

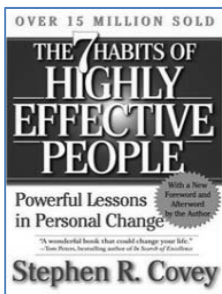
# The Role of Email Marketing, Email Management, and Success Habits



Email Marketing is a Type of Outbound Marketing that can be a bit confusing for many practitioners - it all starts with a **Proper Database**, in fact Databases. Not all of your contacts are made of the same cloth; some are simply internet registrations; others are leads you are interacting with on the phone or text; others are transactions you are nurturing along; and finally some are past clients. We will learn to create Email Systems that are thoughtful, effective, simple and driven by effective habits..

## ► Handouts

- Please make sure you are in **possession** of today's Handout. They are available the morning of the Live Session;
- There are **blanks** that you will need to fill out – the text that appears on the Screen **"Red and Bold"** is what you are supposed to transcribe;
- Please **be engaged, interact, ask questions** – and trust yourself and your ability to learn. The Notes you take during the class are more important than the Handout I give you;
- Try your best to **apply** what you learn as quickly as possible; and use the **How-To Videos** to reinforce your learning



## ► Big Picture Thinking - Reflect on these ideas by Stephen R. Covey:

- "Most of us spend too much time on what is **urgent** and not enough time on \_\_\_\_\_."
- "We are free to **choose our actions**, . . . but we are not free to choose the \_\_\_\_\_ of these actions."
- "We have to decide what our \_\_\_\_\_ are and have the courage — pleasantly, smilingly, non-apologetically, to say " \_\_\_\_\_ " to other things. And the way we do that is by having a bigger " \_\_\_\_\_ " burning inside. The enemy of the "best" is often the "**good**."

## ► Time for Reflection - Take a few minutes and write down all the thoughts that come to your mind...

- Your Real Estate Business will not become a **Career** until you have experienced at least \_\_\_\_\_. If you do not face enough rejection, or perceived rejection, then you will have a tendency to become a \_\_\_\_\_ – if you go out there and accept that you will hear No a lot, then you are building a **Successful Prospecting Agent** and a **great Listing Agent!**

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**▶ A Good Strategist**

- 1. Is Ultimately Responsible
- 2. \_\_\_\_\_
- 3. Balances Short- and Long-Term Needs
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

**▶ Efficiency versus Effectiveness**

- In Real Estate there is a conundrum - we need to be in touch with as many people as possible; which leads us to over-focus on \_\_\_\_\_ – for example:
- If you walk into a conference room with 100 people, it is more \_\_\_\_\_ to have someone place your business cards on everybody’s chair, right?
- Yet it is more \_\_\_\_\_ to walk the conference, talk to about 10 to 15 people, build rapport, get to know them, and then exchange Business Cards.

**▶ Enter Contacts First**

- The Moment you enter into a working relationship with a Contact, you \_\_\_\_\_ enter them immediately in your Contact Manager**
- Enter all of their details and try to locate a **picture** and attach it to your Contact;
- Add a \_\_\_\_\_ of how you met them, got to know them, or anything that you ought to keep in mind as you interact with them – Stop using your brain as a storage mechanism!

**▶ Get 2 Emails - Stop the Madness of having just One (1) Email:**

- Consider running your business with \_\_\_\_\_!

- Email #1:** Your \_\_\_\_\_ connected somehow to Gmail or via a Syncing System from either Apple, Microsoft, or others;
- This is your \_\_\_\_\_ that you will place in all of your Printed Marketing Materials: Business Cards, Flyers, Door Hangers, etc...
- This email \_\_\_\_\_ with your Smartphone!**
- Email #2:** Your \_\_\_\_\_ connected to any Syncing System; **NOR** connected to your Smartphone with notifications!
- This is your second Email that you will use to join Websites and Services who require a Valid Emails – but you do not need to receive those notifications all day long; (Trulia, Zillow, Facebook, Twitter, etc...)
- It needs to be \_\_\_\_\_ and \_\_\_\_\_ with full Open Spam Allowed; Consider **Outlook.com, GMX.com, or Inbox.com.**
- This is the type of email you'll visit \_\_\_\_\_ or 2 days and check what is new – 95% of the emails in it will be useless!

