

FAQS: A Client Interviews April

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Please take a moment to read this interview with April Dunn, Founder of CFM Marketing Solutions and the publisher of ClientNews4U. You may also visit <http://www.ClientNews4U.com/> and <http://www.themortgagemasterminds.com/> for further information on April and her coaching and marketing programs for Mortgage professionals.

How long have you been doing what you do and how did you become a Mortgage Strategies Coach?

To answer this question, it's probably best that I share with you a defining moment that brought me to where I am today, coaching Mortgage professionals on exactly what to do to get new clients consistently.

That defining moment happened in early 2008. A few weeks before, I had been let go from my management position with a sub-prime lender. I was still getting phone calls from brokers who wanted my assistance with ideas for marketing even though I was no longer in any official capacity.

As a licensed Mortgage professional, I had for years been immersing myself in absolutely everything that had to do with getting clients. I had read every book on marketing and networking I could get my hands on. I took every course that was available and joined several marketing groups. I had essentially become an expert on how to get clients and the best part that rather than just being theories, I had actually had the opportunity to test those theories first hand in the market place. For personal reasons I had decided to join the corporate world rather than originate mortgages but my past experience was proving invaluable to those I had conversations with.

During my first conversations with Mortgage professionals, I had an epiphany! The thing that I enjoyed MOST about this business was actually the marketing, not assisting clients with their mortgage financing. It was also painfully obvious that there was no place for brokers who were struggling with their business to turn to for assistance as most brokerages provide little to no beneficial training and other so called "Mortgage Coaches" have no real life experience in this business.

I have since made a commitment to dedicate the rest of my professional life to helping other Mortgage professionals get more clients. As an active Mortgage professional, it is my way of giving back to an industry that has been very good to me.

My Coaching Programs are the successful result of over 10 years of testing in the market. The program works if you do the work and will result in more business for your mortgage practice while you create a referral-based business.

Who are your clients?

Mortgage professionals just like you who are really good at what they do – assisting their clients to find the best mortgage product for the current circumstances but who unfortunately do not know how to get leads and new clients for their business.

So many in this business just do "the deal" and then start "hunting" for their next deal without recognizing the value of maintaining a relationship with their clients. This "hunt and kill" mentality can be a business killer.

That said the Mortgage professionals who have joined my Coaching Programs run the whole gamut from those who are brand new to the business to those who have been in the business for several years.

How are you different from other "Mortgage Coaches"?

I would say that the first key difference is that my programs have been created by an active Mortgage professional unlike other so called "Mortgage Coaches". I have spent over ten years studying emotional response direct marketing and referral based marketing strategies and all this knowledge has been incorporated into the design of my Coaching Programs. Successful marketing is a science and you must understand the principles or you will be wasting your advertising dollars doing what I call "spray and pray" marketing.

Unfortunately some of those "out-of-the-box" Coaching programs do not work because they are not designed correctly. They do not take your individual needs into account nor do you have the opportunity of a weekly call with someone who is working in your industry and facing the same challenges as you do on a daily basis.

For what type of person does this work best?

My workshops, products and programs were created for people who are excited and deadly serious about getting more clients. They were created for you to put systems in place within a few months (sometimes weeks!), which will eventually lead you to getting all the clients you need.

As I am high achieving and have lots of energy, I work best with other high achievers who are ready to get going and just want to know exactly what steps to take to get clients.

You will be expected to take serious and consistent action. No excuses anymore, just a very different way of thinking and I will give you full support while you achieve this incredibly exciting goal: more clients, consistently and in record time.

For what type of Mortgage professional is this service NOT going to work for?

You should know that I am very selective about who I work with and I cherry-pick my clients, choosing to (gently) turn away people who aren't suited for my programs and won't get the results for which they would have signed up for. (It wouldn't be fair to them.)

My Coaching programs are NOT for those who have no money coming in and are absolutely, financially desperate, at least not right away. It's been my experience that people in financial crisis do not trust the recommendations I give them and do not do the work (probably because they spend so much time worrying about where they are going to get next month's rent cheque or mortgage payment.)

If you fall within this category, it's absolutely OK. We've all been in times of financial crisis at one point or another. Do yourself a couple of favours,

1. Get some money coming in with a full-time or part-time job at the very least, and then call me. This will take the edge off and provide a little more peace of mind. Mostly, it will de-clutter your mind enough to focus on your assignments and the BIG picture. Once you start seeing the leads and then clients come in regularly as a result of our work, you can then start reducing the hours you work at that other job and focus on your own business.

#2. Sign up for free "Marketing Matters" newsletter. The free information will get you started towards your goals until you're ready to work with me one-on-one.

Doing these two things will really help you get ready for our work. When you're ready, call me and we'll get you started. (I'm in no rush and will be here when you need me.)

Another type of person I won't work with (without exception) is the whiner or the chronic skeptic, as well as individuals who consistently make excuses for not getting their assignments done or challenging every aspect of the program. If you are one of these people, I gently and respectfully ask that you not call and I hope you understand why. We'll probably just not work well together and I wouldn't want you to waste your time or money. Is that fair?

Does this really work?

Yes! With your dedication, you will work towards building a referral-based mortgage business. [\(Refer to Client Testimonials.\)](#)

How quickly can I expect results?

There are several variables but I would say that the fastest way to see results is to ensure that you are committed to working on your business on a regular basis. Being committed is the best way to optimize your results. The longer you stay with the marketing and business building strategies, the better the opportunities to turn prospects into clients that will stay with you for life.

How can I guarantee myself that I will get more clients and prospects?

Please understand that my Coaching Programs are not a "quick fix," it's not magic and it takes up to a year for you to plant all the seeds and for those seeds to grow into the fruit that you can enjoy. Some have seen results in the first few months but for others it has taken some time. By being dedicated to building a referral-based business, you will see your efforts turn into results.

Will I recover this investment I put into this coaching program?

Absolutely! Many clients are excited to report that they were able to cover their annual investment often with only one new client. I want you to stop for just one moment to ask yourself, "What is a new client worth to me, and what is the average revenue I make from the lifetime of that one client?" Chances are that amount will more than cover your coaching program investment. Most likely, you will make 10 times what you invested in this Coaching program in the next 3 years.

If I'm not sure I'm ready how can I find out if working with you is right for me?

Perhaps the best way is to subscribe to my weekly ezine "Marketing Matters". It will give you tips and strategies that you can implement into your mortgage business and will also assist you to understand my philosophies regarding emotional direct response marketing and the importance of building a referral-based business. When you are ready and feel comfortable you can then join one of my programs. You can subscribe to "Marketing Matters" [here](#).

Ok I'm ready to do this but I have a couple of questions. Can I call you?

That's great! It sounds like you are ready to start building your referral-based business. Yes you can email me at april@coachingformortgages.com and we will be happy to answer any of your questions. I can't wait to see you succeed with this program and would be very happy to work with you! Let's get started!