

# **7 Essential Survival Tactics**

**Every Loan Officer  
Needs to Know. Now.**

**How to Thrive When Most Loan  
Officers Will Barely Survive This  
Time of Rising Rates and  
Shrinking Markets**

**Jon Esposito**

# 7 Essential Survival Tactics Every Loan Officer Needs to Know. Now.

## *How to Thrive When Most Loan Officers Will Barely Survive This Time of Rising Rates and Shrinking Markets.*

The next twelve months will prove to be very challenging for the average loan officer. If you are new to this business, meaning roughly 4 years or less in experience, you have no idea what is about to hit you. You have probably already started to feel the effects of what I am talking about, but the real tough times are still ahead of you. Rates are rising, people are reading the headlines telling them how bad things are (they really aren't, but perception is everything), fewer homes are being built and sold, and the great equity run-up of the last several years has drastically slowed.

A recent survey showed that there are 502,000+ residential loan officers working in America today. And most of them are headed for trouble. In fact, it is estimated that 40% of you will be out of this business in the next 24 months. Sure, there will be some "newbies" to take up some of those positions, but they will enter the business in the same trouble that most LO's are heading towards.

Doom and gloom? It does not have to be. Believe it or not, there are some loan officers who will not only survive, but will thrive during the next 12 months. The smart loan officers are eagerly anticipating this new era, knowing they will not only increase their business but will double and triple their incomes during this very same time that many of our breed will become extinct. Fortunately, I know that I am one of those who will continue to survive and thrive. And, I personally know and work with many others who are that this very moment increasing their incomes, building market share and living stress free. What do we know that the average loan officer does not? Very simply, we know and understand these Seven Essential Loan Officer Survival Tactics.

Before I begin this discussion of these seven essential loan officer survival tactics, I want to ask you a couple of questions. And at the end of this report, I will address them and offer some insight to the answers.

- 1) What do Bill Gates, Oprah Winfrey, Tiger Woods, Robert Allen (the get-rich-in-real estate guy) and Dan Rather all have in common?
- 2) Where do you want to be in 12 months?
- 3) Do you want to be in the mortgage business or doing something else (like getting a real job)?
- 4) Do you want to increase your income in the next 12 months?
- 5) Do you want to spend more time with your family and friends?

Five simple questions to consider as you read this report. Think of these questions often as you discover each of these Seven Essential Loan Officer Survival Tactics.

## **Tactic #1 – Systems.**

Or more correctly, the importance of following a proven system is our first Essential Survival Tactic. Many people associate the words “having a system” as something negative. Every failed gambler “has a system” that can’t fail. Yet, they have to borrow two bucks for a cup of coffee. Every idiot selling a get thin while you drink two beers a day or while dancing around your living room to Little Richard or Bill Haley has a “system.” Yet, I am pretty sure Richard Simmons weighs 250 pounds, again. A “system” is not a shortcut or a get rich gimmick. It is very simply doing something, preferably something that works well, over and over. We have all heard the phrase “Do not reinvent the wheel.” Following a proven system, and sticking to it, will allow you to survive and thrive in this business. In fact, it will allow you to survive and thrive in any business. Guaranteed. No debate needed.

Of course, finding the right system is just as important as following it. There is no point following something to the letter, day after day, if it is flawed and won’t lead you to where you want to go. The key to finding a system, in this business or any other, is to find out what the most successful people are doing and duplicating it while ignoring what everyone else is doing. I’ll bet there are one or two loan officers in your town who seem “to get all the business.” I’ll bet the same is true for Realtors, insurance guys, doctors, lawyers, and every other profession. Why do they “have all the luck” and get “all the good leads?” Why do they “get all the lucky breaks?” Why aren’t you learning from them instead of hating them?

The key to finding a good system is simple: find the most successful people you can and emulate them. Do everything short of stalking them to learn as much as possible about how they conduct their business. This is where it starts to get a little tough. In almost any local area, that one “most successful” person is probably not likely to share their secrets with you. Why should they? They have the big piece of the pie right now and there is no reason to share it with some motivated young whippersnapper who is only going to reduce that piece of the pie for them. There are other ways to learn. Perhaps the best is by seeking the help of an expert outside of your market. Then, there is no fear of losing that piece of pie. The key is not to go to someone earning 50K a year. The key is to learn from someone earning 500K a year, who is working the same hours or less than that guy earning 50K a year.

