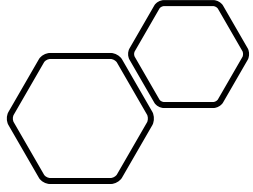





Creative Ways to Make Contacts

We can't make Sales without making Contacts.



Contact =

A two-way conversation between you and another person in which they understand clearly that you would love to List a property for them, Sell them a property, or have them refer someone to you that you can list or sell.



If you don't have enough sales...
you likely don't have enough
contacts... or your contacts are
with the wrong people.



The Ways you can Make Contacts are Endless – Think about all the ways you can generate 2-way Communication... Some Inbound, Some Outbound:

- In person
- Open Houses
- Door Knocking
- Networking events
- Charitable Work
- Seminars for Sellers or Buyers
- Floor Time (if your office offers)
- Phone Calls Out with answers
- Skype (like phone)
- What's App (like phone)
- Emails that generate replies
- Text that generate replies
- FB Messenger with replies
- LI Messenger with replies
- Zoom Offerings
- Mail they call you from
- Snapchat with replies
- Instagram with replies
- Clubhouse Offerings
- Marco Polo with replies
- Nextdoor with replies
- Game App Messenger
- Ancestry App (relatives!)
- Blog posts that generate replies
- Slack for groups
- Akimbo Interfaces with classmates and coaches
- FB Private Page Posts with replies
- LI Posts with replies
- YouTube with comment replies
- LI Groups with replies
- Etsy Offerings with replies
- FB Group pages with replies
- TikTok with replies
- Pinterest??
- What else?

To be effective ONLY use a few... THINK: Where does my ideal client hang-out? Why? When?



- If you don't know who your ideal clients is... what your minimum standards are... what your niche might be, then come to my workshop on May 20th at 2pmET or find it on YCMPedia after that.
- If you target a neighborhood, where are they? At the Mailboxes? At the Pool/Clubhouse? What if you gave out Popsicles the busiest Pool Day of the year? Or water at the mailboxes with a CMA?
- Are they on the golf course? How would you meet them there?



Breakout

Discuss...

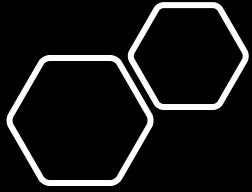
What Marketing do YOU see other people who sell things doing that catches YOUR attention and might have you CONTACT that offeror?

Examples: Car wraps, giveaways, flags, banners, t-shirts, reusable grocery bags, sandwich boards, billboards, etc.



**The Question is: Which of those things CAUSE Contacts to Occur?
Rather than just “image advertising” or “getting my name out there”
Neither of which are measurable.**





Contacts can be achieved with Outbound or Inbound Marketing *Which is “better?”*

It can be a little confusing... because those SELLING you “inbound” marketing will **tell you** it’s more effective (lots of articles saying that... online.)

Why? Because that is how the people writing those articles make money... selling you things that are supposed to have people contact YOU.

They don’t want you doing outbound... because they don’t make any money when you do outbound marketing.

YET... the people I know relying on Inbound Marketing are failing... and those doing OUTBOUND to the RIGHT PEOPLE are succeeding with FAR less contacts required... *And far less hassle from the transactions.*

Meaning: Your Results are better with outbound when it comes to Listing and Selling Homes vs Knickknacks.



Inbound is
when people
contact us
from
something
GENERAL
like a website
or sign

Inbound is usually some Content that is created and “put out there”... that causes people to contact you, but you have little to no way to know if/when it will happen.

Like:

- General Advertising
- Websites that gets organic traction and have great clicks for people to reach you... “Click here to call me” “Click here to email me” “Click here to text me” “Click here for 10 ways to prep house for sale” that leads to you getting info for outbound contacts.
- Blogs or other content delivered that are supposed to cause people to contact you.
- Videos posted on social media (who sold you all that one when I wasn’t looking??)
- Referred people that contact you direct “out of the blue.”
- Signs that invite walk-in’s like in front of your office or an Open House with signs.

You could also say that Purchasing Leads that come to us through no other effort of our own is an Inbound effort even though in most cases you must do outbound work to reach those purchased leads.

Outbound is when we reach out to **SPECIFIC PEOPLE** vs “anyone.”

Notice: These outbounds → **CAUSE** some very specific inbound... from people who are **INTERESTED** and talk to you or return your messages... or simply contact **YOU** when they need you.



In person face to face contact at places with people.



Calling and someone answers. If you leave a message and they call you back it was an Outbound that resulted in an Inbound...



Door Knocking and someone answers. If you leave materials that they respond to... *you get it.*



Mailings delivered with clear way for people to contact you.



Social Media postings that cause people to connect.



Text or other messaging that cause people to connect.



