



Choose Your Business

Your business is a result of the choices you make... Time to make better choices!

by
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A Washington State Approved Real Estate School under R.C.W. 18.85.



Please Read this First!



Clockhours by Mail

1. You will be provided with a booklet of with the class material. It is only for use as clockhours under Professional Direction. Any other use by permission only.
2. The course has been divided up into one hour sessions. In Washington State a “clock hour” is 50 minutes. There are questions about each session. They can be answered while reading the material, at the end of the session, or at the end.
3. ***Answer*** the questions on the quiz answer sheet.
4. If you have any questions regarding the material or the questions, don’t hesitate to email Natalie Danielson.
5. ***EMail*** Answer Sheet and Evaluation to Professional Direction clockhours@gmail.com
6. The certificate will be mailed usually within hours (depending on day and time) of receipt of quiz and evaluation.

Disclaimer.. the course materials and questions are not to be used for legal advice. Information can change over time. Real estate transactions are handled different ways in different regions in the State of Washington. If you have any comments or concerns about the material contact Professional Direction.

Thanks!

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Curriculum

Session/Hours	Major Topics
1 20 min	Know Thyself Identify your personal characteristics that people like.
2 20 min	Target your market Identify your target market and the type of real estate business you are building.
3 20 min	Choose your customers You are not a victim to whoever calls
4 20 min	Have a fan base Build a powerful lead generation program for yourself
5 10 min	Avoid Spam Communicate with not at your fans
6 20 min	Get Online Get involved in the social media world as it is the future of marketing
7 20 min	Have a life that Connects with your fans Connect with people on more than one level
8 20 min	Daily News Let your fans know that you are working daily
9 20 min	Follow up What good is a Piece of Chocolate cake if you can't eat it?
10 10 min	Create a marketing Plan Do you know how you will connect in the next year?

Choose your Business

Natalie Danielson

What is behind door number three? That television show about 50 years ago used to ask contestants to choose one of three doors hoping to get the grand prize. Most of us in real estate run our business in much the same way. We take what we can get and hope for the best. But, a real estate agent is basically running his/her own business under the umbrella of a real estate firm. Just hoping for good business is not as effective in building a business that will grow and match the agents best talents.

Real estate agents can target and choose the business that they want. It takes focus and persistence but in the end it can be a powerful way to build an ongoing career.

Course Objectives

As a result of taking this class the real estate licensee shall be able to:

- Identify the personal traits and characteristics that contribute to the reason prospects choose them as their agent.
- Identify your target market and the type of real estate business you are building.
- Build a powerful lead generation program for yourself
- Get involved in the social media world as it is the future of marketing
- Learn the ways to share information and ideas and make connections using blogging, video and email.
- Create a marketing plan for the next 30 days.

Know Thyself

There is no shortage of real estate agents. Out of the over 40,000 real estate agents in the state, why would a prospect work with you? There are other agents that are more successful, have more experience, drive a nicer car, work with a larger advertising budget, etc. You may be average, a rookie, lacking advertising dollars, drive a beater, etc. So why do you still have clients? You should know why prospects are attracted to you. Be conscious of the reasons they choose to put their next financial decision in your hands. What do you have that the other tens of thousands of real estate agents don't? It is time to take inventory.

Then you need to tell your prospects why people choose you. It is not your company, the wheels, the computer, the website, the clothes, the brand/logo.

Your clients choose you because of "YOU!"

When I was an active real estate agent I did quite well. I was a single mother with two small kids who juggled. Prospects didn't choose to work with me because I was the most successful... Because I was not. Or because I advertised a lot... Because most of my income had to go to support my little family. Or because I was detailed oriented... Because I struggle with numbers, details, forms, etc. or because I drive a nice car, had sharp wardrobe, or won awards.

Prospects chose to work with me for other reasons.

I believed in my ability to sell real estate. I knew what it took to get a buyer into a house and get a seller the most money possible for their properties.

I had enthusiasm that was unmatched. I had a passion for my job and I exuded the confidence and joy that it brought me. I did not complain.

I chose my clients. I didn't play a victim to them. I chose business that I could close.

I was honest and open about the market, their position in the market, and what it needed to take to get them to where they wanted to be. They could trust that what I told them was based on facts, experience and knowledge.

