

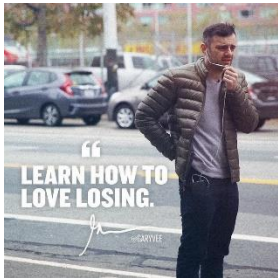
## #3 Projectbook/Prospecting Elite Club #37 September 2018

**Projectbook and Prospecting Scripts.** Make any changes you wish, these are your scripts until you have a BIG cycle and all dates are filled in on all of your excel group pages.

### Email:

Hello to you <insert agent name>!

I came across this great article called “**How to overcome Failure**” by one of my favorite, Gary Vaynerchuck. I hope you enjoy his valuable insight, let me know your thoughts .....enjoy!



### **HOW TO OVERCOME FAILURE** **BY GARY VAYNERCHUCK**

In the midst of failure when you're feeling so awful, how do you actually gain positivity and move forward? I think about this every day. The last hour and a half of my day so far has been talking about nothing but what I would call micro-failures.

I personally separate failure into two categories: micro or macro.

A macro failure is dying. A macro failure is filing chapter 11 and going directly out of business. A macro failure is somebody you care about punching you in the face and saying, “You are a piece of crap; I will never talk to you again.” I deem almost everything else a micro failure. I believe that most people look at micro failures and make them bigger than they are. It's a mindset. There's always a way to come back if it didn't kill you.

It's definitely the cliché “whatever doesn't kill you makes you stronger.” So for me, I've got a lot of things not going well. I've got way more things not going well than I have things going well in volume, but my overall strategy and vision is working. My day to day is not. And I think most people have it reversed. Most people don't take chances, and are doing things on a day to day basis to protect themselves, and the micro failures. But what's happening is they don't realize at a macro, *they're not moving forward, and so they're losing.*

For me, I literally fight fires for a living. Problem after problem after problem. Every morning when I wake up, I have 27 emails and 19 texts, and 4 missed phone calls and 3 voice-mails telling me something just went horribly wrong, or that someone's family member just died, or their brother was in a car accident or that VaynerMedia lost a huge contract. And even much more micro... I get texts and emails DAILY that an employee is having a conflict or someone is being a bully, or my meetings got cancelled, or I'm getting torn apart on social. Every. Single. Day. So it's easy for me to articulate how I deal with it, because I live it. Entrepreneurship is not fancy... Entrepreneurship is hard. It's fighting fires, it's failure after failure. **It's unbelievably, disproportionately, eating dirt.**

So I have no choice. Like, really? What happens when I lose a big client? I have no choice. I have no choice when somebody thinks I stink because they didn't like my talk because I cursed. I really have no choice. When an event doesn't go as well as you want, you have no choice. It happened. Get over it. The question becomes, what are you gonna do about? Some people put their head in the ground and just shrivel up and never come back out. Other people go down guns a-blazing, which you know, is not the outcome they want.

You're down, you're having a bad day, you're in trouble. There's pressure, it's going bad and you decide to go on the double offense, but you're not good enough, so you just sped up the process of you completely losing. It happens every day. Other people have perseverance and backbone, It's so mental. It's all in your mind. Winning vs. losing, success vs. failure is mental. It's #mindset. You have to put yourself on the right track in the macro. Every other micro “failure” doesn't really matter.

So the disproportionate amount of people reading this are going to lose because they get fancy or they become soft after having some level of success. They let the opportunity get ahead of them, they don't try hard enough, or they just get lazy. The only thing I want you to become aware of is how your environment has affected your response. Whether it's success or failure, you have to decide what you are going to do. The biggest factor to whether or not you are going to be able to move on is completely predicated on whether or not *you care about what people think*. The funny thing is, *I just don't care what you think*. I don't care what you think of my car crash or my loss in the market, or the deal I missed with my client. That's on me, not you. I could care less about your opinion.

The reason I'm saying this is because it's ultimately practical. It's just not a good strategy. It's a massive vulnerability. You will lose. And listen, I am enormously empathetic that it was your mom or your friends that razzed on you, but it still doesn't neglect the fact that *it's a bad strategy*. I worry about *how I feel*. I worry about what I think of the process of my failure, not yours! So I have to decide, "This is not working," and then I realize, everything I've been doing up to this point is the reason that it's not working.

It's not working. I take responsibility. And then I audit to how I got there then I completely take account. It wasn't the hotel's fault. It wasn't D-Rock's fault. It wasn't my employee's fault. It was my fault.

Accountability. Re-focus. Realizing I have no alternatives and then going all the way in on a new strategy and then letting momentum take over, because all you need is one extra ticket sale, one new client, one new good piece of content and you are back on the train in the other direction.

<Your info here>

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## Facebook Private message:

### Facebook Tip of the day:

Hi <insert agent name>,

I have 3 simple questions for you...

1. How is your business doing on social media?
2. Have you generated any leads in the past 30 days?
3. In 2018, how many transactions do you feel were a direct results of your social selling efforts?

This topic is disrupting the cultivation of new business. It's phenomenal. I truly enjoy learning from successful agents like yourself. Thank you for your feedback.

<Your info here>

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## Phone calls:

**You:** Hi agent name, this is \_\_\_\_\_ with \_\_\_\_\_ title company how are you today?

**Realtor:** GREAT

**YOU:** Good to hear, did I catch you with a minute?

**Realtor:** Yes

**YOU:** Awesome, I'll take it. Quick question for you. Have you heard of the app called **Kaydoh**?

**Realtor:** No I haven't.

**YOU:** It's an On-Demand Home Reporting tool for Instant Lead Capture through automated texting. There is nothing to download or learn. Your clients text "Home" or "CMA" to the 10 digit number given to you by Kaydoh and the automated texting system will guide them through the steps to get an instant overview home snapshot report with all your branded info via text. What do you think so far?

**Realtor:** Sounds very interesting.

**You:** It also gives realtors another engagement opportunity, since the traditional way to contact an agent is to Call or Email without getting any instant value. Kaydoh gives agents the ability to give instant value to their past clients and leads without needing to call the agent. Leads get the report, Agents gets the lead. Make sense?

**Realtor:** That sounds cool.

**YOU:** It is. I will email you or details with their website so you can try out a demo.

**Realtor:** Thank you, you rock!

**YOU:** So do you!! Since I have you on the phone...can I update your farm package, get your property information or check on the status of a prelim for you?

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**K.I.M. CARD (KEEP IN MIND)**

*You have a choice: Handwritten card, letter or video on this topic.*

**TOPIC: Market of the Moment- Palm ONE**

**Letter or card text:**

Hello <insert agent name>,

Have you upgraded to our new PALM ONE app yet? It's a MUST! I have 3 features to share with you ASAP. Call me when you have a quick minute and let's discuss. This cutting edge technology will impress your clients and prospects.

Call me or email me today!

<Your info here>

**Video:** Market of the moment- **PALM ONE** (30-60 sec)

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**Appreciation text:**

***Client text:***



Hi agent name,

More like when I hear someone sharing another WIN about the tools we offer! Have you seen my "Check list of tools"? Call, text, email to discuss! Thank you for being such a LOYAL client. Same face I make every time a deal opens with you 😊

<Your name here>

**Target text:**



NO we can't! Coffee, tea or tittle? I am just asking for a brief 4 minutes of your time. This week or next? My calendar is open. #EveryoneNeedsACoffeeBreak

<Your Name here>