Setting up the open house and door knocking around it...

**More Contacts don't always
mean more business...
It must be the RIGHT
contacts.**

- Doing 50 Cold Call contacts a day (roughly 350 dials) are less likely to result in a lead than doing an Open House and Door Knocking 25 doors.
- 99 Leads from Zillow are less likely to result in a sale than 12 Newsletters with a follow-up call monthly to 20 great VIPs.





Breakout

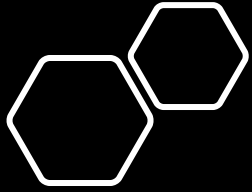
Discuss... what was the MOST Unique way you met someone that resulted in a sale.

- Examples:
 - Salesperson of the Month car magnets got me my first 6-digit listing.
 - Nametag in the Grocery Store caused someone to talk to me that resulted in a Sale.
 - Talking Real Estate to my Hairdressers netted me over \$250K in income over the years.
 - Getting massages (3 transactions so far and they are looking for a rental to buy now)

How can you can re-direct dollars and time to OUTBOUND vs Inbound?



- Don't buy leads. Contact your top VIPs direct with that money instead.
- Don't buy advertising. Mail direct to your VIPs instead.
- Don't spend a ton of money on a website. Make it professional and blog to it and make it easy to contact you from. ***Stop competing with Zillow. You can't.***
- Use that money and time to connect with specific people with an Event or Gift that is meaningful.



**Don't be overly
Creative!
As we
discussed last
week...
Do what is
MOST
effective!**

- BE PLACES you meet people in person that fit your Niche.
- Call your VIPs and those they refer you to.
- Get CMA's (call them something else: PPO = Professional Pricing Opinion) **to every person that owns a house you'd like to list.** (could THIS be more important than anything NOW?? What if you gave a PPO to every single homeowner you know in the next month....)
- Mail personal notes with articles, pictures, little gifts. Tell them how much you appreciate their introductions and future business and how much it means to you to know you can count on them...
- Find out more about the people you connect with. 5-10 outbound contacts per day is probably ALL YOU NEED if you spend enough time with each one. Create your Own "Stott 58."



Breakout

Discuss... what WILL you do this week to make the BEST sort of contacts?

- Examples:
 - Call 10 VIPs
 - Get out 10 CMA's.
 - Wear my nametag all week and GO places.
 - Ask my dry cleaner/hairdresser/nail salon person to keep my cards and hand out to those that may need me.
 - Get a massage/facial and talk about real estate.
 - Go to my Niche's Country Club 3X and just meet people... wearing my nametag.



Be SMART Creative...
not the other kind
(no, I did not say Dumb)



**Now that you know
HOW...**

**HOW do you GET
yourself to make the
contacts you **KNOW**
you should make to
reach your goals?**

3 Steps





Step ONE

- **Know Your Goals and the REASON you have it. Know CLEARLY the Life Intention it's supporting and the Standards of Integrity you employ to reach the goal.**
- **THEN know the number of Contacts you Need to reach your goal of income to support those.**
- Your Numbers Tracker tells you exactly and for most of you it's 8-18 a day.
- If you don't know how to do that, come to the next Numbers Tracker Tutorial on June 9th at 1pm ET / 10am Pacific – NOTE: We must know you are coming. It is NOT this Zoom Link and there are instructions to follow to get in...



Step TWO

- **Know How much Money you make from each Contact... Not each LEAD, but each CONTACT.**
- Yep... it's in Numbers Tracker
- For most of you it's \$140-200 per contact. For the best of you, it's over \$500 per contact!
- **IF YOU REALLY BELIEVED THAT** how many contacts would you make each month? Do the math... Want \$25K a month? **That's only 50-179 contacts a month.**

Note, those doing over \$500 a contact have a VERY TIGHT Database of 150 or less people who are TARGETED for Upcoming business or Great Referral Sources – ONLY fitting Minimum Standards!



Step THREE

- **Have a set time of Day to make your Contacts every day you plan to.**
- Whether it's 2 days a week or 5. It doesn't matter. It's planned and **DONE**.
- Lead follow up is done when needed. Outbound contacts to generate leads is done on a **SCHEDULE**.
- Hint: Tack up the Dollars you will earn per contact on the wall and **LOOK AT IT**.
- Hint 2: Put up your Life Intentions and overall Goals on the wall next to it. Notice that this money allows you to fulfill those intentions! **CONNECT THE DOTS!**

Thanks
for being
here. We
appreciate
you.



Who do you know that should be in Group Coaching or 150toLife Coaching or Private Coaching... with Your Coaching Matters?



If each of you could refer ONE person to us this month... we would easily meet OUR GOAL for first half of 2022.



Who else can we help?

