-head, but the type of stuff that melts my brain if I even think about it. The software isn't terribly expensive, but figure a couple of hundred dollars to get it set up and running... if you can find the right propeller-head to do it for you.

**Third**, you need an autoresponder service. This will cost you about \$20 to \$30 a month, just for this service.

**Fourth**, you need to set up a way to gather testimonials. There are a bunch of pieces involved here, including some programming. I don't know exactly what this will cost, but figure another couple of hundred dollars. And if you want audio testimonials, throw in another \$30 a month.

**Fifth**, you need a system with templates and an easy-to-use menu based system so you can update the site regularly. Frankly, I don't know where you can get this... you will probably need to get this programmed from scratch, and the cost for that will get VERY ugly, VERY quickly. I am talking thousands of dollars just to get started. So this might just be a pipe-dream, and get ready to watch the cobwebs start forming on your site.

**Sixth**, audio and video is another one that isn't too hard to fix... but get ready to shell out for another monthly fee. You should be able to find this for \$40 a month, or maybe a little more.

**Seventh**, don't forget to add in testing and tracking into your web site. This is another one of those things that you probably need to program from scratch to do it right. However, you might be able to get away with some off the shelf software like Synergyx.com, which costs \$1500.

**Eighth**, you need a email "list hosting service" so you can send out email broadcasts to your list. Your autoresponder

program SHOULD allow you to do this, but often there is an added cost associated with it. Let's just figure another \$10 a month.

**Ninth**, now you might have thought all that work and those costs up above were pretty intense... but here is the REALLY bad news. The really tough part is trying to cobble all those pieces together and get them to work as one system.

Remember, your web site should be one LEAN MEAN marketing machine... designed with one goal in mind:

**SENDING MORE QUALIFIED PROSPECTS TO YOU  
SO YOU CAN CLOSE MORE LOANS WTH LESS  
WORK**

And if your web site is gong to succeed with that goal, then it needs to have a finely honed integrated system that works like clockwork.

Pulling that system together with a bunch of off-the-shelve software and then adding in some custom coded that your webmaster pulled together (he probably got some local pimply-faced high school junior to throw the code together) is a recipe for disaster.

## Why I Actually Know What I'm Talking About

...

I hope you have learned something in this report. I spent a lot of time and many tens of thousands of dollars learning all this stuff the hard way.

You see, instead of just settling for the sites that were being offered in our industry, I found two internet marketing web geniuses and decided to build my own website.

That's right, I built a site that was designed to my specifications ( I am a computer dunce) and would accomplish my goal of generating new business and put my follow up on auto-pilot.

It wasn't easy, and it was REALLY expensive.

But the result has been a huge leap forward in my business... while at the same time I created a new BIG block of free time.

Until 2 years ago my staff would not even allow me to be within 30 feet of a computer for fear it would cause the systems to crash.

With that in mind I asked these 2 genius "propeller heads" to build a system that even I could use and not be intimidated by.

What we have built is an entire mortgage marketing online system. This system is built from the ground up specifically for loanofficers, and their specific needs.

(By the way, I keep using the term “propeller heads”. I use that term with respect... I couldn't do ANY of this technical stuff... and I am amazed by the people who can. And I am even more amazed at the quality of these two amazing guys that I have been working so closely with for the last two years. The system they built is amazing!)

This is not just another website like all of the others in the industry. It is critical that you understand this important distinction because it means the difference between success and failure for your online presence.