I delivered. Every listing I took did sell and I closed almost every buyer.

I taught people every month I was selling doing workshops for buyers, sellers and speaking in the community about real estate establishing myself as a knowledgeable expert in the local market.

So take inventory of your own assets.

What do you possess that attracts people in your world?

Who are you attracting and why?

If you know what you have to offer, then you can tell your prospects.

Never be someone you are not. You are best at just being YOU!

The dorkiest people usually have just as many fans as you do! We are all a bit “dorky” so own your traits and characteristics! People don’t like other people, especially people in sales, that are just fake!

Do you know why people choose to work with you?

What assets do you have?

How do you set yourself apart from the other 60,000 agents?

Target Market

Do have an idea of your ideal business? What would your appointments, daily schedule, types of properties and closings look like? If you can't imagine it then you probably are not heading in that direction.

"If you don't know where you are going you may probably end up somewhere else."

This quote is attributed so several people but no matter how you phrase it, the message is the same. It is important to have a plan, a dream, a vision as to where you are headed. If you do not, then you are probably going to end up in a place that is not what you would ideally like.

Think about the price range of listings, the motivation of sellers, the financial situation of buyers, the location of your business, the type of houses/properties, certain features like view or acreage. If you were to describe your ideal real estate business in the next three months, what would it look like?

If you want to know what kind of business you'll close next year, then look in the rear view mirror and check out the business you have been closing.

***If you continue on the same path, you will generate the same results!
Your past business will be the greatest indicator of your future business unless you make a change.***

What does your past business look like? Many agents will attribute financially troubled clients or listings that didn't sell to the state of the market. But the reality is that those clients were drawn to that agent. You are like a magnet that is attracting certain business.

One day in a class a real estate agent told me that he seemed to only attract prospects with financial troubles. He was a good looking man in his 40's wearing a suit. He had a kind smile and nice non-threatening eyes. I turned and asked the agents in his office if they would go to him for financial advice. Almost immediately the entire group raised their hands. He was definitely attracting that type of prospect. So he had a choice to make. Milk it or complain or change something. If things stay the same, he will continue to attract the same type of client. Maybe inside he knows that he has a skill to help them out of their situation. He can complain about the business he is attracting. Or he can look at why he is a magnet to them and change what is going on in his head that causes him to focus on that business. Maybe he could open up to people with financial challenges that are strong and want to build their portfolio?

I grew up in a wealthy suburb of a major city. As a youngster, when I would go play with friends in my neighborhood, I would always go in the back door, address the parents in the most respectful way, and go hide out in my friends bedroom or playroom... never the living room. I never knew what their Dad did for a living. When I started in real estate I seldom listed an expensive home because I would have to walk through the front door, be overly respectful with the homeowners and go hide in the playroom! I just never felt comfortable in very expensive homes so I seldom had my listing sign in front. I specialized in first time buyer. I wonder if I realized that earlier, I would have had more listings in the price range of the home where I grew up?

Often real estate agents are recruited by another competing company. The offer sounds so enticing. The agent will get all the buyer leads in a certain zip code. But, many agents, always hoping for more business realize that what they really want... what their target business consists of listings in that same zip code. So working with buyers does not lead them down the path toward their target.

So, what is your target market. Where do you want your business to come from? Remembering that your sphere and fans are your primary source of business and referrals, that section of the industry you want to reach has connections in your fan base.

If you want more sales, different clients, faster closings, more local listings then it is up to you to change something so that your business will change. Wishing by itself doesn't make it happen.

Do you have an idea of your target business?

Are the houses small or large?

Where are they located?

Are the buyers motivated? Qualified?

Choose your Customers

There is business always being conducted regardless of the market and economy. Even in the worst of times there are sales. There are times when the number of prospects seems to dwindle and it feels like being thirsty in a desert. This is when it is the most difficult to choose a client.

When a prospect appears at the door with a small cup of cool water it can be enticing. But it is important to look into that prospect's eyes and evaluate what that prospect really wants. Does that client want to sell or buy? How motivated is that prospect?

Every prospect has a challenge to overcome. The prospect wants to buy or sell and needs help to make that happen. Some people call that a problem but I consider it a challenge.

The prospect has options to try to overcome the challenge to selling or buying a house.

