

Directions: Read through the documents below to see if you are a fit for our program. If you are, click the link at the very bottom to fill out a application. Thank you.

**Home To Home Lead Generation System
 1. Three Ways to Become an Author (Pros and Cons)**

<i>Choices</i>	<i>Self Publish Book</i>	<i>Co-Author Book</i>	<i>Professionally Created Book</i>
Description	This type of book the new author will plan the content, organize the material, write the book, complete the editing, interior design, and publishing process all or mostly on their own	Usually, an individual that has written books before or a publishing company will create a master manuscript and allow co-authors to write 1 chapter in the book. Each co-author will receive a copy of the book with their content included and a customized cover	This book is written with the help of a professional book writer and or ghostwriter. The book writer will do most of the work to ensure you receive a professional looking book
Pros	Can be a fun process	95% faster than writing a book on your own	Much faster than writing a book yourself but longer than co-authoring
Pros	Save money	Allows you to leverage with the other authors in the book and the main author that normally is established as a celebrity or publishing source	You should own the rights to the book
Pros	Have Control over the final product	Establishing yourself as an author	You will have help and support every step of the way



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PROVEN ADVANTAGE FOR LOCAL EXPERTS

Choices	Self-Publish Book	Co-Author Book	Professionally Created Book
Cons	Lots of rework due to lack of experience	Although you have a book, most co-authors do not receive or learn how to properly market their book to move their business interests forward	The cost can range from \$15K to \$40K+
Cons	Final copy of the book may not look professional and may not achieve desired outcomes	The topic of the book is not relevant to your customers keeping you from using it as a lead generation source	You will have a book but usually, the person who wrote your book has a writing background, not a marketing background. You may be left with a great looking book that is not correctly positioned to move your business interests forward
Time	high	low	low to high
Energy	high	low	low to med
Financial	low - med	medium	high
Other Things to Consider	The hardest part of writing a self-published book is the planning and organizing work before the content is written. Consider getting a coach to help you with the planning process and the interior formatting process. Some self-publishing authors do rely on help from editors and cover designers	Make sure that you co-author a book with people you know like and trust and it is on a topic you can use to help you get more customers if that is your goal	If your goal is to use your book to get more customers, work with someone that has experience writing lead generation books. This is a niche that is different from other areas, experience matters here

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Home To Home Lead Generation System
2. Comparison of Lead Generation Systems

<i>Choices</i>	<i>Direct Mail</i>	<i>Internet Leads</i>	<i>Home to Home System</i>
Description	Involves sending postcards or letters to a specific type of customer usually using a benefit message in the copy	Paid or organic online leads collected at a website, landing page, or phone number. Customers will enter information into the system and receive offers for their home	Co-Author Local Experts on Senior Housing use the book and workbook to educate their prospective customers. Education includes book signings, speaking events, direct mail, and sharing books with existing customers to create referral opportunities
Pros	Lists and messages can be targeted for a specific purpose to a specific audience	Traffic purchased can be very targeted for your ideal avatar	Through authorship and education, local experts create a major point of difference between themselves and the competition. As a local author, prospects see the author as an expert, authority, and celebrity in the Senior Housing space. Influencers want to be associated with the author and often distribute books on their behalf
Pros	By using some basic tracking you can fairly easily calculate your open rate, conversion rate, and return on marketing investment	As the SEO develops for your website your site will rank higher on organic searches	Prospects are very unlikely to throw away your book. Instead, you are likely to receive a call, get your calls answered, and stay on the customer's mind until they have a need.



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PROVEN ADVANTAGE FOR LOCAL EXPERTS

<i>Choices</i>	<i>Direct Mail</i>	<i>Internet Leads</i>	<i>Home to Home System</i>
Pros	Even with advances in technology people still look at their mail	With the right platform, you can collect information on the customer and stay in contact with them with your follow up system	Places like churches, senior centers, home health companies, non-profits that work with seniors, and senior housing facilities are very likely to have you speak to their groups and share your materials with their audience. This endorsement and invitation combined with solid planning information help establish next level relationships with the customer. Trust is built quickly
Cons	It is hard to stand out from the crowd in a competitive market	Pay per click advertising can get expensive quickly and if not done correctly can be a waste of money	Speaking to large groups and teaching seniors takes time. Some people are not comfortable teaching in this type of format
Cons	In a crowded market, customers could be receiving similar messages from other providers weekly or daily. This lowers the impact of the message	Internet lead customers can be more price sensitive than other lead sources. Price sensitive customers will shop around for the best price and usually will create more competition around their sale	It takes time to establish yourself as the Senior Housing expert with your new book. Time has to be invested in meeting with community leaders, sharing the book with them, and following up. While that is taking place most licensees keep using other forms of marketing but also reference their new book.

