

Multi-Channel Prospecting

How to
build your
business
without
burning
out...



seth godin's
BLOG



“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*

Prospecting

What do
successful
agents have
in common?



Prospecting

They talk to
people...
EVERY!
SINGLE!
DAY!



Prospecting

They Create
Relationships



Prospecting

They build
relationships!



HOW TO BUILD A LASTING RELATIONSHIP:



1. CUT ON DOTTED LINE.
2. ROTATE 180 DEGREES.

Prospecting

They
consistently
choose action
over inaction.



Prospecting

What's the Goal?

- Fill your pipeline with qualified ~~leads~~ *referrals*
- Increase your confidence
- Walk away from bad business
- Build relationships
- Take action.....
- Build your business



Prospecting

We are in the
relationship/
people business,
not the house
business!!



Prospecting

What could
you receive
from your
REALTOR
that you
would find
Valuable?



Prospecting

These are a few of the most
valuable things!:

1.

2.

3.

4.

5.

6.

7.

Prospecting

What's the difference?

PROSPECTING

(Active)

Short Term Activities

Immediate Feedback

YOU call THEM

FSBO's, Expireds,

Pop-Bys, Open Houses,

Call around

Listings/Solds



Prospecting

What's the difference?

MARKETING (Passive)

Long Term Commitment

Delayed Results

Expensive

THEY call YOU

Sphere, Farming, Floor Shifts,
Open Houses, Direct Mail, Floor,
Newsletters, Blogs, Paid Leads



Prospecting

Sphere of Influence

- Talk to them
- Write Thank You* Notes
- Engage on Facebook
- Take them cool stuff

Use Your Resources:

- Call around a listing/sold
- Absentee Owners/Lost Souls
- Engage FSBO's & FRBO's

Build Your Presentation Skills

- Hold a Seminar
- Community Involvement

Farming*

- Geographic or Subdivision
- Demographic
- Condos
- Luxury
- First Timers

Direct Mail/Email/Blogging

- Use with Farming & Sphere
- Just listed/sold/participated
- Newsletters/CMAs
- Market Updates
- Seasonal Events
- Random Thoughts

Prospecting

Plan for consistent contact!

Minimum 12x/year

Secret to success is the number of people you speak to –
per day, 5 days a week, 48 weeks a year

Diversify your prospecting/marketing to the power of 5
add one spinning plate a month* until you have 5
(most agents only have 2)

Do the ONE THING every single day!

Get used to repetition – it is what builds habit & confidence

Prospecting is simple – but it is really, really hard work.

Let's Boil Some Water!