It can be compared to trying to pick an apple off a tree. The prospect might be able to get the apple by his or herself. There are options. Build her own ladder. (Spend money or the ladder). Climb up the trunk of the tree. (Risk your life) Throw something at the apple to knock it down. (Have to take aim and risk hurting the apple). Shake the tree hoping the apple will fall. (Only the overly ripe apples will fall). Use a rope to try to pull the branch lower to try to grab the apple. (Where is a rope.. Quite a struggle) Wait for the apple to fall (probably end up with a rotten apple.)

OR

The prospect can contact a real estate agent who has the ladder and tools to pluck the perfect apple from the tree.

Now some prospects have expectations that the real estate agent will use some of the other methods to get that apple even though the real estate agent knows the most effective way to reach the perfect apple.

The expectations might include overpricing the property, spending large sums on advertising, waiting for the market to catch up.

Some prospects have a challenge and decide that the real estate agent will solve the issue or be the blame when the challenge isn't getting a ripe apple off the tree.

For example, the prospect might not really want a good apple. The prospect isn't looking for that final goal but instead standing in the mud at the base of the tree wanting the real estate agent to muck around in the same puddle.

An agent called me for advice about a prospective listing. She had taken a class about marijuana issues but didn't have answers. The seller was growing medical marijuana evidently legally inside her house. She didn't want to eliminate the plants before listing. In addition, she was going to have to sell short.. be a short sale. She didn't have enough equity to pay off the loan. The real estate agent is not a consumer of marijuana, is concerned about some of the issues surrounding a grow house, questions the motivation of the seller and desire to sell, AND

knows it will be a difficult short sale. My advice... go find a listing that will SELL! Let that seller work with an agent who is interested in the marijuana issues and wants to spend the time on a negative seller in a short sale. If the voices inside question your decision then listen!

You, as a real estate agent need to choose your clients. If a seller does not want to ultimately sell, is unrealistic about the chances of selling in today's market, carries a backpack of anger to the listing appointment... Then just say no. Stop taking listing where the seller is standing in a mud puddle and not willing to do what it takes to move forward.

Or ...a buyer is not ready to buy. The buyer doesn't have the ducks in a row to make it happen. The buyer is not loyal or communicate. Then time to let go of the leash you think you have. Stop talking about the buyers that can't make decisions and go find ones that want to buy!

This is NOT to say you choose prospects based on any of the anti discrimination protected classes. It is that you need to work with clients that are going to buy or sell and that are not abusive or disrespectful or don't understand boundaries or threaten your security.

Real estate agents are not to be victims of the prospects!

If you want to get verbal abuse, go call the person that you divorced, the parent that was critical, or the math teacher who made you feel stupid. Because a seller or buyer that is not committed to selling or buying and following your lead and expertise can be more abusive than the ex-spouse, critical parent or lame teacher can be. Every real estate deserves to be treated with respect.

CHOOSE your business. Choose your prospects and turn the best prospects into clients.

Do you have prospects that you have been working with for a very long time sucking the life out of you?

Have you had clients that were abusive?

Are you going to choose to work with better respectable clients?

Have a Fan Base

Every person has a collection of fans no matter how popular, quirky, inept, powerful or smart. We all are like magnets and attract our friends and fans because of who we are.

Now that you have taken inventory of what you have to offer and determined why you attract certain people as prospects it is time to make a good database. Collect the information about to your fans in one place.

It is important that this information is easily stored, accessed, edited constantly and used. There are many people who will want to sell you a program... A CRM ... Contact management program. You can be buried in data. And have lots of spam to choose from to use to send to fans. But it is more important that your fan database is simple.

Robin Dunbar did a study years ago on primates to determine how many they socialize with. Then taking that information along with the size of their brains, he decided that humans socialize with an average of 180-220 people. About a dozen years ago he studied the Christmas cards that people in England sent out. Those in the study sent out an average of 153.5 cards.

Facebook connects more people around the world than a person can even imagine in his head. Studies have shown that the average Facebook user has about 150 friends.

There are people that have more or less than these numbers, but a good base of prospects and fans should be a minimum of 150-200 on any broker's database.

If you don't have a persons email address... then it might be a good idea to send out a postcard with a contest. To respond they have to email so you will capture the address.

How is your database? How many names on the database?

