

#2 Project Book

Elite Club #19 March 2017

Email:

Hello <agent name>,

Insert 1-3 personal lines here

Just checking in.. Have you heard about my "FARM TIME" email I send out to farmers? It's a reminder to stay on your "marketing and farming" monthly! I will share different marketing ideas and suggestions on where to get them from. It's important to be ahead of the game so you don't fall behind on farming! If you are interested in signing up please reply to this email and I will add you to the list.

Thank you for your title support! I appreciate you. Enjoy your weekend ☺

Your info here

Facebook Private message:

Facebook Tip of the day:

Hi (agent name),

How much time in the day are you on Facebook for business? Too much? Too little? Well, I have the formula for success for you. If you spend 20-30 minutes a day commenting on posts from your sphere of influence or past clients, you will have a high chance of getting leads from Facebook. Put your timer on, stay laser focused and watch the leads come in!

But don't forget to post 4-7 times a week ½ business and ½ personal!!

Thank you for your support! I'm always thinking of new and better ways to HELP YOU GROW!

(Your name here)

Phone calls:

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

Realtor: GREAT

YOU: Awesome, did I catch you with a minute?

Realtor: Yes

YOU: Very cool, I'll take it. Quick question for you. How do you stay on top of your sphere of influence every week and every month? Do you have it nice and organized???

Realtor: NOOOOOO!!!!

YOU: Ok, I well I would like to share with you a NEW system I have called the **PROJECTBOOK**. This system will keep you on top of your database for sure, want to hear more?

Realtor: Yes that sounds great

YOU: OK, so you need to purchase a 3 ring binder. You need 5 dividers.... Label them Facebook Private message, Phone Calls, Emails, KIM CARD and Text Message. Then take your whole database and divide it by 5 and put these people in the excel sheets that I will be sending you. Each day you do 3-5 touches a day in each category. Which is 15-25 touches a day! It will increase your lead base by 33% . I have one myself, it works incredible!

Realtor: Yes send over the details

YOU: Will do, thank you for your business, are you working on a file right now I can get the prelim ordered for you?

KIM CARD : (must be hand written!!)

KEEP IN MIND CARD!! Hand write a card out and log the date in the **KIM** column of projectbook. Have the card say:

Hello agent name,

Just a quick note to say, I hope the 1st quarter was super successful for you. If you did not reach your goals, I have 2 incredible ideas I can share over the phone to make your 2nd quarter even better. Call me today!

And thank you for opening your next order with me ☺ Have a GREAT day!

Your info here

Appreciation text:

Client text: (YOU HAVE A CHOICE).

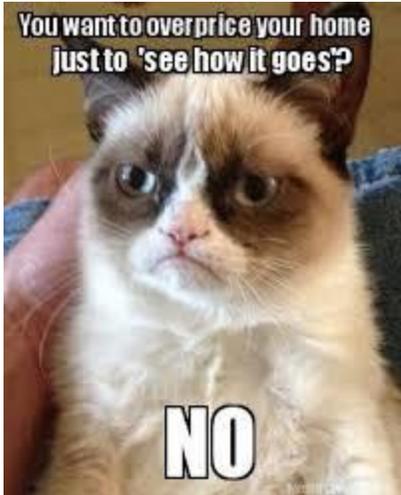


Hi agent name,

LOL, I hope this made you smile!! Post it on your Facebook or Instagram! Watch the leads come in! Hope you have an amazing day! Thanks for your bizz!

Your name here

Target text: (YOU HAVE A CHOICE).



Hi agent name,

LOL, I hope this made you smile!! Post it on your Facebook or Instagram! Watch the leads come in! Hope you have an amazing day! I would love to sit down with you at your office for a brief 3 mins if you have time this week or next! Thanks for the opportunity!!

Your name here