



POWER CALL

Debbie: Alright, guys. I think we are all muted for the moment, or I should say you are muted for the moment. I think Pete is just dialing in. I'm going to hit 99, just to make sure that you can all hear me loud and clear. So give me just a second here.

Pete: Hey Debbie, I just got on.

Debbie: Alright, so we are now unmuted. So can you all hear me loud and clear?

All: Yes.

Debbie: Alright. And Pete, are you there?

Pete: Yeah, I am.

Debbie: Okay, perfect. I know we're picking up some background noise. So do you want to go ahead, Pete, and mute them back, and we'll answer questions that were emailed in and then we'll open up the line for their questions?

Pete: Absolutely.

Debbie: So first of all, I know we want to maybe do a couple of announcements, and since your team is working on the Inner Circle, Pete, maybe I'll just let you give them the quick 30-second update, and then we'll give them more details, of course, next week.

Pete: Yeah, a quick little 30-second update on the website is – you might have noticed if you've been on this week – there's been a redesign going on. We're trying to make the flow a lot easier for you. And so Debbie and I are going to do a call sometime next week where we will actually walk you through the website, some of the changes on that. But you'll notice that it's a lot easier to navigate around. We also spent a lot of time yesterday speeding up the server, which caused all kinds of other problems. That's never fun for us, but you'll notice it's a lot faster now, and man, it is like a breath of fresh air having that kind of speed on the site. So it's coming along.

Debbie: Yeah. I guess, guys, what happened is as we remodeled it and we just really listened to your input and your feedback, I thought we just need to make it where you can go to a category – lead generation, training, marketing, and just boom! Hit that category and everything drops down and just much easier. So, if it's something you don't need and you don't want to use, you don't hit the button for that one. And then we tried to group it even a little bit better under each resource, add a couple of new cool things. So I think you're going to really love it. We're being very picky. Poor Pete! Taylor and I went over it yesterday with a fine tooth comb, just to make sure we have it the way we like it. So we look forward to getting your feedback on that.

And then just a reminder, you'll be getting announcements and reminders from us of course each week, but some of you don't know yet that starting I think next week – right, Pete? – we begin where we have four group coaching calls a month. So instead of two a month – the first and third Friday, we're actually going to have four a month, because we thought hey, let's give you some extra help as we speed up our progress through this exciting spring/summer market. So that's something we're going to do and we're

going to continue to do, for as far as I can tell, the foreseeable future. And so, Pete, I think you're taking still the first and third Friday, correct?

Pete: Not Friday.

Debbie: Excuse me. Tuesday, sorry.

Pete: Yeah. We're moving the calls from Friday to Tuesday at 10:00 a.m. Pacific Standard Time. So I'll be doing the first and third Tuesday of each month and Debbie will be doing the second and fourth Tuesday of each month at 10:00 a.m. We're going to each go through specific content on the call, giving you strategies and tactics, things that you can implement in your business right away. And then of course we'll still have a Q&A section on that call, so you can ask your questions and we'll cover them. So that's going to be really exciting. We're going to do the first one with Debbie next Tuesday at 10:00 a.m., and then you will be notified for next week, and then you'll be notified for each week after that as we go through all the training.

Debbie: Right. And guys, please feel free to send in your questions, as you always do. And if it's something you want us to address live, we're going to... We've been doing just mostly Q&A because we have the twice a month, but now that we'll have four opportunities a month with you, it'll be probably anywhere from a 15 to 20-minute key strategy, and then we'll still have a big chunk of time to answer your questions. So if it's technical, marketing-related – go ahead and email that to Pete, or send it to me and I'll forward it to Pete. And sales strategy, persuasion, from the street, negotiations – that's the type of thing I will be doing with you guys.

And I think, Pete, starting next month, we're going to give them a calendar month-by-month that will show what key strategy we are each going to share, so they can pick and choose, right? Because we certainly don't expect that you guys will join every Tuesday. We love it if you do. Of course they'll be recorded, of course they'll be transcribed, so they're always there for you. We changed it to Tuesday. Monday's not good with holidays; Friday often people do take off for the weekend or it's just a crazy wrap-up day. So, there's no perfect day, but we just felt like Tuesday was probably a little bit better day for most of you.