Recently I was privileged to hear Alexandria Brown, the “E-Zine Queen,” speak to a room full of very successful people. Alexandria is a self-made millionaire who earns more in one month than the average loan officer earns in a year. She is very successful and is worth listening to. It does not matter that she is not in our industry; she would be very successful if she were. She has a term she calls “BSO” that she uses when describing why most people fail to find and follow a successful system and therefore never find long-term success. “BSO” stands for “Bright Shiny Object.” The point is that far too many people get

distracted by the next “bright shiny object” that is dangled in front of them by those unqualified to do so. Instead, she and I agree, it is far superior to locate one clear and easy to follow system being used by the best of the best in your industry. Then, do whatever it takes to learn from them and to follow that system.

Following a system does not need to be complicated, nor expensive. The degree of complication and expense depends on you and your goals. For example, in my business we have a very precise system, or “process,” that we follow when a new lead comes to us. We also have one for sending out applications, taking applications, processing applications and following up with closed loan customers. We have fully automated our system and have actually saved thousands of dollars in doing so. And, we now work less hours in keeping up with it. That means more time to originate more loans or more time to go to the racetrack (or whatever you choose to do in your spare time). Now, when that lead comes to us, we have an exact step that we take, depending on the lead, which we follow every time. No deviation. No extra thought needed. The system is in place and we just follow it over and over.

Because we use a system that works, we know exactly what happens next and where that lead is in our sales process. Really, our system is just a pre-determined series of events that happens based on the way that customer reacts to the previous step. Sounds complicated, but it isn't. For example, we know exactly what to do three days after a customer receives an application from us. On day three, he gets an email as well as a small package in the mail (assuming the post office gets it there three days after the day we sent the package, which is the same day we sent the application). It usually works pretty well. We also know exactly what we will be doing on day seven if we have, or if we have not, received the signed application back. And so on, until that customer either closes or becomes a dead lead. Then, we have a whole different process for each of those possibilities. We do the same thing, every time. Over and over. As I said, our system is not complicated, but it is precise. In fact, I teach this very same system to loan officers across the country and not one of them has had trouble learning it. And every one of them has increased their income since implementing it.

There is no voodoo or magic pill here, just common sense that anyone can follow. And if you want to survive and thrive in this business, you need to consider the quality of the system you are following. Remember, you have a system right now, maybe just not a very good one. It was probably taught to you by someone who “taught you the ropes” when you first entered the business --probably the guy who drew the shortest straw when it came time to train the new guy. It was probably not the person who should have been teaching you.

## **Tactic #2 – Marketing.**

Following a system for success usually begins with sound, consistent marketing. And, it means not doing the same thing that everyone else in your market is doing. Do not be afraid to be different and creative in your marketing. Chances are that guy in your town who “gets all the good leads” is not doing the same thing that the guy earning 50K a year is

doing. One of the smartest pieces of advice I ever heard about marketing said: “Look at what everyone else in your market is doing and then do the exact opposite.” This simple formula has built some of the world’s greatest fortunes – just ask Henry Ford, Sam Walton, Ray Kroc, Bill Gates, Donald Trump... I could go on and on, but I think you get the point.

One of the funniest and most oddball promotions I was ever involved with happened back in 1994, just as rates were starting to head back up after the refi boom of 1993. I have to give my partner, Ed Neil, credit for this one. Ed realized that we had to get noticed, and get noticed quickly. You see, we were just like everyone else at that time. We ran a cheap ad in the local paper and let the phone ring off the hook. We did refi after refi, even doing the same customer two and three times in about a year, as the rates continued to step down ever so perfectly for the refi business. It was easy in 1993 to make a small mint. Just as it was in 2003-2004. We didn’t know any better, but we were quickly going broke, after having made a small fortune the previous year. So, there we were. We had the names and addresses of our past customers (remember, this was just before the days of email) and Ed decided that we needed to mail something to them in order to get noticed. Fortunately, as you will soon see, this list wasn’t very big – a little less than 400 names. The idea, which I now fully understand why it worked, was to mail a coconut, yes a coconut, in the mail with a handwritten message in it in white paint (we used the whole coconut, not just the brown, fuzzy center part you normally see in the market – try shopping for three hundred and some coconuts some day – not fun. Then, have the patience to paint on each one. Also not fun. Fortunately, today I use a few easier techniques to be creative). The message simply said “We’re Nuts” with our name and phone number. Then, the next day we mailed a follow up letter explaining why we mailed them a coconut, basically with the theme that we would have to be nuts to offer rates so low... It also included a conclusion to the letter saying: “you see we are nuts, now go out and tell your friends just how nuts we are.” Well that is what they did. And the phone rang off the hook. We were getting calls six months later asking if we were nuts and, oh by the way, could we help them with...