Do you have mail and email addresses? Do you have 150 friends on Facebook?

Do you have 150 links on LinkedIn.com?

Avoid Spam

I am not sure if there is a group of people that enjoy Spam... The kind that is not in a can. I've never heard a conversation between people on the topic of how they enjoyed Spam and found it interesting and looked forward to more.

So why, then, do real estate agents pay money to firms to send out spam for them to their friends, family and prospects?

Mailing a postcard, buying billboard space, advertising in the homes magazine, sending out bulk emails... Or even throwing hundreds of business cards out into the bleachers at a soccer game. These are not communicating. This is throwing spam at people or out into the world. This is not communicating. You need to communicate WITH not AT your fans

The only way you will ever get a "Yes" is to actually converse with a prospect. Today with the advent of social media coupled with a phone and a coffee shop on every corner, real estate agents have the ability to have a conversation with more people than ever.

Do you get bulk emails from a company or sales rep and just delete them when they are in your inbox?

Do you chat with your insurance agent, for example? If your insurance agent send you an email to change your clocks for daylight savings time, would you consider that communicating with you?

It is important to get to know your top prospects and make sure you are interacting with them in real time. Meaningful conversations whether online, the phone, or in person.

Are you on social media on a regular basis?

Your fans, friends, family, past clients and prospects are all there. It is an updated version of the white and yellow pages.

Do you send them emails?

How often do you call past clients?

Get Connected Online

If you are not making the best use of Social Media, then it is time to start. That keyboard can connect you to more people than a dial telephone could dream of! The numbers of people that are online right this minute is mind boggling. Between 60% and 80% use social media on a mobile device and are connected all day long.

You have heard the speakers. You have seen statistics. You have groaned and grunted. Whatever place you are in with regards to your online presence, it is time to step it up. Know that you will never do it “all.” You can increase your exposure and effectiveness.

It is hard to imagine not having my cell phone within arms reach and ready. I check my cell phone every hour or more for emails and possible missed calls several times an hour. My social media accounts are even more important than my email because they are in real time.

If the only thing you needed a phone for was to answer ringing calls, you might as well have a flip phone. But, your phone can almost completely run your business and connect you with people around the world!

What are you waiting for? Your prospects are almost all on some type of social media every hour!

Facebook.com Now Meta

Every real estate agent has an opportunity to connect online and live with their prospects on Facebook. Most people are on Facebook and if they are not over 50% live in a household where people have profiles on Facebook. Here is a place you can learn more about your prospects, share your real estate information, and communicate directly using messenger or commenting on posts. The average person on Facebook had 150 friends but that is up to over 330 friends. The mean number is 200 friends. Over 41% of US small businesses use Facebook. The “Ice Bucket Challenge” videos were viewed 10 BILLION times in the Summer of 2014. No other advertisement has ever had that power. It is the Third largest social media site online behind Google and Youtube.

LinkedIn.com

This is more of a business to business site. One difference between you, as an agent, and your clients is that THEY have a “real” job. LinkedIn is like your resume and rolodex online. It is based loosely on the six degrees of separation. Your clients and their family may look for you there. You can get referrals from other agents or friends. You can learn about the industry. You can search for prospects based on company or location. Shoot for at least 150 links to start. As of May 2014 there are 2 new LinkedIn members per SECOND. 13% of LinkedIn users are on it once a day. 56% of LinkedIn users are male. Almost 60% of users never worked at a company with more than 200 employees.

Pinterest

Could be ripe for real estate agents as few are taking advantage of the ability to connect with people. It is similar in some ways to a social media site but based on photos and links.

Instagram

This site is basically using photographs to connect people online. It is growing. It is owned and connected to facebook under the corporate name of META. It is driven by hashtags, stories, and reels. It doesn't have the privacy settings that facebook has. It can be a powerful tool.

YouTube

This is the future of much of the real estate marketing. You can create your own videos for listings and even blogs. YouTube is the largest social media site behind google... which owns youtube. It doesn't take much to have a youtube channel and post regularly... Then repost links to your videos! It can be used for education and selling listings! You must have a youtube channel!

TicToc

This is growing faster than other sites across the world. It can be a great way to build informational or real estate videos!