► **Big Picture** - *Simplify your To-Do Lists and you will Focus more:*

- It is **not** necessary to develop **Superpowers** in order to Get \_\_\_\_\_! Schedule Everything in your **Calendar** - running a To-Do List that is separate from your Calendar will have you **competing with yourself.** \_\_\_\_\_ for all your required actions is your **first step.**

► **Mozilla Firefox - Browser – I Consider it a MUST**

- The most versatile of all the browsers and the most expandable with Plug-ins.

It is an Open Source Program and has a strong following. (Free)

- Best used for Web Services such as \_\_\_\_\_, Uploading Pictures, Surfing, MLS Work
- Current version is: 60.0 – Mozilla.org

► **Google Chrome - Browser – I Consider it a MUST**

- A must browser for all your **Google Services:** Gmail; Contact Management; Calendar; Tasks; Notes; Google+; YouTube; Google Drive; and more...

- It has overtaken Internet Explorer because of its stability. (Free)
- Best \_\_\_\_\_ tool – you no longer need Outlook and it Syncs with all your devices.
- Current version is: 67.0 - google.com/chrome

### ► **Protect your Email**

- Consider Protecting your Google Accounts with \_\_\_\_\_, sometimes called 2-Factor Verification. This simply means that if someone using another computer knows your password and tries to login with it they will be asked to enter a code that can only be accessed through your Smartphone;
- I recorded a **29' Video** that will shows you how it to trigger it;
- Here is the URL: <http://bit.ly/KHT-2step-google>
- It is also in the "**Members Videos**" Section; Remember you must be a **Full Member** and your Broker has the master **password** to the **Handouts** and to the **How-To Videos**.

### ► **Synced Notes - MUST have Apps and Computer Access**

- The best App for taking notes on any and all your devices is **Evernote**; it is an App; it is a website; and on the Android platform can be integrated with speech to text.
- It is like you being able to dictate to someone and they type as fast as you speak, and it is highly accurate.
- PS: Evernote just got a giant competitor in the form of **Google** with their release of Google **Keep** - an App for your Smartphone and Tablet that syncs with your Google Drive at <http://keep.google.com>

### ► **Shut Off Your Devices - Your Internal Memory Devices need a Full Reset**

- Whenever a new piece of software at the OS level is installed your devices may ask you to Restart them;
- but **Re-Starting** a computer is not the same as **Shutting Down** the computer or Device.
- Your devices have internal Mini programs that run at the chip level and the only way to fully refresh their internal memory and clock is by performing a full Shut Down.

- Do this Once a week or 2 and you will be fine!

### ▶ Walk Away - When starting your computer Walk Away

- The 2<sup>nd</sup> biggest mistake people make with their computers is they start them and start working on them right away; don't do that –start your computer, log in, and walk away for 3 to 4 minutes. (same for Tablets)
- Computers are connected via TCP-IP Sockets to various servers on the Internet and they handshake with them to see if new instructions, or software downloads are needed to get started; if you give them of few minutes to finish these procedures your computer will not be sluggish.

### ▶ 5 types of emails

- One to One** with people you know but not working on a specific deal – called Day to Day Email;
- One to One with clients during the process of a **transaction** (Sellers or Buyers Contracts);
- Mass Email to people we don't know to drum up business or leads - least effective;
- Mass Emails to \_\_\_\_\_ and **Sphere of Influence**;
- Drip email campaigns; **Listings Alerts**; etc...

### ▶ Email Signature

- The purpose of an email signature is to \_\_\_\_\_ the email writer and give the recipient the means to contact you back;
- There are many school of thoughts on this topic and many end up **confusing** marketing with purpose;
- So let's look at appropriate ways to understand email signatures and then construct one;
- \_\_\_\_\_ for Day to Day Emails

### ▶ Simple Signature

- A simple Email will only Contain \_\_\_\_\_ and a Phone Number that is **Bold** and a \_\_\_\_\_:

Susan Smith, REALTOR® / Broker

EXIT Success Realty

Direct/Text: **(910) 538-6610**

Email: [Susan@SusanSmith.com](mailto:Susan@SusanSmith.com)

<http://www.SusanSmith.com/>

***Helping my clients achieve their Real Estate Goals!***

- PS: Some States require that you mention your License Number – Ask your Broker and your Board if it is required in your emails. **Less is More!**

### ► **Email Tips**

- Email Marketing is still one of the most important long lasting communication tool – never abandon it!
- Mass Emails are best sent on \_\_\_\_\_ or \_\_\_\_\_ – they tend to generate the **highest Open Rate**;
- Best time to Send Mass Emails is **early afternoon** – send them at 12 Noon!

