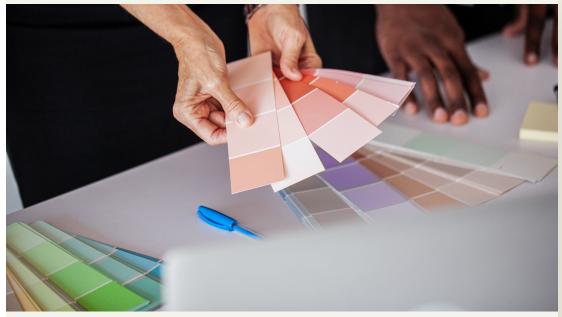# De-Cide
Make some Decisions that will help your Business GROW IMMEDIATELY!

A Simple SYSTEM to choose:
Choose an Ideal Client.
Choose where to Market.
Choose a Marketing Message.

Coach Donna Stott

Member Monday

February 20, 2023

YOUR COACHING MATTERS
— est. 2009 —

If you were to write ONE SENTENCE

...describing your SYSTEM for each of these Categories –

What would the Sentences say?

1) Minimum Standards for your Business in terms of Area AND Minimum Standards for your Business in Income per Transaction

2) Minimum Standards in terms of Follow-Up Contacts per day AND Minimum Standards in terms of New Contacts per day

3) Ideal Client to Direct Marketing To

4) Where they ARE... to get your Message TO them

5) Your 1 Sentence Marketing Message

YOUR COACHING MATTERS
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Write a Sentence that describes:

The **Minimum** Standards for your Business in terms of <u>Area</u> and <u>Income</u> per Transaction

Note: *Not Average -- minimum.*

- **Example:** *I am willing to work up to 35 minutes from my home with a minimum income of $5,800 per transaction.*

- *Anne: I am willing to work up to 60 minutes from my home with a minimum income of $4,500 per transaction.*

- *Carmen: I am willing to work up city Salinas limits from my home with a minimum income of $12K... per transaction.*

YOUR COACHING MATTERS
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Breakout and write a sentence with a Partner

Take 30 seconds to write silently together.
Take 30 seconds for each to read to the other.
Take 30 seconds for each to give feedback to each other.

Total is 2.5 minutes. GO.

YOUR COACHING MATTERS
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NOTE: Should you put this on a Sticky Note NOW put on your Wall *and stick to it?*

Referring all others to another agent.

Write a Sentence that describes:

Your Minimum Standards for your Business in terms of Follow-Up Contacts per day and New Contacts per day.

Note: *Not Average -- minimum.*

- **Example:** *I do a minimum of 3 Follow-Up Contacts per day, (entering notes in my Database) and ONE new contact a day (someone NOT in my DB) where I decide **if** they become part of my DB (email only or VIP) or not.*

- **Shayla:** *I do a minimum of 8 Follow-Up Contacts per day, (entering notes in my Database) and 3 new contact a day (someone NOT in my DB) where I decide **if** they become part of my DB (email only or VIP) or not.*

- *I do a minimum of 2 Follow-Up Contacts per day, (entering notes in my Database) and .5 new contact a day (someone NOT in my DB) where I decide **if** they become part of my DB (email only or VIP) or not.*

YOUR COACHING MATTERS
— est. 2009 —

Breakout and write a sentence with a Partner

Take 30 seconds to write silently together.
Take 30 seconds for each to read to the other.
Take 30 seconds for each to give feedback to each other.

Total is 2.5 minutes. GO.

YOUR COACHING MATTERS
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Note: Is this Something you should set up an accountability partner for?

Each other. A spouse. A friend. A manager. A co-worker. It's a 20-30 second check in each day...

Like this – Let's role play together...

Write a Sentence that describes ONE Ideal Client. Think of ONE real person.

Someone that if you had 5 identical of them show up in the next few weeks, you'd be thrilled.

Note: *Yes, you may have more than one but just choose ONE for now.*

- **Example:** *My ideal client is (Real Person's Name) Out of state, trusts us to buy sight-unseen, buys often, cash, in good $$ range, uses our PM services, and tells everyone how great we are.*

- *Example 2: My ideal client is (Aria S) a lender, that bought, refers you often.*

- *Example: My ideal client is (Terry B) local, bought a home over minimum commission, recommends you, and she has introduced you to 6 transactions.*

YOUR COACHING MATTERS
— est. 2009 —

Breakout and write a sentence with a Partner

Take 1 minute to write silently together.
Take 1 minute for each to read to the other. (2 min total)
Take 1 minute to give feedback to each other. (2 min total)

Total is 5 minutes. GO.

YOUR COACHING MATTERS
— est. 2009 —

NOTE: This Is Someone You Should Consider Directing Marketing To (people like them) Immediately?

Write a Sentence that describes <u>Where</u> that Ideal client IS

Somewhere you could reach someone like them if you needed to find 5 more of them quickly

- **Example:** *My ideal client would be in another state that I lived in before – I know them - I could find them in my address book, my contacts list (sorted by state), my Facebook friends, and my Linked-in friends.*

- **Example:** *My ideal client would be in the condos I live in.*

- **Example:** *My ideal client would be IN the Real Estate business but not a Realtor.*

- **Example:** *My ideal client would be an Investor in my area that owns more than one.*

- **Example:** *My ideal client would be HANGING OUT with my current real person.*

- **Example:** *My ideal client would be someone I have FUN with... the people you have FUN with.*

YOUR COACHING MATTERS
— est. 2009 —

Breakout and write a sentence with a Partner

Take 1 minute to write silently together.
Take 1 minute for each to read to the other.
Take 1 minute to give feedback to each other.

Total is 5 minutes. GO.

YOUR COACHING MATTERS
— est. 2009 —

NOTE: Decide:
Is **this** WHERE
you should
FIND THEM
and Market
Immediately?

Write a Sentence that IS your 1-Sentence Marketing Message

One Sentence that would catch the attention of your next "cloned" Ideal Client?

What problem did you solve for your Ideal Client?

- **Example:** *Would you like to join my friend Jamie...profiting over $15K a MONTH for his retirement ... **using money you already have?***

- **Example:** *Would you like to join the group of 31 investors who have bought since 2015 making $65K/month and net worth increased by $4.5M?*

- **Example:** *Do you need more space, or an open concept plan with your family expanding?*

- **Example:** *Are you tired of paying off someone else's mortgage in XYZ condos?*

YOUR COACHING MATTERS — est. 2009 —

Breakout and write a sentence with a Partner

Take 1 minute to write silently together.
Take 1 minute for each to read to the other.
Take 1 minute to give feedback to each other.

Total is 5 minutes. GO.

What's coming up:

NEXT Topic: ==**CREATING and *WORKING* a SYSTEM using a Geographic or Demographic "Farm"**== (Note today's call may have given you some ideas... next week can move you FORWARD on it)