

#2 Project Book Scripts

Elite Club #28 December 2017

Email:

Hello agent name,

Can you believe it, 2017 is almost over!?! We are just days away from 2018 and it's the perfect time to share gratitude for business opportunities, friendships and partnerships. The words...**Thank you** are only 8 letters that have such an impactful message. So, thank you. Thank you for your past, present and future business. It's been a pleasure working with you and as the year is coming to an end, I want to remind you a few things to help make 2018 your best year yet:

1. Take time to write out a business plan. (Setting goals= results)!
2. Update your Sphere Of Influence database. (This is your bread and butter)!
3. Update your Farm Area. (Title changes and we are on top of it)!
4. Order your January marketing piece. (Kick off the year right)!
5. Order inventory marketing (Just listed, Just Sold or you are represent a buyer)!
6. Book your vacations (It's always nice to have something to look forward to)!

If you need ideas, I am here to help. Thank you again!

"<Insert your motto here>"

<Insert your info here>

Facebook Private message:

Facebook Tip of the day:

Hi <insert agent name>,

Let's kick off the New Year with some videos!!! They say Facebook will be all videos in 2 years, so let's dive in. Here's a quick tip for Facebook leads: DO VIDEOS!!! 1-4 videos a month is a great goal. 30-60 seconds is all you need to get a powerful message across to your audience. Make sure you are friends with everyone in your sphere of influence. If you need ideas, call me!!

<Insert 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: Hey I wanted to mention to you that I have a list of really cool apps that can enhance your business, would you like me to email them to you?

Realtor: Yes.

YOU: Cool, there are 10 apps that are time savers, money makers and unique ways to stay organized with your farm.

Realtor: I like the sounds of this, email me.

YOU: Will do... speaking of farms... how is your farm doing?

Realtor: It's ok.

YOU: OK, did you hit your 2017 FARMING GOALS?

Realtor: NO ☹️

YOU: REALLY? By how many houses?

Realtor: 5 or so

YOU: Have you heard of ____ (ProspectNOW) _____ or ____ (total farm) or (Micro Farm) _____ farming tool that I offer?

Realtor: A little. How does it work?

YOU: (Explain it) If you are interested I can send you some information as well.

Realtor: Yes please

YOU: Will do, thank you for your business!!!

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:

Kim Card **FOR YOUR CLIENTS:**

YOU ROCK!! That's all!

Have the best day ever!

<Insert your name here>

KIM Card **FOR YOUR TARGETS:**

Coffee, Tea or Title?

Just need 4 minutes of your time. Take a quick break and let's connect!

<Insert your name here >

(and insert your business card)

Appreciation text:

Client and target text:



One of my favorite all time quotes. New Year! New Opportunity.

Wishing you much success in the coming year. Please know, we are here to help make 2018 your best year yet!!!

< Insert your name >
