

MODULE: Sphere of Influence

Yes, the
world
actually
revolves
around you!



MODULE: Sphere of Influence

Broadly, your SOI is people who KNOW...

- **Who You Are**
- **What You Do**
- **Where You Do it**



Anyone with whom you have a connection!

MODULE: Sphere of Influence

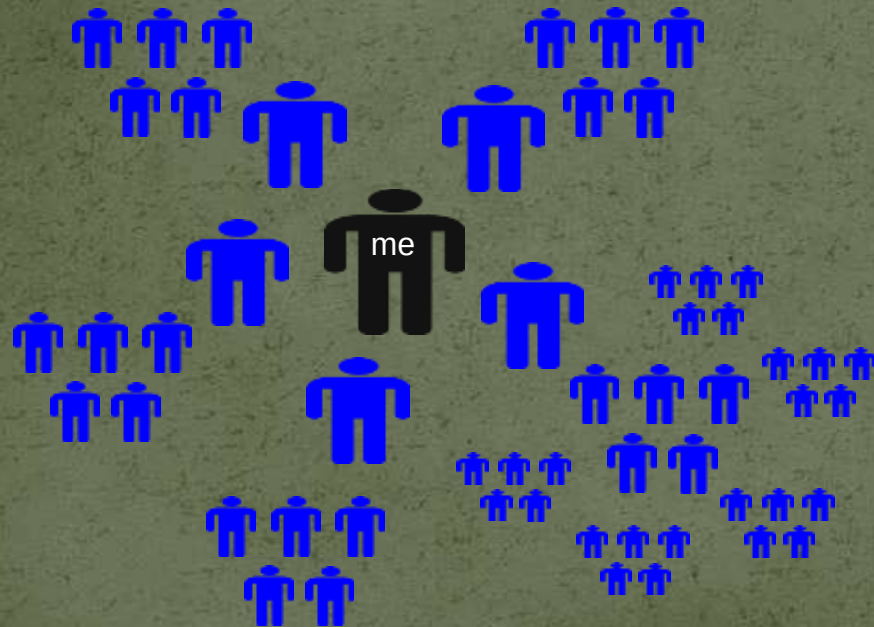
Who is my SOI?

- **Family and Friends**
- **Neighbors**
- **Acquaintances**
- **Past Clients**
(ANY business)
- **Niche Groups**
(church, clubs, etc)
- **Service Providers**
(plumbers, painters, insurance agents)



MODULE: Sphere of Influence

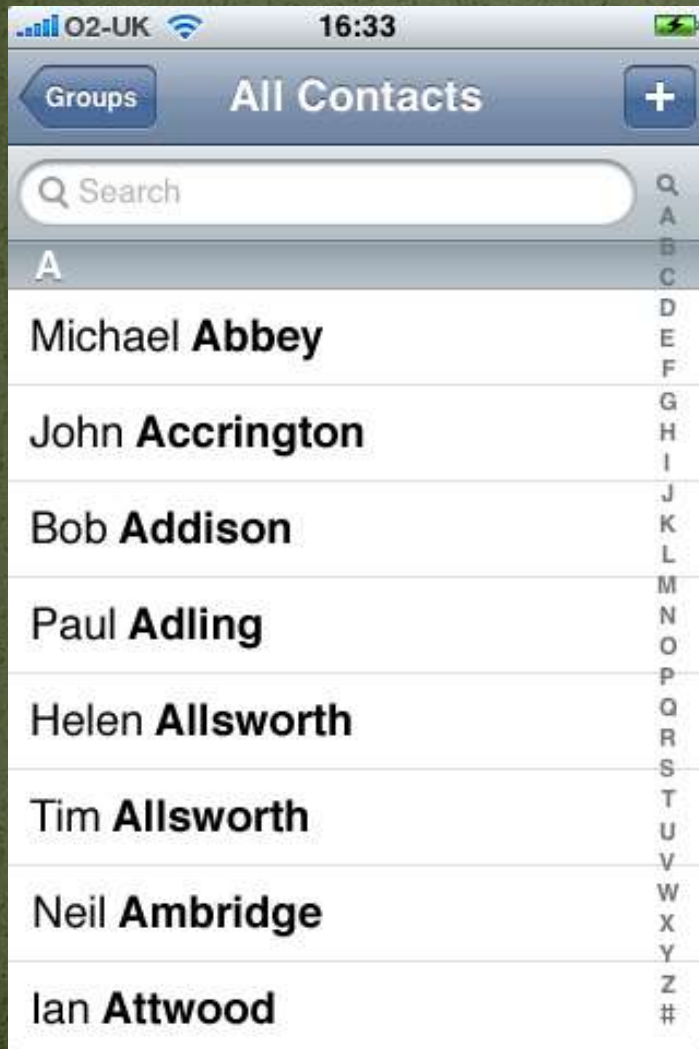
How does this SOI thing work?



Numbers 1-100

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

Building Your Sphere



List everyone you know...

Think about where you found them...

Pare the list down to a manageable number.

Plan your contacts.

Track your contacts.



MailChimp



Top Producer

Classify Your Sphere

“A” People: If they are going to buy or sell, they will call YOU, no questions asked AND they network for you. They are ADVOCATES.

“B” People: If they are going to buy or sell, they will call YOU, no questions asked. They will give you referrals but you’ll have to ask for them when they know of someone.

“C” People: Everybody else.





“If you were given 100 seeds with enough water to water each seed once would you plant all 100 seeds and water each one once or would you be more successful if you planted 25 seeds and used all of the water on those 25 seeds? “

- author of *Permission Marketing*

What's Your "Watering" Schedule?