### ► **Tips for Emails to Lead Gen.**

- Subject Lines that may create **resonance** and replies from Internet leads who are not interacting yet:
- Did I drop the ball?**
- How's your Search going?**
- Remember: we are in the \_\_\_\_\_ first and the **Selling business second** – always end your emails with a request to reach out to you by saying something like: **Call or Text anytime!**

### ► **Mass Contact Manager**

- You have lots of choices – it is always best to get advice from \_\_\_\_\_ for they may have a system in the office that you can use immediately;
- If not consider: PromoShop (Sharper Agent); RealtyJuggler; Wise Agent; iXact Contact; Top Producer; etc...

The most important Step here is importing your database, cleaning it up, categorizing it, adding notes when appropriate, with a \_\_\_\_\_ – See Wrap of the Week later in this session

### ► Categorize your Mass Clients

**Create categories** for your Mass Emails - Example:

Seller Client; Buyer Client; Investor Client

Friend/Family; Church member; Neighbor;

School/College; Office; Real Estate Agent;

Business Colleague; Church member; Chamber of Commerce; Golf; PTA; etc...

Remember: a Contact can belong to \_\_\_\_\_. When you send your mailers you can select which groups gets what.

### ► Newsletters

Your Newsletter should go out either \_\_\_\_\_ or **every 6 weeks**;

The contact management you have should give you the ability to pick from built-in template of Newsletters – it is always a smart move to \_\_\_\_\_ them with your **own thoughts** and **links**;

Consider physically mailing one of these Newsletters by \_\_\_\_\_ once a year; and sending a Christmas or Thanksgiving Postcard once a year.

### ► Test your Mass Emails

Say you are done preparing your mass email and you are **ready** to send it;

Send a \_\_\_\_\_ to a receiving email and look at it first – I recommend you use **Dispostable.com** or **10minutemail.com**;

These emails are disposable and will give you a good chance to test your mass email and see what they look before you send them to your clients.

## ► Follow-Up

- 4 days to one week after you have emailed or mailed your Newsletter select **at least 10%** of the recipients and \_\_\_\_\_, something like:
- Hi Susan, this is Kathy, I emailed you last week my newest Newsletter – I hope you got it!?*
- Then ask them for their thoughts, chat with them for a bit, and always end with \_\_\_\_\_: *“Who is the next person you know (or.. Who do you know...) who is considering selling their home or buying a new home?”*

**“If you want to make an easy job seem mighty hard, just keep putting off doing it.” -- Olin Miller**

## ► Reality

- Real Estate is an \_\_\_\_\_ and can be quite **isolating**;
- Real Estate Agents are in the \_\_\_\_\_ NOT Houses; and it is this fact that throws the biggest monkey wrench in the running of a successful career;
- It is also this fact that gives agents their **endurance** and true **relevance**...

## ► Consider

- Running a Real Estate Business that requires \_\_\_\_\_, \_\_\_\_\_, Leads Management, and Transaction Management is **not easy**;
- But it is What Successful Real Estate Business Agents **must master**;
- Structuring your Business with \_\_\_\_\_ becomes key to growing your Real Estate Career.

## ► Fact

- As an industry, our Real Estate Professionals \_\_\_\_\_ more transactions and potential closings due to \_\_\_\_\_ systems;



A River of Leads is lost to the competition due to the lack of \_\_\_\_\_, \_\_\_\_\_, and **Patience!**

As a Realtor you do not create Sales per se – you make sure you \_\_\_\_\_ for them to occur with you and around you!

### ► **Close Out your Week**

To **Close Out** your Business Week is to account for all the business actions you have taken; prepare \_\_\_\_\_ To-Do lists; Track your Leads' behavior; and to finally ' \_\_\_\_\_ ' into an active series of future Activities;

When activities are left to float in our Minds we miss Opportunities; We Lose potentials Clients; and we fall prey to \_\_\_\_\_;

### ► **Pick Date and Time**

This Activity must take place \_\_\_\_\_ and should **never be put-off**;

It is best to block out \_\_\_\_\_ on a Friday Afternoon from 3pm to 4pm or a Saturday Morning from 8am to 9am;

Be aware that if this is the first time you do this it may take you a bit longer; we are \_\_\_ looking for perfection – we are looking for this to become a \_\_\_\_\_.