To this day, we are certainly the only loan officers ever crazy enough to shop for, paint on, and mail coconuts. (By the way, that promo cost us about \$4,000 in coconuts and mailing but returned well over \$100,000 in net income to us – so a pretty nice ROI by any standard). You are probably asking why not just send a can of peanuts or something easier. Would you remember us as well if we had? Another associate of mine sends a fairly cheap basketball, imprinted with his name and phone number, to customers who have been undecided after a certain amount of time. He has a system in place that says after day X without returning the application, send ball. The accompanying letter says “the ball is in your court...” Think he gets noticed? You can count on it. And he does count on it all the way to the bank each month.

Marketing, creative marketing, and learning how to market properly need not be an expense. This single piece of knowledge changed my life forever. Proper marketing should be viewed as an investment, dictated by ROI – return on investment. If you spend one dollar and you make back a dollar fifty, you have earned a 50% ROI, sometimes called a .5 ROI. When was the last time you made 50% in your mutual funds? You should do that all day, every day if that figure is a proven, consistent one. And the good news is that most

good campaigns return far greater than this. Our average investment in our proven marketing campaigns returns \$6.85 for every dollar we invest (not spend, invest). When I invest \$5,000 in a mailing or one of the dozen or so other things we do, I can count on making a little under \$35,000 in return. Some of them, like our crazy coconut idea, will return far greater. But that does not mean stop doing the other things. As long as something returns a profit consistently you should not stop doing it.

In our business we do all of the following at various times and in a specific sequence in our system:

*Direct Mail Letters of various kinds*  
*Post Cards*  
*Emails*  
*Web Sites/On line ads*  
*Print ads*  
*Classified ads*  
*Newsletters*  
*E-Zine Newsletters*  
*And several other tactics.*

The very best and wisest marketers in the world all know one other basic truth: ***You must not attempt to do one thing to get one hundred deals; you need to do one hundred things to each get one deal.*** By having a multifaceted marketing system in place you can and will make more money. You can and will survive and thrive as others are forced to leave our business. Take action now before it is too late.

The best part is that I already know that this systematic approach to marketing works. It is working for me right now and for those I choose to work with around the country.

### **Tactic #3 – Your Brand**

Quick question: What is your brand? I'll bet 95% of you just answered "ABC Mortgage Company," or whatever your company's name is. Wrong! That is, wrong if you want to be successful. Your "brand" is YOU. Please consider the following quote by a very smart person whose name I can't recall:

*"People Buy From People Who They Know, Like, and Trust."*

Nearly every word in that single, simple sentence is pure gold to the intelligent salesman. People buy "from people" not ABC Mortgage Conglomerate of America, or whatever grand sounding name you or your boss came up with at some point. Selling, at its most basic, and despite all of today's technology, is still a person to person action most of the time. If they "know, like and trust" you, they will buy from you. You can do this even if you sell primarily online.

So, if your brand is “you,” what are you selling? No, not a mortgage. You are selling yourself. Your job is marketing yourself. It just happens that the thing you sell is mortgages. It doesn’t matter if it is mortgages, cars, lawn mowers or drugs on the corner. People buy from people they know, like and trust. Selling yourself is not as hard and scary as it may seem. Believe me; I understand being uncomfortable sharing my personal life with strangers. I understand not being comfortable in front of a crowd, not liking the way I look, the way I smile, the way I sound. My advice to you is the same exact advice I was given – Get Over It! You’re not as short, fat or ugly as you think. So, get over it and put yourself out there for the world to love.

Those who add a little of themselves into their marketing – a picture at the bottom of your email, a video or audio clip on your web site, a story about your kid or dog (don’t have a kid or dog? Go borrow your neighbor’s) – will get a better response from both new and past customers. (What? You aren’t marketing to past customers? Shame on you – read Tactic #5.) A little personality goes a long way, as my mom used to tell me before the 6<sup>th</sup> grade dance. A little personality, or a little insight into brand “you” will let your customers know, like and trust you.

Scared? Think you will look or sound stupid? As I said earlier, Get Over It! And get yourself out there.

***Be Who You Are and Say What You Feel.  
Because, Those Who Mind Don’t Matter and Those Who  
Matter Don’t Mind.  
- Dr. Seuss***

## **Tactic #4 – Education**

You can never get too much education, and you should never try to stop learning. The best and brightest people in the world never stop learning. I am speaking about a couple of different types of education – both professional and personal. For the purpose of this report, I will focus on professional education. This includes both industry-specific and general professional training. Part of selling yourself should include positioning yourself as an expert in your field. In order to be an expert, you need to know a little something about which you are speaking. Do you know the guidelines of the products you sell inside and out? Why not? Do you know the entire process, step by step, that a loan follows from origination to closing and who to turn to at each step when there is a problem? Can you do your processor’s job if needed? You should be answering “yes” to these questions, even if you never process a file or speak to an underwriter. Why? So you can speak intelligently and confidently about your job. And, also, so you can empathize with those who help you do it. After all, your income is at stake.

