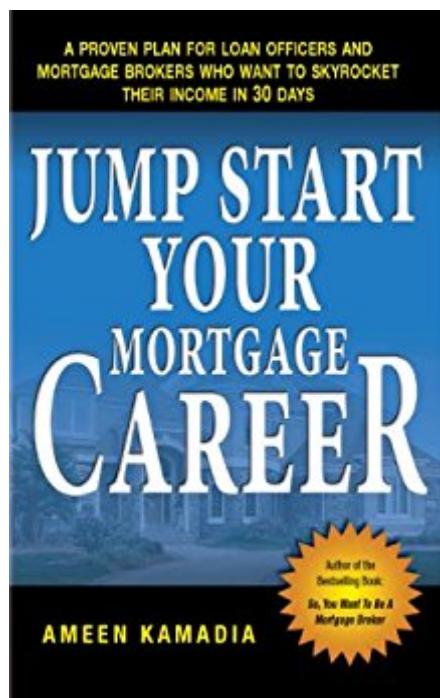


The book was found

Jump Start Your Mortgage Career: A Proven Mortgage Marketing Plan For Loan Officers And Mortgage Brokers Who Want To Skyrocket Their Income In 30 Days



Synopsis

This book answers the question, "How do I become a successful loan officer?" Mortgage marketing at its finest. Not only does this book give ideas and tips on how to market your mortgage business, it gives you a complete 30 day game plan. This plan has resulted in several coaching clients go from \$0 to six figures in commissions. Now it is available to you. In simple English, the author explains some of the most effective strategies he teaches to other loan officers. "Jump Start" covers all the mortgage marketing essentials you need to start generating loans today. Implement the 30 Day Plan for a crash course in mortgage success. Discover how to make yourself stand out from your competition. 32 niche markets that desperately need your help. Why you don't have to lower your rates to be successful. The secret of avoiding peaks and valley in income. What Realtors really want from their lender and how to give it to them. And too much more to list here!

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Customer Reviews

I really looked forward to reading the book it came in with a bang thin well some sections are unable to read and hard to see...hard to move forward.....just to make sure I review some other down loads

and I could see and read them fine

This book had some nuggets of somewhat useful information for cheap marketing ideas. I especially liked the idea of putting your card in books at the bookstore. Enough to justify the price of this book? No, not in my opinion. His other tips for new loan Officers are to have a Unique Selling Proposition, to stand out from the crowd; have a business plan. Yeah, no duh Kamadia. The book is filled with self-promotion, which in my opinion lowers the author's credibility. When day 30 of his 30 Day Mortgage Career Jump Start Campaign is to take his courses, you know something ain't right. There is a much better book on starting a mortgage career and marketing yourself, for less money. I give this book a 'C'.

This without a doubt, the worse book on sales I have ever read. The book in my opinion is a con. The author was deceitful. The name of the book, the title of the chapters, implied he was providing marketing ideas on "how" to build your business. But all he did was state the obvious, without not even one example in the entire book of a letter, marketing piece, conversation with a customer, how he built his business. He tells you several times in the book to develop your own marketing plan, where the title of the book implies he would show you one. Oh yeah, he does refer you several times to other websites to buy more worthless promises.

I worked for years as a Loan Officer Trainer and this book would have come in handy at that time. I returned to the Mortgage Industry recently and this has helped to re-gain my footing and momentum. It takes a lot of energy to be in this business and so do the actions required in this book. If you're not up to it...this industry is not for you.

As a mortgage banker for over 30 years there have been a number of informative publications on the market. However, this book offers the reader who wants to get involved to make money while understanding the mortgage business from someone that has climbed the rungs of the ladder. This book should be on every one's bookshelf to read it and reread it when wanting to earn additional money.

THIS BOOK HELPED ME UNDERSTAND WHAT I WAS MISSING IN MY BUSINESS. I HAD NO IDEA WHAT BEING SELF EMPLOYED MEANS TO WORK WITH YOURSELF BY BUILDING A BUSINESS PLANS AND FULFILLING GOALS. THE BEST PART OF THIS BOOK IS THE MARKETING TECHNIQUES!

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