### ► **Pick The Space**

If you do this in your Office, Close your door with a \_\_\_\_\_ Sign; Consider getting a Headset to shut out all external ambient noise;

Keep the Space \_\_\_\_\_ with No Distraction – Not even Music; You are trying to help your **brain** help you by being able to \_\_\_\_\_ its content;

You must have your **Computer, Smartphone**, a \_\_\_\_\_, and do your best not to answer the phone; or have any distracting application on your computer like Facebook or Twitter!

### ► Attitude

- We **Procrastinate** the most when we are in \_\_\_\_\_ – So prior to doing this important activity try to be in a \_\_\_\_\_; Watch a Silly Video on YouTube and Laugh – it will do the trick. Not too many though!
- Share your work or call a colleague you respect, preferably a \_\_\_\_\_ and let them know what you are Up to. Make sure you surround yourself with **Positive People!**

### ► The Lined Notepad

- The **Lined Notepad** plays the biggest role – you are going to \_\_\_\_\_ every fleeting thought about activities you were supposed to do but forgot or delayed mentally;
- You are going to jot down any \_\_\_\_\_ you know should be the proper \_\_\_\_\_ as you go through your Contacts and Communication;
- Do not worry at this stage about any chronology, \_\_\_\_\_, or classification.

### ► The Reverse Chronology

- When you go through your Emails and Text Messages start from the \_\_\_\_\_ to the \_\_\_\_\_;
- If you do this weekly you will know when to stop - the first time you do this go 2 to 3 weeks back;
- MUST:** Some of the emails and texts you will encounter have no value, Notifications, Spam, or articles that you know you will not have time to read – \_\_\_\_\_!!! Hoarding Information could be hurting you!

### ► Main Email

- Your Email will \_\_\_\_\_ all kind of important communication; as you go through them ask yourself the following questions:
  1. **Is it \_\_\_\_\_ and Requires a reply?:** Write on your Pad that task;
  2. **Is it part of Deal I am working on?:** Create a \_\_\_\_\_ for that deal & move it into it;
  3. **Is it an event I must attend?:** Add it to your \_\_\_\_\_ and delete the email; etc...

## ► Going through Your Email

As you go through your email inbox keep in mind the \_\_\_\_\_ you are communicating with, and ask yourself the following questions:

1. **Is this person's contact information in my \_\_\_\_\_? Should they Be?**
2. **Have I added \_\_\_\_\_ about them, how I met them, their needs, or any important info?**
3. **Should they be in my mailing list for Newsletter and added to that Referral Database?**

## ► Now to Text Messages

- Take your Text Messages seriously. Go through them from Newest to Oldest remembering the \_\_\_\_\_ behind the text;
- If a next action pops in your head, or a follow-up you must undertake, \_\_\_\_\_ down in your Pad – \_\_\_\_\_!
- Go also through the list of \_\_\_\_\_;
- Remember that a '**Mind Download**' is about \_\_\_\_\_ the action – not taking the action!

## ► Lead Generation

- Some of you are part of Lead Generation Systems - the first distinction you need to make is between '**Soft Internet Registrations**' and '**Internet Leads**';
- A **Soft Internet Registration** is someone who was forced to register at some point but is \_\_\_\_\_ nor \_\_\_\_\_ to you;
- An **Internet Lead** is person who communicates via email but \_\_\_\_\_ to you yet;
- Do \_\_\_\_\_ to your Main Contact Management System – continue using the Lead Generation System and the built-in \_\_\_\_\_ to incubate these relationships;
- Go through your L.M.S. and make sure you have placed them on \_\_\_\_\_ as well as a Drip email campaign;
- From time to time \_\_\_\_\_ to see if they are responsive – not too often though, and write notes.

### ► Your Main Contacts

- Now Move on to your **Main Contact Management System** and scroll one person at the time; this is a list of about **200 to 500 people** you \_\_\_\_\_;
- As you pass through the names, any question that arises or task you ought to take \_\_\_\_\_;
- \_\_\_\_\_ and add **Notes** to Contacts if you deem it useful; see if you are connected to them on \_\_\_\_\_ etc.
- If you do this regularly you will be adding \_\_\_\_\_ such contacts a week – These are people you are currently talking to, working with, or connect with often!

### ► Newsletter Database

- Finally Go through your **Newsletter Database**; these are \_\_\_\_\_ you either helped Buy, Sell, or Invest in Real Estate;
- These are the clients you \_\_\_\_\_ to and Holiday Cards every 3 to 4 months;
- Go through the list fairly quickly and if anything jumps to your mind \_\_\_\_\_ as a next action with that specific person.