Another aspect of professional education, which in my opinion is the most important aspect, is sales and marketing training. Another question for you: Quick, What business are you in? The mortgage business? Wrong! You are in the “selling” business. Call it sales, call it marketing, or call it “pitching stuff.” But whatever you call it, always remember you are in the business of selling. It just happens that you are selling mortgages. And, if you are not responsible for generating your own business, because you don’t know how, you will eventually fail in this business and everything else you try. You need to invest in yourself. You need to invest in your education. And the most important part of that education should be in the area of sales and marketing. Not what they taught you in school, but what actually works.

The loan officers who I work with and train understand this. The large majority of my time is spent teaching sales and marketing tactics that make people want to do business with you. I teach techniques that work and that are easy to implement. On the marketing side, once we have the system in place, we simply insert the marketing pieces into the chosen spots and then get to spend our time closing deals.

The beauty of the system is that the customer is completely or almost completely sold on you and your expertise by the time you choose to speak to them. They are practically lining up at your door, begging you to agree to work with them. When was the last time you had leads asking you if you would help them, instead of you asking them for a sale?

And, get this: price no longer becomes an issue. Once you have established yourself as the expert, and have a line of people wanting to do business with you, you can charge fees that correspond to your expertise. No more negotiating fees. No more working for a half a point on a deal (or less, like many of you do). The loan officers I work with learn “positioning.” By incorporating this image into your marketing system, you become that expert. Once you are the expert in your niche, the line starts forming. There is an old saying: “There is no line to see the wise man at the *bottom* of the mountain.” And I may add: no one is willing to pay that guy too much for his wisdom.

On the sales side, time is spent emphasizing the importance of a few simple one on one selling techniques. Things that, when your marketing works, make it very easy to close loans. No cold calls, no bringing donuts to realtors and never again sitting around waiting for the phone to ring. Smart, proven marketing techniques, combined with the educated salesman, make this possible. And the best part is, once you are educated, no one can take that away from you. So, get out there and invest in yourself. Get educated on what works.

***“Poor People Have Big TV’s. Rich People Have Big Libraries”***

***- Jim Rohn***

## **Tactic #5 – Your Herd**

You need a herd and you need to keep a tight fence around that herd. What the heck is a herd? It is your past customers. Earlier, I asked “What, you aren’t marketing to your past customers?” I am guessing that many of you reading this do not properly manage your “herd.” And, no, sending a greeting card each December is not proper herd management.

Each and every customer you have (or had) has a value, a very specific value. This is called the “lifetime customer value.” Do you know your’s? I’ll bet you don’t. And that is a shame because I’ll also bet that they guy in your town that “gets all the luck” and “all the good leads” knows his. It is one of the main reasons average loan officers fail and smart ones thrive. I know my lifetime customer value and give it the utmost respect. My lifetime customer value is \$28,568. That means, simply, that every customer I have closed can be counted on to provide me with an additional \$28,568 in income during my life in this business. How do I arrive at this? Easy, I know that my average net income per closing is \$7,142. I also know that each customer will, due to my “herd management” come back to me or refer to me three times. So,  $\$7,142 \times 4 = \$28,568$ . I can count on it. If I just don’t forget about my herd.

My herd has about 1500 head (I’ll stay with the cattle theme just a minute longer). I never do less than three loans, and often more, each month just from my herd. I am sure you have heard it said that it is much cheaper to keep a customer than to find a new one. This is true in our business as well. I reach out to my herd (communicate with them in some way) 42 times per year. That contact can be in the form of a letter, postcard, small gift, greeting card, fax, voice broadcast, newsletter, email or any other form of contact. I actually use all of the above in order to keep people interested and to never let them forget who I am. Remember what I said earlier about “having one hundred ways to get one customer.” Some people I know do many more contacts than I – as many as 100 contacts a year. They do so with great success. I am happy with my system, as it is easy and quite inexpensive to implement. As a minimum, you should reach out to your past customer list no less than 26 times per year. Now you understand why the greeting card in December is not adequate.

Why do you need to be so “fanatical” about staying in touch with your past customers? The simple answer is so they don’t forget about you. The scientific answer comes to us from a study recently conducted by Adweek. The question that was posed to a large group of people was: What makes you buy something when you do? The overwhelming answer was that people do not buy because of a sale or special promotion or offer. They said that the primary reason for buying any particular thing was that they “*needed the product or service at that time.*” So, if you are not constantly communicating with your past customers, how do you know when they need a new mortgage? How are you going to get them to call you? You won’t, but you will if you want to survive and thrive in the business in the coming years.

