

## **SUBJECT 2: Shiny Boots and Real Estate...**

Hi [name],

It was the Queen of England's 90th birthday the other day.

As she came out of the gates of Windsor Castle she smiled and waved at all the people standing around to see her.

Behind her marched those splendid soldiers called the "Horse Guards."

Dressed in their bright red uniforms, boots polished to shiny perfection, and tall bearskin hats, they were quite a sight.

But what does this have to do with your REAL ESTATE BUSINESS, you may be wondering.

Well, when you look at that group of soldiers marching behind the monarch, it's hard to sort out one from another.

Each dresses the same and is more or less the same height as his fellow – pretty much CLONES of one another.

None stands out from the crowd...

But you want your real estate business to STAND OUT FROM THE CROWD.

You want potential clients to notice you rather than your competitors.

Or else, your competitors – who DO stand out from the crowd – will suck away all that business that COULD have been yours.

Online, "standing out from the crowd" means the difference between your business LIVING or DYING.

We're talking here about getting your business ranked at position 1 to 3 in Google Local business.

Did you know...

- around 3 billion online search queries every month contain local terms (like "real estate Miami") (Source: comScore)
- 70% of online searchers use local search to find offline businesses (Source: Kelsey Group)
- 30% of searches on Google are for local business info (Source: HubSpot)

Unless your business appears in position 1 to 3 of Google Local, you'll be "lost in the crowd" - searchers won't even know you exist!

But it's not easy to get a 1 to 3 ranking.

You have to follow a series of steps.

Do you know what these are?

We do, and can help you get a 1 to 3 ranking in Google Local.

**GUARANTEED.**

Just like we helped [insert name] and [insert name].

Here's what [name] from [business name] says about how we helped them get the number 1 slot in Google Local for [keyword name].

Interested?

[LINK]Get more info here

Remember... unless you stand out from the crowd online your business will just be like one of those soldiers at the Queen's birthday.

A nameless face that looks exactly the same as all the other nameless faces around it.

Imagine if one of those soldiers wore a green hat.

Which soldier would your eye go to?

Of course – the green-hat man!

That's what you want your business to be like online.

Click here [LINK] to find out how we can help you.

To your online business success,

[name]