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PROVEN ADVANTAGE FOR LOCAL EXPERTS

Choices	Direct Mail	Internet Leads	Home to Home System
Cons	Medium to low barriers to entry. There are companies in the home buying space that have larger direct mail budgets and can purchase homes at higher prices than most local investors. This price competition is creating new challenges	If your response is slow internet customers can have already moved down the road and chosen someone else	Some people do not want to be the go-to expert in their area. There are times that people will call for advice but do not have an immediate need. If you only want to talk to people that need to sell their house "right now" this system would not be a fit
Cons	Expensive. Long cash conversion cycle. Constantly changing	Someone needs to monitor campaigns and technology to make sure there are no changes to platforms or websites.	A consistent follow-up process is a must-have in order to stay engaged with the customer from the first contact until they have a need.
Time	Low - Medium	Low - Medium	Med-High
Energy	Low - Medium	Low	Med-High
Financial	Medium to high	Medium-high	Low- Med
Other Things to Consider	With increased competition how will you create a brand or promise that stands out and will the customer care?	Who you use to implement your strategy will be a big factor in the outcome	The potential cost per customer with this system is much lower than the other systems. This is due to better follow up by the customer, more value from the local expert, higher conversion rate, and increased referral rate

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3. Fit Or Not A Fit

We have found that local experts who share **MOST** of the following statements believe the Home to Home System **IS** a good fit for them

- Love *Seniors*
- Want to *author* or *co-author* a book
- Love *teaching* and *educating*
- Enjoying being the “*Go-To*” person in their local area that others call for questions
- Have a desire to *network* with influencers and want to be a local influencer
- Willing to follow up with book customers and stay in touch *consistently*
- Want to make a difference not just in their business but also their *community*
- Are tired of being compared to everyone else and want to have an *advantage*
- Treat people with kindness and respect
- People who are *doing well* in their business and want to add another tool to their toolbelt
- Have the mindset “If you help someone get what *they* want, you will get what you want”

We have found that local experts who share **SOME** of the following statements believe the Home to Home System **IS NOT** a good fit for them.

- Care about *money first* people second
- *Take first* give second
- Love the “*thrill of the chase*” when it comes to customers
- Only want to talk to prospects when they are *ready to sell*
- Too *busy* to call people back
- Wants or needs results yesterday, not doing well in their business and needs a *quick fix*

If you identify with the first group of people, we would love to continue the conversation. All Home to Home members have a geographically protected area to serve in. To find out if your area is available, read the system summary and fill out our interest form. We only accept about 20% of our applicants. If you are accepted and your local area is not available, we will add you to our waiting list. Thank you.

Home to Home Lead Generation System

4. Program Summary

Approved Local Experts will...

- **Have the opportunity to co-author two books (in less than 30 days in most cases)**
 - Home to Home the Step By Step Senior Housing Guide Book and Workbook.
 - The co-authored book will reflect the local area the expert does business in. The book and workbook will have information about the local expert, what type of services they provide, and information on the local real estate market.
- **Be able to purchase books and workbooks directly from the printer at wholesale prices**
- **Be trained in how to reach community influencers**
- **Receive**
 - Customizable letters and direct mail templates
 - 6 training modules on the entire process from ordering books to getting new customers
 - 3 PowerPoint presentations
 - Editable PDF marketing materials
 - Training on getting influencers to market for you
 - ROI Calculators
 - Instant authority training - Booking speaking events
- **Have access to us**
 - Private Facebook page
 - Marketing mastermind group with monthly group calls
 - Live training up to 4 times a year for the life of the membership

All Home to Home members have a geographically protected area to serve in. To find out if your area is available to fill out our interest form. We do not accept everyone who applies if you are accepted and your area is not available, we will add you to our waiting list.

After reading these materials if this sounds like the right fit for you and your business, fill out the google form application below. If your application is a fit for our program, we will set up a 15 min call to discuss your application and answer any questions.

[Link To Application](#)

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