## **Tactic #6 - Niches**

The most successful people in the world found a niche and worked to dominate it. We have all heard the phrase “jack of all trades, master of none.” Well, this applies to our industry too. The average loan officer – you know, that guy earning 50K a year – does not have a niche. When you ask this person what they do, they are eager to tell you all about the whole menu of loan types they offer. Sure, I can do purchases, refi’s, debt-consolidation loans, good credit, bad credit and all the other loan types that every one of us can do. And, occasionally I even do one of those loan types – usually as favor for a past customer. I don’t choose to spin my wheels chasing anyone and every one offering the whole spectrum of products. I prefer not to be the “master of none.”

I’ll bet when I asked you to think about that most successful loan officer in your town, whoever it is, a thought crossed many of your minds. You may have said to yourself “sure, so and so makes a ton of money, but he only does \_\_\_\_\_. You fill in the blank: subprime loans, loans to first time homebuyers, move up buyers, high income buyers, low income buyers, loans only to teachers, doctors, firemen, astronauts, etc... These are but just a few of the many niches in our business and the most successful of us all have one.

Even companies that are household names today work in a niche, or started in a niche. If I ask you to say the first thing that comes to your mind when someone says the word “pizza,” what is it? I am willing to bet it was “Dominos.” Well, Tom Monaghan, Domino’s founder, found a niche and set out to dominate it. I’ll bet none of you thinks of Domino’s as the best tasting or most gourmet pizza out there. But, I’ll also bet that nearly every one of us thinks of them when you want “pizza delivered in 30 minutes hot and fresh, guaranteed.” I know, I know, they don’t offer the guarantee anymore. Good thing, we have enough teenagers speeding through my neighborhood without it. But, Tom created a great USP (a unique selling position – something everyone needs to know and understand but is beyond the scope of this report) and founded an entire niche. Now he is a billionaire and Dominos is a household name.

Let’s expand on the pizza theme one more step. Say you want to open a new pizza delivery company, and get rich doing it. But Dominos is already there doing what they are doing. What is an enterprising young pizza entrepreneur to do? Well, if you are John Schnatter; you find a niche within that very crowded market. How many of you know that Papa John’s, now a huge operation (with a very rich founder), began with the niche of locating in college towns and delivering to dorms?

My niche is construction financing. I chose this niche after looking at the market and realizing that there were virtually zero loan officers who know thing-one about construction loans. And, I realized that the transaction size (ie, fees to me!) is much higher than average. So, I asked myself a couple of questions: Would I like to compete against less people for my income? Would I like to be able to position myself as an expert (after educating myself) and be able to charge higher fees? Would I like to have the opportunity to sell to one person and get several deals? (You do this by selling to a builder and having them send their customers to you.) And, would I like to earn more, while working less? For

me, the answer was a pretty easy “yes.” So, I set out to educate myself and become the expert in my niche. Now, after closing *nearly half a billion dollars* in construction loans over the years, I am the expert in this niche. And, because I created a system that works, developed sure-fire marketing, branded myself, educated myself, paid attention to my past customers, and found a high income producing niche, I can safely say that I will continue to survive and thrive while many of our fellow loan officers fail. Anyone can do this in our business, yet so few do it. As the saying goes: *Niche to get Rich!*

## **Tactic #7 – Mastermind**

The principal of mastermind is not new. Far from it, actually. As long as there have been successful people, there have been groups, large or small, made up of advisors and peers there to advise them. The mastermind principal goes hand in hand with the idea of mentorship. The objective is to come together as a group to study from one another and prosper. You share your successes and failures with the group in order for all members to learn and grow. Often, your mentor or even those in your mastermind group are not even in the same business, since as we have learned, education and marketing transcend all industries.

Survey after survey have been conducted asking the world’s top CEO’s, most successful businessmen, and wealthiest (self-made) people what book they attribute most to their success. The number one answer is always the Bible. The second most listed book – each and every time – is Napoleon Hill’s *Think and Grow Rich*, written in 1937. In case you haven’t read this book, you need to. If the most successful people in the world rank this book second only to the Bible, you and I should be devouring every word in it and listening to what Mr. Hill is saying. (To learn how you get a free copy of the book, as my gift to you, keep reading) The whole point of the book is the power of the mastermind group. His 20 year long journey of researching and interviewing the world’s richest and most successful people, at the request of the world’s single richest man, revealed one overwhelmingly common trait among them. They each had a mentor and participated in groups of like-minded men – mastermind groups. Mentoring, or coaching, has been responsible for the world’s great fortunes.

This brings me to the answer of the first question I asked you at the start of this report. What do Bill Gates, Oprah Winfrey, Tiger Woods, Robert Allen (the get-rich-in-real estate guy) and Dan Rather all have in common? The answer: they all are extremely talented and successful, but more importantly, they all have mentors. And, even though they are at the top of their profession, they all still regularly seek the counsel of their mentor. Bill Gates is mentored to this day, and credits much of his success, to his relationship with Warren Buffet. Oprah has been very clear to the world that she owes her success to her relationship with Dr. Maya Angelou.

