



Create Your Personal Marketing Plan

Let's focus on the repeated, daily habits that will take you from where you are to where you want to be in your business. These are the building-blocks for your foundation.

It's one thing to UNDERSTAND the concepts. It's a totally different thing to implement and follow through DAILY on those things that you don't want to do.

When your business is slow, you get more motivated. You know you need to make a change. But when you do change, it sucks! We become addicted to our routine and taking the easy way out. Breaking that "addiction" is hard. But your coach will push you to follow through with these new daily disciplines... not just during the slow times, but also during the busy times.

Highly successful people thrive on disciplined daily action. They know that success is the result of an "achievement lifestyle". They know that true success is not winning one medal, climbing one mountain or achieving one goal. Rather, true success is living the life and the lifestyle you truly want.

Highly successful people know that living well is based on a strong personal foundation. Just like the foundation under a beautiful home, foundations are pretty basic things. Made of concrete or stone, laid in the ground with sweat and hard work, there is nothing sexy or exciting or romantic about foundations.

However, to create the business you want, you must lay a solid foundation of daily disciplines.

Success often looks simple from the outside, and the 'secret' is that...it *is*! Success is staying focused, choosing wisely, and eliminating clutter, confusion and chaos so you can enjoy what you do. Having a great business is actually much easier than a bad one! Failures race from crisis to crisis, always living on adrenaline, trying to fit just 'one more thing' into their crowded daily schedules. They juggle and fret, worry and wonder how everything got so hard.

Success, on the other hand, is orderly, quiet, disciplined and focused. It is based on daily habits, patterns and routines that lead slowly but surely to the life you want. Set your priorities. Decide what is important. Choose your goals and quietly, methodically eliminate everything else. What you'll find is that what's left is (surprise!) the business (and life) of your dreams.

Let's get started.

If you were a fisherman and needed to catch fish to feed yourself and your family, you'd most likely take your boat out in the water and drop in a line. But if you want to catch lots of fish, it would be smarter to have multiple lines, right?

The same goes with marketing. If you want to sell a house, you'd choose a category (such as calling your sphere of influence) and run with it (making calls to everyone you know and asking for the business). But what if you want to sell LOTS of houses? You'd choose multiple categories, not just one! But make note, the more fish you catch, the bigger your boat needs to be (also known as systems for each category).

So let's talk about some possible lines in the water....

POSSIBLE LINES IN THE WATER:

1. Sphere of Influence
2. Past Customers
3. Incoming Referrals
4. Outgoing Referrals
5. Expired's
6. FSBO's
7. Advertising
8. Sign Calls
9. "Up" (Office Duty) Time
10. Other agents
11. Networking Group / BNI
12. Farming/Bulk Mail
13. Website/Pay-Per-Click Advertising
14. FB/Social Media Marketing
15. Personal Clubs, Organizations, Hobbies
16. Children, Spouse, Family Members
17. Friends of Children, Spouse, Family Members
18. Former Co-Workers
19. Investors
20. Divorce/Probate
21. Core 100 (Ins. Agents, Financial Advisors, Hairstylists, Dry Cleaners, Florists, etc.)
22. Church Groups
23. Customers on the other side of the table / Neglected clients
24. Meeting one new person each day
25. Neighborhood Specialist / Newsletters
26. HUD/VA Foreclosures (Most are already vacant!)
27. Direct Targeted Marketing (New Listing Prospecting Letter, etc)
28. Open Houses
29. Online Leads (Zillow/Trulia/Realtor.com etc)

How do I determine who I should start targeting? Answer these questions:

- Does this group of people have specialized interests and needs?
- Do they have a desire for your services?
- Who can you create a compelling reason for them to do business with you instead of with someone else?
- Who can you easily reach individually within the group?
- What group is large enough to produce the volume of business you need?
- What group is small enough that your competition is likely to overlook it?
- What group are you currently a part of, or know someone well who is?
- Are your target prospects in the financial position to afford your services?
- Do you enjoy working with these people?
- Can you see yourself creating various services to offer to this particular market?

***Choose 2-3 lines in the water to master at first. Then add a new line every couple of months.*

Take a look at the lines in the water that you've chosen. Then let's put those lines into play by working your marketing plan around your ideal lines. (Please note: We have already assumed that your database is set up properly with names, addresses, phone numbers, birthdays, items of interest to them, etc....)

For each line, choose categories:

- Set up a direct mail campaign ... to whom, what are you saying, newsletters, etc.
- Develop phone contact on a regular basis. (Scheduled with a purpose)
- Door Knocking - Plan, develop, how many times each week, etc.
- Face to face strategic opportunities - Make an effort to go to them - not them coming to you.
- Special events - Participate in a special event or sponsor a special event.
- Something of value - What will you 'give' to your clients? How will you engage them?
- To become their "Realtor of Choice" you should contact each client at least once per quarter.