Blogging and websites

You need an online office. Where can you prospects find you and connect with you online. All your other social media sites should send them to your online office. It does not have to have an IDX feed or cost an armload of cash. You need a name and a site. Wordpress is one of the most popular but there are many more out there.

Artificial Intelligence

This could be the hottest new tool. It is like Google on steroids. It is in beta now with several versions online.

Are you on social media on a regular basis? Your fans, friends, family, past clients and prospects are all there.

HAVE A LIFE that Connects to Fans

So many real estate agents say that their work is their life. That work all day and then sleep.

I find that hard to believe. We all have interests and passions beyond work that make us a well rounded person. Few prospective clients and prospects admire real estate agents that just work 24/7. Few people want to be "sold." We like to buy... But being "sold" is a whole different perspective.

You are sitting in a Starbucks filled with family, past clients, prospects, friends and fans, what do you talk about as you weave your way through the crowd chatting with them celebrating the day? After a few mentions of real estate... The market, your listings, etc and they start to back away. Though real estate has often been a popular topic, as the market went on its roller coaster ride, there are a great majority of people that are still recovering from losses and just are not interested in hearing about the hot market. Whether you focus on the lives of those in the coffee shop or the local news, your conversation needs to veer away from real estate. That makes you well rounded.

Your hobbies, passions, charity support, even television shows can increase your conversation skills and create a bridge to those around you. Build relationships. Show interest in their world and share some of yours.

Build relationships with people in your community that connects you more than just real estate!

If I'm not working writing or teaching real estate classes, I love to paint and create art. It is one of my passions. So I post photos of my creations, invite friends to art shows, and have small classes teaching people how to complete some simple art projects. I also have a blog, NatalieCreatesArt.blogspot.com. My fans have been following my progress and comment frequently on what I post. Last year I went fishing in the Columbia River and caught over a 25lb salmon. I was on a boat with a half dozen men bundled up as it was cold and rainy. The people that commented on that post were totally different friends than those that comment on my art projects or even my real estate classes.

There is no better place than on Facebook. Here is an opportunity to share who you really are and what motivates you... As you learn the same about your fans. Put your prospects in a LIST. There are several ways to do this... But in the the drop down menus under friends there are give.lists and you can create a new one. Then when you go to Facebook you can choose that list of prospects and see only their feed. Their posts will all be visible and not lost among those do from your sweet nephew or a crazy friend that posts all day. You can see what your prospects are doing. Comment and like what they post.

In order to turn a prospect, friend, family member or fan into a client, that person has to know you... Like you... And then trust you.

What are your interests or passions outside of the day grind of Real Estate? If you were in a Starbucks with a large number of your sphere, what would you talk about?

Daily News

Real estate agents post photos on Facebook of the house just sold or their clients by the front door of their new abode. The average real estate agent does not have many sales a each year... So what do you do the rest of the over 350 days a year?

Often real estate agents will go home after a long grueling day only to be welcomed by a spouse who will ask, "Did you sell a house today?" The answer almost every day of the year is "no." That creates negative energy like a cloud around real estate agents. The same thing happens when out at a Starbucks and a client, friend or prospect asks the same question.

What do you do all day? Tell people how real estate sales is complicated and time consuming!

The rest of the world outside of the real estate industry doesn't understand the nature of the work. So, educate those in your fan base about your career. As Ashton Kleon says in his book, Show Your Work... "do a daily dispatch." Tell people what you are doing in some way to communicate with your fans. He writes about artist that spend hours, days, weeks to complete a piece and the only view we might get is the finished piece on a gallery wall. The fans of the artist most likely have no idea what went into that creation. Your work doesn't speak for itself. The daily grind of a real estate agent is interesting to the consumers and lets them know what is involved in real estate.

The past president of the National Assoc of REALTORS testified before the House Financial Services Committee on Housing about how the general public is not aware of all the services that agents provide to sellers and buyers during the course of the transaction. Wow! She listed 184 things that listing agents do in the course of a transaction. There are 184 topics that you could write about in a daily dispatch to share your experience as a real estate agent with consumers. Could you make a list of over 100 things that you do for clients during a transaction?

This is your chance to connect more with prospects. Start some daily mail on some social media account and start telling people what you do as an agent! You can do videos or blog posts or facebook stories!