Pete: The other big news, Debbie, that we've got to let everyone know about is, you will no longer have to request, "Can you open up this training for me on the website?" You've got access to everything. So for those of you who want to just power through the social media training, or the Facebook training, or the Listing Domination course, you're able to do that and just go right through it. None of that's going to be where you have to ask for permission for us to unlock it for you. So that was another website change.

Debbie: They like to binge-watch on the weekend, so that makes it easier. Right, guys? Okay, so I wanted to share something that I'm going to dive deeper into, I think, on my first call with the group, where I do the call by myself on my week. And we're going to talk more in the future about sales versatility, persuasion, the DISC, because at the Shifting Market Success Strategy event what people requested from me is they said...

I want to take my closing ratio to a much, much higher level and I know I need to work on the listing language.

So remember, guys, one of your tiles, your tabs on the Inner Circle is Listing Domination training. And when you go into that Listing Domination training, you're going to have the listing language, you're going to have shifting market scripts, you're going to have all sorts of things to help you perfect your presentation. If you're in private coaching with us or upgrade to the private coaching, my coach will help you with that.

But here's the thing – even if your words, your script, your approach, your credentials are flawless, if you annoy and repel the person that you're meeting with, you won't get them. Odds are they're not going to choose you. Even if you really are the best person for the job, but you are not their style, you are not their type, there's a breakdown. And they don't even know why. They're not going to sit there and say...

Well, I'm a High D seller, and this High S agent just bored and annoyed me.

They don't know. All they know is you bored and annoyed them. So, it's really interesting. If you guys will all be sure, I would give you an assignment this week. Most of you have already taken your DISC assessment. If you have not done that, please do it. And Pete, I think on the Inner Circle it's under "Resources", correct?

Pete: Today is not the day to be asking me where it's at on the website.

Debbie: Okay, sorry. I think it is, guys. And you can always go to the Excelleum website too. And please send anyone you choose to the Excelleum website, because they don't need a member's login. Go to "Free Resources", the DISC will drop down. And I always joke that if you're having a holiday meal, like Easter's coming, and you have a boring family – have them all take the DISC and bring it to the party and talk about it. You'll have lots of fun.

But let's just take five minutes on this right now, because I would encourage you, take your own DISC, or get it out and re-read it. And think about, there's going to be a personality style or two that you struggle to connect with. It's just normal. It doesn't make the other party wrong, doesn't make you wrong. It's just a disconnect in the style of communication. So, I'm a High D – I'm a 99 D. My kryptonite, my style that's difficult if I don't make an effort, is the High S. And the High S are very calm, they're very steady, they're very sweet, they're very soft-spoken. Kind of the opposite of me, so it makes sense that it's difficult for me. So how would that show up? Well, we'll talk more about this on your class with me coming soon, but if I go in to a High S seller's home as a High D agent and I walk in the door and say...

Let's get to work. I'm here to list your house today. Got it all figured out. Let's go to the kitchen table. It'll only take a minute.

Obviously that's an extreme example, but that would be so repelling. With a High S I'd need to take time, talk to them, ask how they feel about the move, how does their family feel, what's exciting about this for them. See, I need to build a rapport that's built on conversations, support, encouragement, approval. But as a High D, that's not my go-to. So, I could go in and do it my way, but I'm going to risk losing that opportunity. So, that's the type of thing we'll request that you guys will work more on. People ask, can they do "Stump the Coach" with me on those calls? Absolutely. So, we'll have some fun. Okay, so Pete, I think you have some questions that came in to you. So, why don't I let you go ahead and take those, so then we can open up our line for the guests?

Pete: Absolutely. I'll go through a few of these. I didn't get that many questions, I think because of, Debbie, our event. We had so many great members there and we went through a lot of questions.

Debbie: Well, and Easter breaks and holidays and all kinds of stuff going on, I think too.

Pete: So, first thing I'm going to go through here – these aren't necessarily questions, but I just want to kind of give you guys some insight here. I got a great email from one of our Inner Circle members...

