**#21 Elite Club Content Index**

***Elite Club #32 April 2018***

1. Appreciation Letters:
   1. New Listing Letter – “Photo Easter Egg” – Item # **LP2238**
   2. Thank you Letter - “Something Fun FYI” – Item # **LP1816A**
   3. Escrow Close Letter – “Martial Arts”– Item # **LP2032**
2. Rotation of Project Book
   1. FB message– Getting votes for higher response
   2. Email – Video marketing
   3. Appreciation text – Target: Starting strong is good picture
   4. Appreciation text – Client: Prospecting is like a box of chocolates picture
   5. Card, video or letter – Buyer leads
   6. Phone Call – Book referrals
3. Weekend Email
   1. Flower seed packet postcards
4. Flyer Idea for sales executive
   1. What is a 1031 exchange
   2. Solar easements
5. 1-3 Flavor of the month for Realtors
   1. Mother’s Day
   2. Memorial Day
   3. Are you ready to own a home?
6. Mastermind Video with Coach Lisa
   1. Collecting data

1. Closing Email
   1. Last minute reminders for your closing
2. Office Meeting Agendas
   1. **Title Talk:** Methods of holding title
   2. **Tip on one of our tools:** Facebook marketing
   3. **Reminders:** Spring is here, Mother’s Day and Memorial Day
   4. **Marketing:** Are you ready to own a home?,Mother’s Day and Memorial Day
   5. **Thank you:** For selecting me as your title/escrow choice
   6. **Quote: “**Make your **VISION** so clear that your FEARS become irrelevant!”
3. Golden Nugget – Lisa’s Best Practice
   1. Pipdrive CRM
4. Updates and changes
   1. Micro Farm
   2. Choose your neighbor letter
5. Stevie D. – Ted Talk 2 minute intro
   1. How we help out partners become successful
6. ConnectNow
   1. Changes to *ConnectNow*
7. Sam’s Secret “Escrow Sauce”
   1. Looking at/adjusting your goals; Target list.
8. Elite Club Monthly Bulletin - What’s New
   1. Elite Club Group Call: 4/25 @ 3:30pm PST; Download on Audible: “Pretty Happy” by Kate Hudson; If you need support call Elite club committee; New Button: Elite Club Committee; Featured Elite Club member last month: Bryan McCauley; Elite VIP 2.0 has waitlist for June 2018; 2 day Elite Club member event in Las Vegas this summer; Veronica Johnson was the March winner; Diamond Club member; POD member credit card authorization form; POD member group call: 4/18 @ 3:30pm; Elite Club Facebook page; 5 ways to win monthly drawing!
9. Breakthrough Broker
   1. Magic Door Hanger
   2. Happy House-a-versary postcard
   3. Lead capture at Open House
10. Elite Club Featured Member
    1. Debbie Amend-Campbell - Elite VIP 1.0 Sales Coaching graduate
11. Moneywork
12. Sign up for Instagram
    1. Post company logo on Instagram and talk about why you love working for this company
    2. Ask 5 agents how many deals they have received from Instagram

2. Update Elite Database and give final counts

3. Call 3-5 of your best clients with your manager

1. Elite Club Monthly Group Call:

* Wednesday, April 25 @3:30pm PST

1. Social Selling with Chelsea Peitz
   1. Facebook ads
2. Travis Thom – Real Estate FB marketing strategist

* How to target specific neighbors

1. Elite Club Content Index Page