***#3 Weekend Email***

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

**HAPPY WEEKEND TO YOU,**

**Got any plans this weekend to go door knocking, what about this coming up week? If so, here are some tips for your Geographical farm, Micro farm (around your inventory) and additional tips to help make your door knocking experience a success!!**

**DOOR KNOCKING PLAN OF ACTION**

**“Geographical” Door knocking:**

1. Create a schedule
2. Time block. Book an appointment with yourself for door knocking.
3. Start small. Go out for 20-30 minutes and evaluate how many doors you knocked.
4. Collect data. What was your ROI? How many homeowners did you meet?
5. Bring something with you to pass out. (Postcard: Just Listed/Sold, Open House invitation, comps in the area, or anything that is valuable to consumers)
6. Send “Nice to Meet You” cards to anyone you meet and include 2 business cards.
7. Ask out of area brokers, who list in your farm, if you can sit their Open Houses. Door knock 100-200 neighbors and invite them.
8. Print a whole map of your farm and highlight what streets you hit so you know where you left off.
9. Get out there 3-5 days a week. Be visible. Meet as many people as you can. Gardeners, car washers, dog walkers, friends, homeowners, renters, etc! Everyone matters!
10. Be active in the community. Start a “next door” page or Facebook group for the neighborhood and be the administrator.

**“Micro Farm” Door Knocking:**

1. Ask me about the Micro Farm Program, 4 strategic marketing steps to find a buyer or find another listing. You can door drop each piece to nearby neighbors. 100-250 homes is a great start around each listing or sale.
2. Door knock and introduce yourself to the surrounding neighbors. Share the great news about a “Just Listed”, “Represented the buyer” or “Just Sold” property. Keeping the neighbors in the loop and asking them if they have any thoughts of making a move will help to generate leads.
3. When you host an Open House, put out 15-25 signs and door drop the “Open House” invitation. Invite the neighbors to check it out, they might know someone who wants to live in their neighborhood.
4. When you have a buyer but haven’t found the right home on the market, go door knock homes in the area they are interested in and tell them you have a “buyer” who may be interested in a home like yours. Ask if they are thinking of selling.

**“Additional tips” for successful Door Knocking:**

1. Dress casual/professional/presentable.
2. Check hair, eyes, nose, teeth, zipper, etc. before approaching the door.
3. Take notes.  The more you know and remember, the better you sound.
4. Take your cell phone with you.
5. Help neighbors if you see them with groceries, lost dog, selling a car, lifting something, etc.
6. Be aware of your surroundings. Bring pepper spray with you for your protection and always let someone know where you will be. If you feel uncomfortable, remove yourself from the situation.
7. Follow up. Make sure you have a follow up system to stay on top of all your requests.
8. Have a door knocking goals that are obtainable. Write them down. Daily, weekly and monthly. Highlight when you accomplished that goal.
9. Do NOT get distracted or make other things important. Show up for yourself.
10. Smile! Your attitude is everything and smiles are contagious!

Hope these tips help you to have the best door knocking experience. Meeting people is the best and fastest way to grow! Good luck and have fun!!

<Your info here>