Tiger has a mentor – I bet you think I am going to say it is his late-father or even Butch Harmon, his ex coach. Nope. If you are a golf fan, you have probably seen or heard about these two guys hanging around together and being pals. Tiger’s mentor is Mark O’Meara, his fellow tour member. And, guess what? O’Meara is paid a ton of Tiger’s cash

to “pal” around with his younger “friend.” Not to suggest they are not friends, but there is more to that relationship than is spoken about on the television. Haven’t you noticed how much more mature and thoughtful Tiger has become in recent years? No coincidence it began around the time he started hanging around his new pal, Mark. And, it has been money well spent – Tiger has become not just the best golfer in the world, but one of the most respected athletes in the world. And his endorsement income is many times his earnings due to the image he has created.

The other two men I mentioned, Robert Allen and Dan Rather, also credit their success and longevity to their mentors, Dan Kennedy and Walter Cronkite. At first, to the public eye, each of these extremely successful people would appear to be self-made or lucky or in the right place at the right time. They are also each very educated and extremely talented. But each also freely credits, when anyone cares to listen about mundane things like this, their mentor for much of their success.

In our industry, you may have heard the names of one or more of these experts: Brian Sacks, Reed Hoisington, Scott Tucker, Doug Huggins, and Tracy Tolleson. There are some others, too, who are the very top of this industry. What do each of them have in common? Well, a couple things actually. They each chose to find and become an expert in a particular niche within the mortgage world. They each are very smart and talented, yet continually seek more education. And, they each have mentors and belong to mastermind groups. How do I know this? Easy. I, too, have mentors and even share the same mentors with some of them. In fact, not 48 hours before writing this report, I was sitting in the same room for three straight days with all but one of them, as each of us educated ourselves and sought knowledge and insight from both our mentor and one-another.

The principal of mastermind is strong and universal. The best and most successful among us know and understand this, and we are not shy about seeking help from people who have the knowledge we desire or have achieved a position we would like to achieve. So remember, if the person who is offering you advice is not where you envision yourself being, run, don’t walk, away from that advice. Ask yourself one important question: If this person is so good, why aren’t they earning a fortune in this business. If they are, seek their counsel. If not, stop wasting your time. And, yes, as shallow as it may sound, success in this business is measured by money. None of us are in the mortgage business for charity. We are seeking income. And if you are going to spend every day seeking income, it makes no sense not to seek a lot of it. And, the best part of it is, it is no harder to make \$500,000 than it is to make \$50,000, if you know the tactics. And, fortunately, some of us who know and practice these tactics are willing to share their knowledge with you. Seek them out. Survive and thrive in the mortgage industry.

***“The human mind is a form of energy. When two or more minds cooperate in harmony, they form a great “bank” of energy, plus a third, invisible force which can be likened to a Master Mind. It is the mastermind way to use organized and directed knowledge as a road to lifelong power.”***

***Napoleon Hill, 1937***

**BONUS: If you would like a totally FREE copy of Napoleon Hill's Think and Grow Rich, please visit my website [www.LoanOfficersSurvivalTactics.com](http://www.LoanOfficersSurvivalTactics.com) and request your free copy. I will personally send you this gift as your first step towards your success.**

I asked you four other questions at the start of this report and asked you to think about them as you studied each of the Seven Essential Loan Officer Survival Tactics. Please look back at them now and answer those four things.

- 1) Where do you want to be in 12 months?
- 2) Do you want to be in the mortgage business or doing something else (like many of us are headed for)?
- 3) Do you want to increase your income in the next 12 months?
- 4) Do you want to spend more time with your family and friends?

Now, ask yourself one final question: **Do you want to be average, or do you want to be better than average?** Only you can answer this question. I can only give you the tools to do so. You can achieve your goals if you want to. It is not as hard as you may think. Study these seven tactics. Implement them. Get help if you need and don't be shy to seek it. You will survive and you will thrive.

