

# #2 Project Book

## Elite Club #17 January 2017

### Email:

Subject line: Taking care of YOU!

Hello <agent name>,

Insert 1-3 personal lines here

HAPPY <Insert day of the week>! Your challenge this week is to check in with yourself!

Studies show that meditation and mindfulness produce long-term health benefits – mentally, physically and emotionally. Make it a daily ritual to meditate, breathe or visualize in order to calm your mind. Call this whatever you'd like, be it meditation, quiet time, or just time you set aside for journaling and/or reflection. The point is, you need to make time to check in with yourself and get in touch with your thoughts. This habit will help you to be aware of what is bothering you, what you're feeling good about, or what needs to be addressed, so that you can get a clear sense of what you need to do next. If you can address a problem before it spirals out of control, you've saved yourself a lot of time and energy. If you take the time to recognize and become more aware for the good things in your life, you may develop a more positive outlook on life and lift your mood.

Basically, check in with yourself 10-15 minutes each day. Need help getting started? See the image below and start by asking yourself the following questions:

If you're meditating in the morning:

- What are 3 things I'm grateful for today?
- What will I do to make today great?
- What is bothering me today and what can I do about it?  
(If there is nothing you can do about it) How can I change my attitude about this and deal with it the best way possible?

If you're meditating at night:

- What are 3 great things that happened today?
- How could I have made today even better?
- What upset me today and what can I do about it?  
(If there is nothing you can do about it) How can I change my attitude about this and deal with it the best way possible?



Remember, there is only 1 you. This year is about less stress, good health and a positive mindset!!

Thank you for your support!

<Your info here>

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## Facebook Private message:

Hello agent name,

Have you checked out "LIVE" video on Facebook yet? Give it a whirl!! I am seeing over 1000+ views from people putting out a 45 sec or less live video adding value to their audience! I would strongly recommend sharing positive news about Real estate or a happy seller interview or having us wish you luck going on a listing appointment!! I would love to hear how it goes! Videos is a free way to market yourself with a huge return! Go into Facebook upper left corner (on your phone) and click "Live".

Thank you for your business! 😊

Your info here

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## Phone calls:

You: Hi agent name, this is \_\_\_\_\_ with \_\_\_\_\_ title company how are you today?

Realtor: GREAT

YOU: (React based on their reaction) Awesome, did I catch you with a minute?

Realtor: Yes

YOU: Very cool, I'll take it. Have you heard of ***Property Blast home?***

Realtor: No, what's that?

YOU: It's a website ([www.PropertyHomeBlast.com](http://www.PropertyHomeBlast.com)) that has accurate email addresses from all the local real estate agents in your town so you can blast out your new listing or open house information!! How cool is that? It has a small cost with a huge return! Would you like me to send you some information?

Realtor: Yes, please

YOU: I would highly recommend it. I will send you some information via email to get you started!

Realtor: Yes that sounds great

YOU: Awesome, have you gotten your marketing ordered for your sphere of influence in January? I have some ideas if you need it.

Realtor: yes send them over

YOU: Will do, thank you for all your support in 2016 and I look forward to an even better 2017! Have a great day!

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# BELLY TO BELLY:

Remember you are only meeting with someone for 5 minutes. Try to book Minnie appts to go over this one topic!

I want to show you my **LISTING BLITZ** program!!! It is a check list of ideas for your next new listing! Blitz your next Listing with "**Listing Blitz**"!!!

## KIM CARD OPTION: (must be hand written!!)

\*\*\*If you have too many appts. Like 10 or more a week then, send them a KIM card instead which means **KEEP IN MIND!!** Hand write a card out and log the date in the B2B column of projectbook. Have the card say:

Hello agent name,

I want to make sure you have a durable marketing strategy for your next listing you take. I have a program called the "Listing Blitz". It's a check list of strategic steps to get your phone to ring and impress your seller! Interested?? Please email, text, call or let me know when I can pop by so we can discuss it briefly. We appreciate your business! 😊

HAPPY NEW YEAR!

Your info here

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## Appreciation text:



### Client text:

Hi agent name!

Check out these stats! Amazing and so true! Keep that in mind with all your leads in 2017! The magic happens between the 5<sup>th</sup>-12<sup>th</sup> touch! Looking forward to an incredible 2017! Thank you for your support!

Your name here

### Target text: STAT image

Hi agent name,

Check out these stats! Amazing and so true! Keep that in mind with all your leads in 2017! The magic happens between the 5<sup>th</sup>-12<sup>th</sup> touch! I would LOVE the opportunity to earn your title business this year! I am up for any challenge!! And fingers crossed we can set a meeting together this month. Let me know! HAPPY NEW YEAR! Looking forward to an incredible 2017!

Your name here