### ► Calendar and To-Do List

- Open your **Calendar** on your Computer, of course it should sync with your Smartphone, and look back up to 3 weeks for any tasks or projects you \_\_\_\_\_;
- Should they be moved forward? Should you call someone to notify them of any shortcoming? Should you ask for \_\_\_\_\_ from anybody? How about yourself?
- Do the same with any **Running To-Do List**. Make the necessary changes and/or jot down notes.

### ► Social Media

- Now Move on to your **Social Media Platforms**, namely Facebook, Google+, and LinkedIn;
- Go through your ' \_\_\_\_\_ ' fairly quickly and stop at anyone that triggers a thought about **calling them; texting them,** or even Facebook **messaging them;**

Go through your posts and see who commented and interacted and ask yourself are you interacting with their content (posts) – Remember the concept of \_\_\_\_\_!

### ► Your Tasks

By now you should have several pages on your Pad jotted down of \_\_\_\_\_, Put a number next to each of the jotted tasks, a 1= \_\_\_\_\_ through 5= Low Priority; then ask yourself these questions;

1. **Do I have the time to tackle all of these tasks?**

2. **Which are the Top 10 \_\_\_\_\_?**

3. **Are there any promises I made I know I am not going to be able to complete? What then is next?**

If a task requires preparation and a block of time place it on \_\_\_\_\_; if not add it to your \_\_\_\_\_.

### ► Now to Your Stats

Work on your \_\_\_\_\_:

Number of Closings for the Week;

Number of Contracts for the Week;

Number of Strong and Soft Buyers' Leads for the Week;

Number of Strong and Soft Sellers' Leads for the Week;

#### **Prospecting Stats:**

Number of Doors Door knocked;

Number of flyers, postcards, newsletters mailed;

Number of prospecting clients interacted with by phone, in person, etc...

Share these Statistics with your Success Partner;

### ► You Are Done!

All of these steps may at first feel daunting – they are not! **You can do this;**

When you **Close-Out the Week** you create \_\_\_\_\_ for the coming weeks, and you relieve your Mind from Nagging you and Keeping you Awake because of **incompletions;**

I promise you – “**You will love yourself and feel more \_\_\_\_\_ each week you perform a Mind Download!**”

**“Much of the stress that people feel doesn't come from having too much to do. It comes from not finishing what they started.” -- David Allen**

### ▶ Close Out your Week

Video called “**How to Close Out your Business Week? and Succeed at Converting More Real Estate Deals**”; (1 hour)

Real Estate being an Entrepreneurial Endeavor causes many professionals to end up losing opportunities if their **systems** do not keep up with their commitments. One important and demanding Strategy is the Weekly Close-Out of Business - It is series of simple actions that culminates in the process of **Mind Downloading!** - Link: <http://bit.ly/KHTV-closeout>

It is in the “**Members Videos**” Section; requires a Password; you have to be a **full Member** and ask your broker for the password; it is the same for **downloading iF201 Handouts**.

### ▶▶▶ Tweet Assignment

Select **someone** in your office, it could be your broker, your administrator, or another agent in your office;

**Post a tweet** sharing something you **appreciate** about them;

*Make sure...*

1. you add the hashtag **#LiveTrainingRE**

2. you add your own hashtags

3. do not exceed **280** Characters

### ▶▶▶ Weekly Assignments

**Always review your Notes**


Make sure you add to your calendar your **prospecting activities** and make sure you schedule some Green Time; **Please Stop using your mind as storage**.

**Write your Bio** – This is **MUST**; don't let the enemy of progress be perfectionism.


- ❑ Send a copy of your Bio to your Broker and finalize it.
- ❑ Add your New Bio to your Profile in **LiveInteractiveTraining.com**.
- ❑ Now start the process of **adding your Bio to all the websites** we discussed earlier; you don't have to do them all at once; building your Social and Link Graph is important to your exposure, links back to your website, and Google Ranking.
- ❑ Do not forget to view this video (<http://bit.ly/Soft>Returns>) it is called: **Your Profile Signature and Soft Returns**. You will learn how to effectively write a proper **Profile Signature** and the proper use of '**Soft Returns**.'

*Many of you do not have a proper Profile Signature.*

#keyideas - Build your Real Estate Business!



Key Yessaad - @zenkey



“It is Self-Evident that businesses are supposed to grow, and thus Adapt and Change over time; Unfortunately most businesses are operated based on what the Owner/Entrepreneur wants not what the Business Needs!”

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