**Elite Club Content Index**

***Elite Club #54—February 2020***

1. **Elite Club Bulletin**: Read ***what’s new*** in **The Elite Club** this month! Includes: Group call times, monthly winners, upcoming programs and more!
2. **Appreciation Letters:** Go to [www.paperdirect.com](http://www.paperdirect.com) or check out our FREE letters
* New Listing Letter – “Rock N Roll Border”- Item # PF1918
* Thank you Letter - “Penalty Border” – Item # PFM1797
* Escrow Close Letter – “Heart Shaped Wishes Border”- Item # HFM3211
1. **Weekend Email**
	* 25 Tiny habits
2. **Office Agenda**
	* **Title Talk:** Probate Sale Process
	* **Tip on one of our tools:** Top farming tool
	* **Reminders/Marketing Tip:** Social Media contest give away
	* **Marketing Postcards:** See #7 below
3. **Closing Email**
	* Time is already flying!
4. **Flyers for Sales**
	* 10 Good Reasons Lenders Should Say No to Priority Losses
	* Probate Sale Process
5. **Realtor Marketing**
	* “Full Service vs. Limited Service” postcard
	* “Has the value of your home gone up in the last 6 months?” postcard
6. **Memes to Post -** Fun Memes to put on your social media pages
	* ‘Getting SI’s early’ meme
	* ‘Update your farm package’ meme
	* ‘To do list’ meme
7. **Prospecting**
	* **Email** – 35+ Best Business Books
	* **FB message**– Facebook Guide Volume IV
	* **Phone Call** – Investor List
	* **Video** – Tips from Top Producing Agents
	* **Appreciation text** – *Client*: Hi! I love working with you!
	* **Appreciation text** – *Target*: Got a Minute?
8. **Lisa’s Best Practice**
* Inactive Facebook Users
1. **Featured Club Member**
* Tracey Sherrell, Fidelity National Title Company - Salem, OR - Elite VIP Sales Coaching Graduate
1. **Elite Club Committee Article**
* Leslie Zook, Ticor Title Company, Oregon
1. **Chelsea Peitz - Social Selling**
	* Prioritize who to see first
2. **Travis Thom – Facebook Ads**
3. **Get the Scoop – Escrow**
	* Samia Reichel – Topic: Getting Back to Basics on Working the Back End
4. **Spotlight**
	* Linda Lee – Fitness Coach
5. **Coach Lisa’s Video**
	* Topic: What I’m Loving About the Industry / Q & A
6. **Tech Corner**
* Ivy Data
1. **Manager Video**
* Susan West, District Manager – Orlando, Florida
1. **ConnectNow**
	* SkySlope and SkyTC
2. **Breakthrough Broker**
* Exclusive content for 60 days created for Elite Club members only! Be the first to share this content with your clients!
1. **Accountability Exercise**
2. **POD Details**
* POD Agenda Template
* POD Host Form
* What is an Accountability POD?
1. **Diamond Club Details**
* Diamond Club Tracker
* Diamond Club Scorecard
1. **Contest Details to be in the Monthly Drawing!**
2. **Updates and Changes**
	* Facebook Guide Volume IV
3. **Index Page**