

## Elite Club Content Index

December 2017

1. Appreciation Letters:
  - a. New Listing Letter – “Wrapped Joy” – Item # **LP278923**
  - b. Thank you Letter – “All Sports” # **LP203215**
  - c. Escrow Close Letter – “Holiday Truck” – Item # **LP275025**
2. Rotation of Project Book
  - a. FB message– Post FB videos
  - b. Email – A few things to make 2018 your best year yet!
  - c. Appreciation text – Target: New Year, new opportunity quote/picture
  - d. Appreciation text – Client: New Year, new opportunity quote/picture
  - e. KIMCARD – You rock!/4 minutes of your time
  - f. Phone Call – 10 Phone apps
3. Weekend Email
  - a. Breakthrough Broker check list for assistants!
4. Flyer Idea for sales executive
  - a. Happy New Year Challenge! (Jar)
  - b. Happy Holiday Message
5. 1-3 Flavor of the month for Realtors
  - a. Holiday Greetings postcard with mapping
  - b. Happy New Year! Postcard with mapping
  - c. Just Listed Letter
6. Mastermind Video with Coach Lisa
  - a. Change. Opportunity. Growth. 5 questions to ask yourself
7. Closing Email
  - a. We Love our customers Picture. Ideas to kick off 2018 with a bang!
8. Office Meeting Agendas
  - a. Make sure people signing contract are the same people on title; post a video on social media; Flavor of the Month: Seasons Greetings, Happy New Year & Just Listed letter; E Flyers Pro; organize for the New Year.
9. Nugget – Lisa’s Best Practice
  - a. Video ideas for Title Sales Executive
10. Updates and changes
  - a. Farming with a durable plan
11. Stevie D. – Ted Talk 2 minute intro
  - a. Mastermind groups, sharing knowledge
12. ITS Connect
  - a. Listing Leader 5.0
13. Sam’s Secret “Escrow Sauce”
  - a. Business Plans for 2018
14. What’s New
  - a. Elite Club Group Call: 12/19 @ 5:30pm PST; Accountability POD Group Call: 1/22 @ 2:00pm PST; Download Oprah & Deepak Chopra meditations on Audible; SnL Amazing Race audition deadline extended to January 1, 2018; Volunteer on an Elite Club Group Call; “Elite Club Featured Member” button in Elite Club website; “Elite Club Group Call” button in Elite Club website; Email coach if you have a system, too or nugget that you want to share; Look out for 2 new Action Steps in December!; Diamond Club member details; Refer a guest speaker to Elite Club monthly meetings; If you have a great idea for the club, email Coach; If you changed your contact info, let us know; There are 5 ways to win in the Elite Club Monthly Drawing!!!
15. Breakthrough Broker
  - a. 11 meeting ideas for Broker Owners & Team Leads
  - b. <Your Company> Blue Happy holidays card
  - c. Business tools for Broker Owners
16. Elite Club Featured Member: Dean Thomas

17. Moneywork

- a. Submit the 2 marketing pieces you are passing out in January
- b. Submit 5-10 business & personal goals for January
- c. Submit a 30-60 second appreciation video thanking all of your loyal clients on social media.

18. Elite Club Monthly Call: December 19<sup>th</sup> @ 5:30pm

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