



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?

- a. What is the past client list follow up program?
- b. If I were in your database, what would I receive?

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

- a. Don't get into the trap of "sameness" because the competition has caught up
- b. 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.

- i. Do LIVE videos
- ii. If you want to out market the competition, you must do marketing differently.

4. Tell the truth about moving

- i. What are the problems my customers have and how can I solve them?
- ii. Articulate in messaging- tell them the truth then tell them how you can help take pain out of moving.

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

- i. Money Making Secrets- John Abraham book
- ii. Geo farming- 2 mailers a month
- iii. Knocking on doors
- iv. Buy zip codes
- v. Expired listings- seller had unmet experiences
- vi. 1st time buyers
- vii. Duplex buildings/ Multi units/ 1031 exchanges
- viii. Non-owner occupied

6. 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.

7. We must create a BETTER story!

- i. Benefits to buyers and sellers
- ii. Benefits about being in Masters group/ collaborative company
- iii. Benefits of the BHHS brand
- iv. Disruptors today are becoming good "story tellers".

OTHER NOTES

- a. Start with Why and Building a Storybrand
- b. We must outwork- out perform and out hustle the competition
- c. Position yourself as the better choice, the phone will ring
- d. 5-5-4 (Contact 5 people you know, 5 new people, 4 lead follow up conversations)