A spammy email about changing your clocks to daylight saving time or about the newest uses for vinegar will not create any bridge or relationship with a fan. But a blog post, Twitter feed, update on LinkedIn, or Facebook status will educate your fans about the business.

For example...

Post a photo of a deer in the yard of the house you are having inspected with a buyer.

Post a photo of the sign being installed on a new listing.

Write about the ten things you suggested a seller do to get ready for listing

Take photos of 5 front doors of properties you previewed today.

And most of all ... Tell stories. Not horror stories, but real life stories. We crave that information. Reality shows in the past decade capture eyeballs of millions of viewers. Tell your fans in a daily dispatch stories of your life ... Today's version.

One day I was showing a townhouse with the lock box hung on the door knob. I was chatting away with my clients as I fumbled with the lock box. Oops... I dropped the key and it fell between the slats of the deck. I could see the glimmer below but there was no way to reach the key without removing the board of a deck or having some ability to fish for it with a magnet... Both not options as I stood there with my clients. I was glad they were not that interested in the property anyway. I got quite a lashing from the listing agent on the phone. She just screamed at me so loud my clients could hear. It was clearly a mistake that could have happened to anyone. My clients purchased the next property we previewed and they mentioned that they were glad we didn't have to work with that previous agent with the wild temper.

This story makes me just genuine. I dropped the key, I didn't panic. I did respectfully call the listing agent. My clients understood. And I sold a property. This story tells you more about me and the everyday challenges we all face in the business.

There is hardly an agent in the industry that doesn't get the question asked, "Are you still in the real estate?" If you are communicating with and strutting your stuff regularly, then you are letting them know that you still sell real estate.

What are ways that you can keep your name in front of prospects on a regular basis so that they don't ask if you are still in the business?

Follow up!

What good is a piece of chocolate cake if you can't eat it? Do you just look at it? Does it make you hungry?

The most common complaint from consumers about real estate agents is that they didn't follow up. Call them. Email information. Text times and dates. Send updates.

There are fans out there that love you.

The ones that said yes... Help me overcome this challenge to buy or sell a house trust you the most. Follow up with them! They will need you in the average of the next 7 years. But, seldom do sellers or buyers work with their previous agent a second time!

Take your social media OFFLINE! If your fans are into gardening, send them a packet of flower seeds... Fishing? get a colorful fly... Cooking? send a set of measuring spoons... Became mother or grandma? send booties. A few gifts a month and you build rapport and relationships with people away from the keyboard.

Set up coffee dates. Try to set up one per week. That might mean that you might have to make several calls.... A reason to call your fans!

Invite your fans to an event every year or quarter. One agent invited her fans to a nursery in the spring and gave them all gift certificates. Another has a barbeque each summer. Another has a movie night. It doesn't matter if they come! You connected with them and they were invited.

Regular follow up is imperative to get referral and repeat business. Calling past clients and asking for referrals and chatting about real estate can get old. So, it is important to find other reasons to communicate.

- Social media can be a good way to build relationship.

- Send gift or note on the anniversary of closing of the house.

- Quarterly send a personal email just checking in.

- Call at least once a year.

What are other ways to keep in touch with past clients so that you can get repeat and referral business?

Create a Marketing Plan

So many business plans focus primarily on the financial aspect of the business and not on how to actually make the numbers happen. It is important to work on your marketing plan for the next year.

Go after the business that you want. In addition, follow up with the business you have.

In a class I asked everyone to describe the ideal type of client or property. What kind of real estate business are you running and what do you want it to look like? Where will your best clients come from? What type of property interests you?

Some real estate agents focus on the property like the location and price range. This can include:

- Fixer houses
- High end residences built in the last decade
- Homes/properties on acreage
- A particular community or plat
- Condominiums
- Urban residential

Others focus on the prospective client and their motivation for selling or buying. This can include:

- Similar interests.... Equestrian, for example
- relocation
- Seniors
- First time
- Families/ intergenerational
- Friends from networking

This doesn't mean that you will only work with them. It just means that you are creating a bit of a niche or a specialty as part of your practice.

Create a list of your target prospects separate from your sphere that you will focus energy on. Here are examples:

List of homeowners in a certain development

List of investors who own property listed as “Non owner Occupied” in tax records

List of relocation companies.

List of on owner occupied homes in a given area. Those are tenants and possible future first time buyers.

