



### ***Bold Power Coaching The Goldmine of Mets Notes- Call #3***

#### **Mets Basic Script:**

Hello, \_\_\_\_\_ this is \_\_\_\_\_ with Keller Williams Realty, and today's call is about business. Do you have a moment? Great. I hope you're enjoying your home. You know, I really enjoyed working with you and \_\_\_\_\_ when you purchased your home. And, you know, frankly I was thinking, since people choose friends that are just like them, that you may know of a friend or even a relative that is in need of my services—to buy a home, sell a home, or invest in real estate—in the next few weeks. And you could give me their name. I mean, do you know of anyone?

Thanks for taking a moment to think and help me out. You know, I have a 'lofty goal' this year, and I would love to work with more clients like you. So, when you hear of someone, would you give me a call?

I mean, would that be okay? Great. Now, please call me, rather than giving them my name, because after all, if they're like me, they could lose my name and phone number. And then, at a weak moment, they could end up with a weak agent, and I certainly don't want that to happen to them, especially in this market. So, will you give me a call? Great. Hey thanks and tell \_\_\_\_\_ hello for me, okay? Terrific.

#### **Here are some important points to note during our call today:**

1. First of all, keep in mind the "4 Laws of a database" that you learned in BOLD:
  1. \_\_\_\_\_ / Organize it.
  2. \_\_\_\_\_ it every day. Set a goal to keep growing it!
  3. \_\_\_\_\_ with it consistently.
  4. Service \_\_\_\_\_ that come from it.

Consider this example. When you build your database to 1000 people, a 5% return is 50 closings/year, and a 10% return is 100 closings/year! Can you see now the importance of building the size of your database over time?

2. A database of just \_\_\_\_\_, communicated to \_\_\_\_\_, will yield over \_\_\_\_\_. This is the power of the 33 Touch Action Plan. Here are the specific steps for the 33 Touch Action Plan:
- \_\_\_\_\_ **Contacts:** Mailers, letters, cards, and drop-offs- which may include your business card- and maybe one of the following: market reports, your Just Sold and Just Listed cards, property alerts, real estate news or articles, service directories, and concierge services.
  - \_\_\_\_\_ **Contacts:** “Thank you” or “Thinking of you” cards.
  - \_\_\_\_\_ **Contacts:** Personal telephone calls.
    - Calling 2 letters of the alphabet a week= 4 contacts/year
    - Calling 4 letters of the alphabet a week= 8 contacts/year
  - \_\_\_\_\_ **Contacts:** Personal observance cards, birthday wishes, anniversary of their home sale/purchase, holidays through blasts.
  - \_\_\_\_\_ **Contact:** Holidays: Thanksgiving.
  - \_\_\_\_\_ **Touches Total:** Every single touch should have a quick reminder and instructions on how to give you referral business and identify the benefits of working with you.
3. Remember the \_\_\_\_\_ for new leads you encounter in your lead generation activities. Here are the specific steps for the 8x8 Action Plan:
- **Week 1:** Send or drop off a \_\_\_\_\_ with your business card.
  - **Week 2:** Contact the individual by \_\_\_\_\_ to follow up.
  - **Week 3:** Send or drop off an \_\_\_\_\_.
  - **Week 4:** Contact the individual to quickly touch base, ask if there is anything you can do to help, ask for \_\_\_\_\_, and ask for \_\_\_\_\_.
  - **Week 5:** Send or drop off an item of value.
  - **Week 6:** Contact the individual to quickly touch base, ask if there is anything you can do to help, ask for a referral, and ask for an appointment.
  - **Week 7:** Send or drop off an item of value.
  - **Week 8:** Contact the individual to quickly touch base, ask if there is anything you can do to help, ask for a referral, and ask for an appointment.
- Note: Every single touch should have a quick reminder and instructions on how to give you referral business.*

4. Throughout your real estate career, you will be making contact with people you know and people who \_\_\_\_\_. All of these contacts will contribute to an ongoing and growing database.
  
5. Some agents tell us they don't \_\_\_\_\_ because they don't like to bother them.
  
6. Some top agents do an annual "\_\_\_\_\_". This can be done around the holidays at the end of the year or any other time you decide.

*"Your business grows to the extent you do!"*