Good morning, Mr. Pete. Happy Thursday! We just used the sly voicemail for the first time and wow, I wish I had this app a long time ago! Great results. No, super great results. I work closely with a lender and I told her about SMS Conversations. How can I introduce her to this app?

So I made him go a little bit deeper. I go, "Tell me what happened." And he's like, "85% of our people responded to our sly voicemail." And he sent out a couple of hundred of them. So, that's just great results right there. Another one, Debbie, you actually sent me from one of your coaching clients. She sent out about 375 text messages and got 40 to 50 responses the same day. So that's awesome. And then I was actually on the phone with one of our members who needed a little bit more help with their SMS Conversations, and we literally sent his text message, which was the Instant Client Goldmine Strategy text...

Are you still interested in buying an Albuquerque home?

And literally while we were on the phone, messages were coming in, people were responding. And he was like...

Oh wow, this one says, "Yes, I am still interested."

It was right there literally on the phone while we hit "Send", people who were already responding. So if you haven't set up your SMS Conversations and aren't using it, you're missing out on business. I'd highly encourage you to do that. In the Rejection-Free Prospecting that's on the website, we'll go in a lot more detail on strategies and how to use it to really maximize it. So you all have access to that as of right now, today. You can just go on there and go under "Training Materials", look at Rejection-Free Prospecting, and there you go.

This came in, and great question; we get asked this a lot. The question is what is the best day and time of the week to send out weekly emails? So on the last call we kind of talked about when you should be sending out print mail, but this is in regards to emails. And here's my general philosophy. I personally don't like sending them out so it's there first thing in the morning. A lot of gurus out there tell you to do that; the problem is, that's what everybody is doing. Look at your own email inbox. For me, I commonly have between 30 and 60 emails the second I wake up in the morning and look at my inbox. And so all I'm doing is literally tagging all the emails that I'm going to send directly to the trash and not even bother opening. And then all the personal emails, which will usually be another five or six from Debbie telling me what we need to fix on the website – those are ones that I want to actually read.

So, what I suggest is, you want to be sending out your emails mid-morning or right after lunch. I like sending mine about 10:30 in the morning or between 1:00 and 1:30 in the afternoon. The reasoning behind that is, people are on their break at work in the morning and that's when I want to get to them.

They've already gone through all those rush emails that they had to take care of first thing in the morning, and so I'm catching them in a lull. Right after lunch, they still don't want to go back to work yet, so that's why I'm trying to hit them right there. Really doesn't matter to me what day you're sending it out. For me it's more important what time of the day you're sending it out. But definitely Sundays are great days, because most companies are closed and therefore don't send out emails. So again, you have a lot less competition when you send out an email on Sunday. And then on Sunday, again, I'm usually looking at early afternoon as when I would send out my messages.

Another question I got – this is from someone that's got not a terribly uncommon situation, but at the same time, a lot of people don't have this issue. This person works two different markets that are about an hour and a half apart. And their concern is...

On Facebook, if I'm putting stuff from both areas on the same Facebook page, aren't people going to think I'm a little bit too spread out and therefore I can't really concentrate in a single area? I don't want to be giving that impression, that I'm not the expert because I'm in two totally different markets that are about an hour and a half apart.

Here's the thing, guys – when you're doing anything on Facebook, a couple of considerations to keep in mind. Number one, you can have as many business pages as you want. I literally cannot even tell you how many business pages I have, because if I come up with an idea, I usually start to think of what's a great business page I can have on Facebook to be running ads from or to be utilizing. So, set up a couple of different business pages for each different area.

And then here's the other key thing to keep in mind though. Facebook already tells you that only about 10% of your posts on your business pages are going to be seen by people who liked your page. They're doing that intentionally, because they want you to spend money and advertise. So they intentionally throttle it. So if you're thinking you're going to be posting and everyone's going to be seeing the stuff, Facebook is already telling you that's not going to happen. So, go ahead and post that stuff on those Facebook pages that you set up; just don't be under the illusion that all the people who like those pages are going to see it. It's not going to happen. You're going to have to run ads if you want people to actually see it.