List of investors from attending a seminar or by meeting with financial planners.

Once you are clear on the properties or motivation, then create a plan on how to create a list of prospects that fit your target. Examples;

- Volunteer at a senior center
- Attend chamber of commerce meetings regularly
- Hold a first time buyer seminar “the smart way to buy your first home”
- Write a small book for buyers. Go to HUD.gov website and see the not copyrighted information. Then try Blurb.com. Minimum order of books is only 1 for a few bucks. But, you are then a published author.
- Go back to traditional farming.
- Create a blog or a facebook page on a neighborhood that is in your target.
- Have a workshop for sellers called “How to get top dollar when you sell” or How to work with a real estate agent.
- Go hand out small gift to a neighborhood like a drop-by gift.

Make a list of three ways that you are going to go after your target market this next year.

Choose your Business

Quiz/ Action Items

Complete answers on this form. It is not important to be “right” but to look at ways to Choose your Business!
Mail or scan to Professional Direction with Evaluation.

1. Make a list of 7 reasons a client chooses you as an agent.

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____

2. Make a list of 7 words people would use to describe you.

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____

3. What are the reasons that a customer would choose to work with you?

4. What is your target market? If you had your ideal business in the next 90 days.. what would it look like? Think about listings vs sales, reasons people are buying, types of properties (waterfront, high end, first time, condo, commercial, etc) (I do not keep track or care)

Be Very Specific!!!!

5. If you were to “fire” 20% of your prospects and keep 80% would you lose business? _____

6. Do you have a database? Yes/ NO.
 7. o you just love your database? _____ How often do you update it?
 7. What is YOUR ideal number for contacts in your database? _____
 8. How long until you believe you will reach that number? _____
 9. What are three ways you can connect with your database without just sending them SPAM?
 1. _____
 2. _____
 3. _____
 10. The only way to get a “Yes” from a customer is to actually _____ with the prospect.
 11. Are your past clients and sphere on Social Media? _____
 12. Are you connected with everyone you know on Facebook? _____ Why not?
 13. Facebook is different than email because you can read about them! What are three things you can learn about your sphere on Facebook?
 1. _____
 2. _____
 3. _____
 14. Are there other potential leads on your social media? _____
 15. Daily news can be powerful. The rest of the world does not know what you do all day in real estate. Consider a daily news... a post on social media that is consistent and interesting. It can be shared across platforms. Unlike an email list, they can read it or not... and they can comment immediately in return. Do you have any idea of how to keep in touch better with your clients?
-

16. Stories are a fascinating way to communicate information and also create conversations. There are so many books published today on storytelling. Have you ever used storytelling in your social media or presentations? What was the topic of a story you told recently about real estate?

17. How do you follow up with prospects and potential clients? How can you keep them on the string so that there is a mutual connection?

1. _____
2. _____
3. _____

18. Go back to the thought about what your ideal business would be. Why type of house, what motivation for buying or selling, what price range, what type of property, etc. What kind of actions can you do to target the type of business you want to have. For example, if you are a fan or acreage property used for horses, is there a community that you can be involved in? A charity? A group of some sort?

15. List 7 items you will complete on your marketing plan this month.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Attach this two page quiz to your evaluation to get clockhour credit from clockhours.com

Your Name _____ Your Signature _____ Date _____



Mandatory Evaluation

- Did you read the material in the booklet on this date? YES / NO
 Did you complete the quiz and attach answer sheet? YES / NO
 Did you pay tuition on the front of website? YES / NO
 Did you fill out and sign this form? YES / NO

Why did you choose to take this course? Topic? Time? Cost? Ease? Other?

A "clock hour" is 50 minutes. This 3 hour class should take about 2 hrs 30 min. How long did it take you to complete the course? _____

Will the material you learned improve your performance?	
Were the course materials easy to follow?	
Were the course materials relevant to your profession?	
Were your objectives met by attending the class?	

What are 3 things that you learned from the course?

1. _____ 2. _____ 3. _____

Choose your Business		
Print Name CLEARLY	Signature	Company
Address	City Zip Code	Phone
	Email	
License Renewal Date		Date class taken

*Thanks for taking this class! I really appreciate the brokers that take clockhours from my school! I am always writing new classes!
 Natalie Danielson*

**Professional Direction,
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