

THANK YOU FOR ATTENDING

NOTES FROM TOM FERRY CALL

1. What is your primary degree of separation?

Every 3 years, how do I reinvent myself and my marketing? Revise your value proposition.

2. What does your database look like? Is your database big enough to yield the number of referrals you want?

What is the past client list follow up program?

If I were in your database, what would I receive?

3. Why would I list with you versus the competition?

Don't get into the trap of "sameness" because the competition has caught up

Do something to stand out

7 DIFFERENT WAYS TO STAND OUT

1. Offer or promise that no one else does

2. Clearly articulate who your services are for and who they are not for- "If you are for everyone, you are for no one."

3. You must do marketing that is different- round postcard or handwritten note.

Do LIVE videos

If you want to out market the competition, you must do marketing differently.

4. Tell the truth about moving

What are the problems my customers have and how can I solve them?

Articulate in messaging- tell them the truth then tell them how you can help take pain out of moving.

5. Articulate your marketing message and use best "close" upfront. Guarantee a "stress free" program in the real estate experience. Highlight all the things you do. Offer more services or something different.

6. If I want to dominate, must "niche" marketing "If you want to get rich, you have to have a niche"

Money Making Secrets- John Abraham book

Geo farming- 2 mailers a month

Knocking on doors

Buy zip codes

Expired listings- seller had unmet experiences

1st time buyers

Duplex buildings/ Multi units/ 1031 exchanges

Non-owner occupied

7. We must create a BETTER story!

Benefits to buyers and sellers

Benefits about being in Masters group/ collaborative company

Benefits of the BHHS brand

Disruptors today are becoming good "story tellers".



OTHER NOTES

◀ Start with Why and Building a Storybrand

We must outwork- out perform and out hustle the competition

Position yourself as the better choice, the phone will ring

5-5-4 (Contact 5 people you know, 5 new people, 4 lead follow up conversations)

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