- ✿ Plan it! (annually)

- ✿ Automate it!

 - ✿ but don't de-personalize it

- ✿ Touch Type?

 - ✿ Direct Mail

 - ✿ Email –a real one!

 - ✿ Phone (SlyDial?)

 - ✿ Text, Social Media

 - ✿ In-person

- ✿ Frequency – 14 to 16 days

- ✿ Be Consistent or don't bother

- ✿ Quality – less important than consistency



Getting Over Yourself!

What do I say?

What do I send?

What if people hate me?

I hate it when people call me!

I hate it when I get crap in the mail!

I hate it when people pop-by my house!

I hate it when I get spammed* by a
REALTOR with his latest newsletter!



*know the rules of email marketing

Flow Strategies and Rules

One for FOUR:

- Every person in your sphere knows 4 people with a real estate need this year
- Your mission is to access those referrals
- Be in FLOW



Flow Strategies and Rules

The Ninja Nine:
5 Daily Habits
4 Weekly Habits



Flow Strategies and Rules

Daily Habits:

1. Morning Gratitudes
2. Show up!
3. Write 2 personal notes
4. Hot List Focus
5. Warm List Focus



Flow Strategies and Rules

Weekly Habits:

1. Weekly customer calls
2. Schedule 2 live RR's
3. Schedule 50 live interviews
4. Update database every week



Flow Strategies and Rules

- Family
- Occupation
- Recreation
- Dreams



When you ask a FORD question,
you are looking for CHANGE.

Change Catalysts

- Increase in family size
- Children under age 10
- Newly teenage children
- Children have left home
- Lived there 5 years or more
- Bought between 2009-15
- Had their company expand or downsize
- Getting divorced or married
- Have a dream to live “ ? ”



Reach Out and Touch Someone



Thank You Notes

- ✓ Handwritten
- ✓ Blue Flair Tip Pen
- ✓ Large & Clear
- ✓ SPECIFIC
- ✓ 4-5 Lines only
- ✓ Don't ask for business



Reach Out and Touch Someone

Hey! I'm New!!

- ✓ New job!
- ✓ Set high goals
- ✓ Help me!
- ✓ Need to update my database
- ✓ Sorry haven't been in touch!



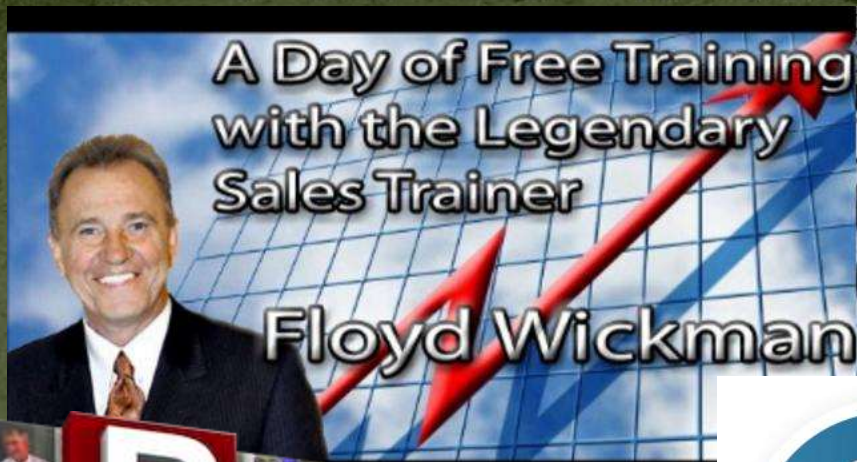
You didn't get
into this
business to be
a graphic
designer – so
don't do it!



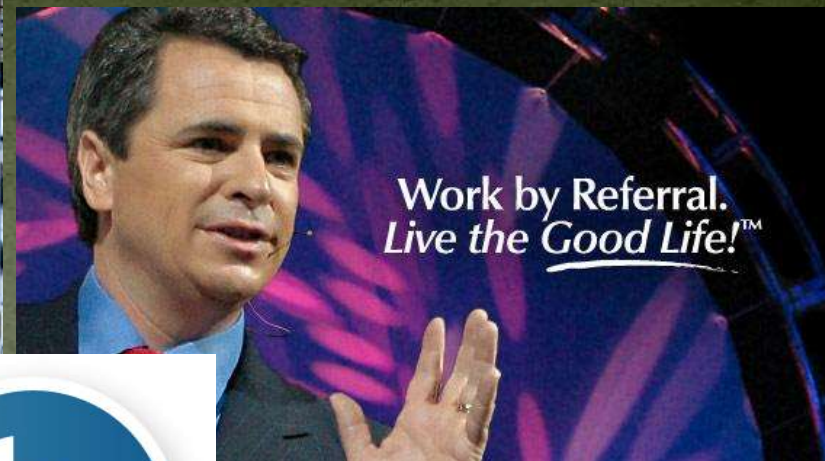


A Day of Free Training
with the Legendary
Sales Trainer

Floyd Wickman



Work by Referral.
Live the Good Life!™



REAL ESTATE TRAINING



**LEADER'S
EDGE
Training**



BY DAVID KNOX

market **leader.**

The Real Estate Industry's Leading Marketing Partner

MODULE: Sphere of Influence

Remember:

Something always works.
Nothing *ever* does.

Let's Practice

- Have a conversation with your buddy simply asking F.O.R.D. questions attempting to learn as much about them as you can. Take another look at the change catalysts slide and ask each other what kinds of life changes led to making a decision. Make notes on the back of your buddy card.

