**#21 Elite Club Content Index**

***Elite Club #33 May 2018***

1. Appreciation Letters:
   1. Appreciation Letter Stationery: www.PaperDirect.com
   2. New Listing Letter – “Red Barn Paper” – Item # **HFM0361**
   3. Thank you Letter - “Go Bananas border Paper” – Item # **PFM4036**
   4. Escrow Close Letter – “Brilliant Bouquet”– Item # **PFM1898**
2. Rotation of Project Book
   1. FB message– Collecting stats
   2. Email – Sharing Stats
   3. Appreciation text – Target: All I do is eat, sleep and sell Real Estate picture
   4. Appreciation text – Client: You Da Real MVP Picture
   5. Card, video or letter – Corefact Elite
   6. Phone Call – Book referrals
3. Weekend Email
   1. Door Knocking Plan of Action
4. Flyer Idea for sales executive
   1. What is a Homestead flyer
   2. Escrow Delays flyer
5. 1-3 Flavor of the month for Realtors
   1. Act Now – home value postcard
   2. Trusted Providers flyer
   3. Luxury Listing marketing series
6. Mastermind Video with Coach Lisa
   1. Letting it go; over thinking; ask questions

1. Closing Email
   1. Perfect ***time*** to tell you how much I appreciate you!
2. Office Meeting Agendas
   1. **Title Talk:** All about your escrow flyer
   2. **Tip on one of our tools:** Break Through Broker
   3. **Reminders:** Continuing education classes
   4. **Marketing:** “***Trusted Providers***” flyer; “***Act Now****”* Real Estate home price postcard; “***Luxury Listing****” marketing series.*
   5. **Thank you:** a message from my company and I: you are appreciated
   6. **Quote: “**If it’s in your mind, it’s worth taking the risk!”
3. Golden Nugget – Lisa’s Best Practice
   1. Escrow Officer Facebook packet
4. Updates and changes
   1. Diamond Club Scorecard
5. Stevie D. – Ted Talk 2 minute intro
   1. Make every day your masterpiece; Be quick but don’t be in a hurry; Practice your business every day.
6. ConnectNow
   1. PalmAgent
7. Sam’s Secret “Escrow Sauce”
   1. Tend your garden with Escrow
8. Elite Club Monthly Bulletin - What’s New
   1. Elite Club Group Call: 5/23 @ 3:30pm PST; POD intro call: 5/2 @ 3:30pm; Role Play Bootcamp: 5/3 @ 11:00am; Download on Audible: “Crushing It” by Gary Vaynerchuck; If you need support call Elite club committee; New Button: Elite Club Committee; Featured Elite Club member for March: Debbie Amend-Campbell; Elite VIP 2.0 has waitlist for June 2018; 2 day Elite Club member event in Las Vegas October 26-28; Kim Retzlaff was the March winner; Diamond Club member; Friend people from Elite Club Facebook page; Put Elite Club logo on your FB wall; 5 ways to win monthly drawing!
9. Breakthrough Broker
   1. Guide to Buyer’s Agent – Lead Page Magnet
   2. NextDoor.com - Platform for Real Estate Agents to advertise
   3. 5 Secrets of a stress-free closing
10. Elite Club Featured Member
    1. Kelcey Myers of Fidelity National Title- Elite VIP 1.0 Sales Coaching graduate
11. Moneywork
    1. Write thank you card and give gift to your favorite Escrow officer.
    2. Set up an apt with an escrow officer and ask provided questions to get to know them better.
    3. Choose a book or movie that is about getting pumped up about sales. Write some bullet points about it.
12. Elite Club Monthly Group Call:

* Wednesday, May 23rd @3:30pm PST

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

* OCPM vs. CPM

1. Elite Club Content Index Page
2. Diamond Club: Diamond Club Monthly Tracker & Diamond Club Monthly Scorecard
3. Accountability POD: Intro class details; Description of Accountability POD
4. Elite Club Committee