**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**