Helping You to Survive and Thrive,

*Jon Esposito*

Jon Esposito  
November 5, 2006

*PS - If you would like a free copy of Napoleon Hill's Think and Grow Rich, please visit my website [www.LoanOfficerSurvivalTactics.com](http://www.LoanOfficerSurvivalTactics.com) and request your free copy. I will personally send you this gift as your first step towards your success. And, I'll include my new book on niche marketing to the mortgage industry as well.*

*PPS – I can guarantee you two things.*

*1) If you choose to do the same things you have always done, you are assured of getting the same results!*

*2) If you choose to take action, there WILL be a re-action!*

**PPPS – Don't miss out on your chance to attend my *Spit in the Eye of the Tax Man* Weekend Boot Camp, May 5-6, 2007.**

**I'll be sharing all my secrets – the vault will be unlocked! You *WILL* take home income-generating ideas that you can implement immediately. GUARANTEED by my “More Than Your Money Back, Iron-Clad Guarantee.”**

**Spaces are very limited and those who don't reserve their seat now will be locked out forever.**

**See Attached flyer for details and special discount offer.**



*Jon Esposito is a nationally recognized mortgage expert who specializes in niche marketing. He has been responsible for over half a billion dollars in closed loans in his career. Today, he continues to originate loans while devoting a large portion of his time to helping other loan officers build high income businesses while reducing overhead and stress. He and his wife, Kimberly, have two children, Katherine and David, along with their two Labs, Barley and Fang (named after Harry Potter's dog -- don't worry, she's a sweetheart). They have lived outside of Richmond, Virginia for the past 10 years. In his spare time, he pursues his passion for Thoroughbred horses by racing his stable at tracks in the mid-Atlantic. He points out that he is considerably more successful in the mortgage business than in the racehorse business.*

*For more information about Mr. Esposito's programs ,including his upcoming info packed, two-day boot camp, where he unlocks all of the secretes to his and other high-producing loan officer's success please visit [www.LoanOfficerSurvivalTactics.com](http://www.LoanOfficerSurvivalTactics.com) or call his FREE, pre-recorded 24 hr toll free hotline at 888-699-6075 Ext.9025*

## Jon Esposito's Blueprint to Success

***I have a system for everything we do related to lead generation, deal closing, and generating repeat business. It may look complicated on the surface, but it is actually quite simple once you learn:***



***my secrets and let me help you implement the system. Those who already follow this Blueprint to Success can attest to its power and ease of use. Above is the exact blueprint I developed and keep on the wall of my office to always remind me of why I am there doing what I am doing. This is the basis for the secrets I will share with you. No hocus-pocus, no magic pills. Just good, old-fashioned expertise developed over the years by someone who invested the time and money to acquire the knowledge and apply it to the mortgage industry.***

### The 12 Secrets to My Business

- I don't buy leads. Ever. My opinion: if you buy leads from those internet companies, you are a sucker and deserve to be struggling in this business. I have a better way. One that generates leads who are exclusive to me and who want to work only with me.
- I don't use telemarketers.
- I have never made a cold call and I never will. I speak only to people who have asked to speak with me.
- I rarely do a loan other than in my niche. The only ones that I will do are as favors for past customers - and they know and appreciate that I am doing them a favor.
- I generate more leads than I can handle each month. I can "turn it up" or "turn it down" any time I want. I have built a system that supplies me with a seemingly endless supply of leads.
- I have a system in place for everything I do. This does not have to be complicated or intimidating. My business is able to run smoothly whether I am there or not. As I said earlier, I am only in the office four days a week, and not all of that time is spent working on originating or closing loans.
- I never reduce or negotiate my fees.
- I never accept incoming calls from customers. I deal with them only on my terms, when I am prepared for them. And, I never give out my cell number. My customers NEVER get it.
- I never have customers immediately ask "What's Your Rate?" This annoys me more than almost anything and I worked hard to find ways to eliminate it from my life.
- I never compromise my lifestyle for my business.
- I don't do Sub-prime loans or deal with bad credit customers.
- **I have found ways to generate a huge income from this business and I am willing to share all of it with you. My way of doing things is easy to learn and to implement. And once in place, it is even easier to maintain. I will even do much of it for you if you choose.**

***And here's the BIGGEST SECRET OF ALL: IT'S NOT THAT HARD TO DO!***

**\$497 Off Coupon for Mortgage Pro News readers  
ONLY**

**Use this coupon to collect \$497 off your chance to:**

**“Spit In the Eye of the Tax Man”**

**\$497 OFF**

**When Registering by March 15, 2007**

**(this gift to Mortgage Pro News readers only is IN ADDITION TO  
The Early Bird Discount you may take - \$997 off in total)**

**Just Fax this coupon with the order form found on the website and deduct  
\$497 from your registration fee. Fax back to 877-809-9110.**

**\*\*If registering using our online secure order form, you must pay the full  
price (the Early Bird Discount will be deducted if applying before 3-15) and  
we will refund the \$497 by company check to you within 5 business days.  
Just enter Fax this coupon back to 877-809-9110 when you register.**

**Your Name: \_\_\_\_\_**

**Email Address: \_\_\_\_\_**

**Date: \_\_\_\_\_**

Join me May 5th and 6th, 2007, when I show you how to...