*****REMEMBER:*****

***You will market to your personal sphere
differently than your farm area,
and market to buyers differently than sellers.***

Here are some possible categories for each line, with ideas for activities...

Category	Activity
Direct Mail	Birthday cards / Anniversary cards Coupons Neighborhood Specialist Survey – Send back - get a free _____ (use your imagination!) 5-YR follow-up program Newsletters Postcards (Just listed / sold, etc.) Letters
Telephone Contact	Follow-up calls to mailings New listing calls New neighbor /settlement calls Holiday calls Call after settlement Quarterly contacts
Face to face opportunity	Door to door canvassing Special event* Drop off something of value Home buyers seminar Home sellers seminar Canvass local businesses Open houses Brokers opens Attend community meeting Give a class (at an HOA meeting, etc.)
Advertising	Can affect all categories – <i>Name recognition</i>

	<p>Local market neighborhood newsletter Local market neighborhood website PPC Ads Community newsletter Specialty magazine Sports arenas billboards HUD classified ads Senior newsletter Unique business cards Car logos</p>
Internet – E-Mail - Website	<p>Business website Neighborhood website Newsletters; Tips Business Facebook page w/ consistent updates PPC Facebook ads / Listings to Leads LinkedIn, Social Media Blogging Videos, Snapchat, BombBomb, Happy Grasshopper Weekly Market Update Show on Youtube</p>
Special Event	<p>1st time homebuyer's seminar Home Seller seminar Client appreciation party Participation in community event Church event Online Webinar Training</p>
Something of Value	<p>HUD 1 in January Free home warranty Gift for referral Postage stamps (at postage increase) Senior discounts / Guidelines for Seniors (SRES) Home security info Free CMA <u>with regular update</u> Calendars List of recommended local vendors Coupons Sports Schedule Market updates</p>
Potential Certifications	<p>Certified Residential Specialist (CRS) Accredited Buyer's Representative (ABR) Seller Representative Specialist (SRS) Certified Commercial Investment Member (CCIM) Military Relocation Professional (MPR) Seniors Real Estate Specialist (SRES) Accredited Land Consultant (ALC) Certified International Property Specialist (CIPS) Certified Property Manager (CPM) Residential Accredited Appraiser (RAA) At Home with Diversity (AHWD) Broker Price Opinion Resource (BPOR) Resort & Second Home Property Specialist (RSPS) Short Sale & Foreclosure Resource (SFR)</p>

Once we have our chosen lines and categories, we choose our activities.

Month	Neighborhood Spec	Sphere of Influence	Past Customers	1 st time buyers
January	Newsletter Market update call	Newsletter Market update call	Newsletter Market update call	FB Ad Market update call
February	Newsletter Home value call	Newsletter Home value call	Newsletter Home value call	Seminar Mortgage Info
March	Newsletter St Patrick's Day	Newsletter St Patrick's Day	Newsletter St Patrick's Day	Mailing FB Ad
April	Newsletter Thing of Value	Newsletter Thing of Value	Newsletter Thing of Value	Ad Phone calls
May	Newsletter	Newsletter	Newsletter	Seminar
June	Newsletter	Newsletter	Newsletter	Mailing
July	Newsletter	Newsletter	Newsletter	Ad Phone Call
August	Newsletter	Newsletter	Newsletter	Mailing
September	Newsletter	Newsletter	Newsletter	Seminar
October	Newsletter Pumpkins	Newsletter Pumpkins	Newsletter Pumpkins	Ad Phone Call
November	Newsletter Thanksgiving Card	Newsletter Thanksgiving Card	Newsletter Thanksgiving Card	Mailing
December	Newsletter	Newsletter	Newsletter	Something of Value

Then put each activity on a calendar! Know what you're going to do in advance... not just what, but when. Which dates do you plan to call, or mail? Put it in your Wise Agent calendar or Google calendar (or Daytimer). Some even prefer a big wall calendar. Do the same thing each year but "tweek it" each year!

Let's create your personal marketing plan with these five easy steps:

1. Choose your line for instance, our category will be Past Customers
2. Choose your category ... such as Prospecting
3. Choose your activities ... such as:
 - Call quarterly
 - Special event 2 times a year
 - Survey for e-mail addresses
 - E-mail home tips
 - Monthly newsletter with detailed knowledge of local market conditions
 - Coupon for your Core 100
 - Stop by with a token gift
 - Something of value
 - Send calendar
4. Create your annual marketing plan.
5. Add your activities to your calendar and *stay consistent*.

Use this marketing plan consistently and watch your business explode!!