

**#2 Projectbook/Prospecting  
Elite Club #32 April 2018**

**Email:**

Hello <insert agent name>,

Quick check-in to see if you have incorporated **video marketing** into your business plan for the 2<sup>nd</sup> quarter? If so, I highly recommend a few things to make it easier for you.

- #1 Download the app iMovie, Bom Bom or Filmorago.
- #2 Purchase a tri-pod and clicker from amazon so you do not have to hold the camera or tap it when done. Just click it.
- #3 For best sound quality purchase a MIC on amazon for \$20
- #4 Don't over think it. Over thinking leads to not doing. Videos work!!!
- #5 Look in the small hole on your camera, so the audience sees you in the eyes.
- #6 If you need another pair of eye balls to the finished product, I would be more than happy to help.
- #7 Turn camera horizontally for the best results.

Videos are becoming the hot marketing ticket. If you need ideas, I've got them. Getting the right tools are important. Let me know if you have any questions. Thank you for your business. I will be looking out for your awesome video!

<Insert your motto>

<Your info here>

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**Facebook Private message:**

Facebook Tip of the day:

Hi <insert agent name>,

Are you interested in getting a lot of responses on your social media posts? Asking your audience to VOTE on something works!!! See below for some awesome ideas to post:

Ask them to...

Pick between 2 restaurants or hotels to stay at.

Pick between to awesome outfits for a big appointment.

Help you pick a pet name for a new animal.

Help you select paint for one of your listings outside or inside.

Help you pick your next car, boat, motorcycle, bike, razor, golf cart, etc.

Select which NEW head shot is best for your marketing.

The list goes on. Your audience will love to vote to help you out. Try it and watch the comments flow in!

Thank you for your business!

Your name here

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## 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:** Great, I'll take it. Hey I have a quick question for you....Are you reading any good books lately? I have a lot of agents asking for a great book referral to help in their business. I am putting together a list of great books to share with the realtors in my database!

**Realtor:** Yes I like "The One Thing" by Gary Keller.

**YOU:** I love that book too! I will add it to my list! Have you read \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_? (Insert what you want or.... "You are a BADASS" by Jen Sincero, "Be obsessed or Be average" by Grant Cardone, "Shift Happens" by Robert Holden.

**Realtor:** No, are they good?

**YOU:** Yes, they are great. I would be happy to email you a few book referrals that I highly recommend! Then we can circle back and talk about them, does that sound good to you?

**Realtor:** OK

**YOU:** Thank you, before we go, how is your listing inventory? Can I start on any title work for you or do you need micro farm tips??

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## KIM:

### KEEP IN MIND: BUYER Leads

You have a choice:

1. Handwritten card
2. Type up letter on fun stationary
3. Send out a Felt card (See ITScconnectnow)
4. Send a video via text or Facebook PM.

### Card or letter:

Hi Agent name,

Are you looking for buyers?

Got too many buyers?

And need help? Either way I have a solution for you.

More than just a title rep giving excellent service, I am always thinking of new and better ways to help you grow.

Call me today!

<Your info here>

### Video:

Talk about **BUYER LEADS** for 30-60 seconds.

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## Appreciation text:

### Client text:



True story. LOL! However, it works. I would really like to have a conversation about prospecting with you when you get a chance. I've got solutions. Thank you for being an awesome client. I appreciate you!

### Target text:



Hello <agent name>,

Me again! ☺ How was your 1<sup>st</sup> quarter? Did you reach your goal\$?

I wanted to check-in and see if you would like to hear my 3 ½ minute list of ideas to make your 2<sup>nd</sup> quarter better than the 1<sup>st</sup>. My phone is in my hand. Call me!!

Your info here

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