# Spit in the Eye of the Tax Man!

**Achieve Incredible Income Gains NOW, regardless of the market.  
Jon Esposito, Mortgage Niche Marketing Expert Reveals All.**

**“All of my Secrets, Tactics, and Systems for making Big Money in the Mortgage Industry will be shared with the lucky few who attend. Learn my complete Blueprint for Success!”  
NEVER AGAIN Buy Recycled Leads, Chase Realtors, or Make Cold Calls! Guaranteed!**

Baltimore, MD. — Join Jon Esposito May 5th and 6th, 2007 when he reveals all of his secrets to making big money in the mortgage business. Your taxes will be done for this year, now learn how you can “Spit in the Eye of the Tax Man” next year and each and every year after.

Wouldn't it be nice to make so much money you didn't have to care about Tax Day? Pay the IRS their share, who cares! Some loan officers, right now, even in this “awful” market, are making so much money they are happy to pay the tax man. They literally “Spit in the Eye of the Tax Man!” You can too.

So this year, DO NOT miss the best, most informative income generating boot camp you will ever have the opportunity to attend. And next year, celebrate Tax Day with the comfort and knowledge that you made more money than ever before.

Chances are, everything you think you know about making money - real money, big money - in the mortgage business is dead wrong. And that is why so many loan officers will be looking for new jobs in the next 12 to 24 months.

Jon will show you how to make real money in this business. He will share his marketing techniques with the select few who are admitted to his Boot Camp this May. Do not delay. Request Jon's Free Report NOW and apply to attend this INCOME-EXPLODING EVENT.

It does not matter whether you have been in this business 10 years, 10 months or 10 days. His techniques are so powerful and so simple that even someone with zero mortgage experience can immediately start generating the kind of income most loan officers only dream about. **And, he never allows his pupils to buy leads, make cold calls, or chase realtors.** “Let your competitor do those things!” he says. “You will make big money easier and with less stress.”

Rising rates, falling rates - it just doesn't matter. Here's the best part: his techniques are not difficult to learn or use. Nor are they costly. The few lucky loan officers who Jon chooses to share his secrets with will learn:

- **How to Generate More Leads With Less Effort than Ever Before. Literally Turn On a Lead Machine That Will Not Stop!**
  - **How to Close Those leads and Turn On a Never-ending Stream of Income.**
- **How to Make Double or even Triple Your Current Fees Per Loan. More Loans; More Income Per Loan!**
  - **How to Work Less, Earn More and Start Enjoying Your Life Again**

Jon does not deal with sub-prime borrowers, or do refi's either. This isn't your everyday “how to do a sub-prime refi” school. No dealing with bad credit or cash out refi's here. Jon will teach his selected few the necessary techniques to establish yourself in your market as an expert in a niche that **NEARLY EVERY OTHER LOAN OFFICER IGNORES.**

In fact, over his career, Mr. Esposito has closed *nearly half a billion dollars* of loans in this niche. He knows a thing or two about what it takes to find, sign and close loans. **And now, he will share this knowledge with you. Ask for his 100% NO OBLIGATION FREE REPORT now.**

Go online to [www.LoanOfficerSuccessTactics.com](http://www.LoanOfficerSuccessTactics.com) or call 1-888-699-6075 ext 90251.

## Anyone Can Do This, Anywhere!

*“In just six months, I had gone from making \$4,700 a month on average to over \$9,000 a month. In nine months, I was averaging \$13,400 a month in take home pay. I even had a month recently where I earned over \$25,000, nearly half of my previous best year's income!” - Chris Young, Bay St. Louis, MS—Platinum Member*

*“My average loan fee used to be right around \$2,400, now it exceeds \$6,500” - Tom MacAndrew, Va Beach, VA—Platinum Member.*

*“Just one thing I learned from Jon last year has helped me double my income this year. I kick myself for not starting sooner. Jon's training made it possible” - Ryan Goss, Boise ID—Platinum Member*

*“Jon is not like some of the other people teaching mortgage marketing. He is accessible and truly cares about his students.” - Shelly Martin, Athens GA—Platinum Member*

*“This is the first time I am offering my knowledge to a larger group, and I am strictly limiting participation to only one loan officer per area. So if you snooze, you lose. And, this may be the only time I do it.” And when an area's gone, “it's gone, forever!”*

Discover how to:

**Spit in the Eye of the Tax Man!**

Register At:

[www.LoanOfficerSurvivalTactics.com/registernow.htm](http://www.LoanOfficerSurvivalTactics.com/registernow.htm)

## “More Than Your Money Back, Iron-Clad Guarantee.”

**“If, after the first day, you do not have 10 ideas or techniques you can take home and implement right away to start making more money, I will refund 100% of your admission price + hand you an additional \$500 for your time and travel. This is how sure I am of the benefits of attending.”**