Now if you're talking about not page, but your own personal account – you're going to be putting out all of this content on your own personal account and you don't want to look like you're too spread out – I would caution you about putting too much on your personal account that has to do with real estate. We've talked about this before. You basically want to stick to about a 95/5 principle, and that is 95% of the time it's social in nature. Not about real estate, unless it's more of a social thing. If it's always real estate, real estate, real estate, real estate, real estate, then people are kind of like, "Eh, I don't really want to follow this person." They're going to stop interacting with your posts, and Facebook reads that as this person isn't interested in you, therefore they stop sending your posts to that person.

So, think about that. If you're just putting out all of your real estate content on your personal account, you're going to actually be repelling people, because they're not always thinking about real estate the way we are because we're in that business, we're in that industry. So that's my biggest caution on that – don't put it all on your personal account when you're sticking that out there.

Debbie: So Pete, I don't know where I got this. I think one of the clients shared it with me. It was an

idea, and I don't know if this would be okay to put on your personal Facebook, of doing something fun like "Guess This House". Because I'm in real estate, I'm always fascinated by properties across the country, the world. And it struck me, there are some really crazy famous houses. So, "Guess This House" and do a Facebook contest or something.

Pete: Absolutely.

Debbie: For example, you know our client Ernie Carswell sold the Brady Bunch House. I pretty much think most of the world would actually recognize the Brady Bunch House. So, it could be Hearst Castle, it could be all kinds of crazy things; that weird Winchester Mystery House. Just having fun with it that way, they're reminding people they're in real estate, but they're not really promoting real estate.

Pete: That's it exactly. What you hit on right there is, they're making this fun and it's not just about, "Hey, look at this house that's for sale. Look at this one over here that's for sale." That's going to get old people. But making it fun and interactive – "Guess This House", all that type of stuff. Even putting photos of homes that are great vacation rentals on Airbnb, that's in a state far away, like, "Look at this Montana House" or, "Look, you could stay over here in Virginia", and you're in California. That kind of thing gets people to go...

This is interactive, this is fun. This is not you're trying to sell me this home in Montana or this home in Virginia.

It's just having fun with it. Which again is back to that 95/5 principle. You're doing that 95 there, because you're not actually selling. And that leaves you open to do the selling that 5% of the time.

Alright, let's see here. Next question. This was an interesting question that I got; series of questions really, and it has to do with social media. This is someone who is very involved with their social media. They've been using Hootsuite to help them plan on their social media platforms and they're having issues with Hootsuite. Here's the thing with social media – my biggest advice to people is, when you're going to be doing the social part of social media, where we're not talking about advertising, we're talking about that 95% of the time – I would actually recommend that as much as possible you pick what is the social media platform that you want to be known on, that you want to make your primary thing. It's usually the one that most interests you and that you want to be on, that you enjoy being on.

And there are a lot of great tools out there like Hootsuite and everything else. There's literally millions of them; they make them for every phone nowadays. A couple of problems that you have when you use any kind of tool to help you automatically post. Facebook is a great example – it will tell you the post is by Hootsuite. And so, it kind of already tells people...

I wasn't really looking to interact with you. I was looking more to just get my message across to you, because I'm not even on this platform. I'm somewhere else hitting a button so it goes on all of my platforms, because I'm not even on here.

That's what it's starting to tell people. Now, we need to use tools from time to time, I totally get that. But I would just caution and say if you want to use a tool for the social medias that aren't that important to you, that you don't personally enjoy doing – it's almost fine, because at least then you've got some sort of presence on there, but you're not heavily investing in it. It's just, "I'm going to throw something

over there.” But if you chose as an example Facebook or Instagram as your social media platform, the one that you really want to dominate – I would encourage you not to actually use a tool on those platforms and just naturally be on it, be organic on it.

Otherwise, just stick to running ads on those platforms. I do that probably more than anything else. I’d rather just run an ad because I don’t want to do a lot of the organic stuff. It’s just I don’t feel like I have the time for it, I don’t have a lot of the interest for it. I’d rather just run an ad, because I can run an ad today, get a lead this afternoon, and go talk to someone this evening. That to me is a little bit more important. And that’s just a little bit of insight for you before we delve into some of these other questions here that I got. So, they actually mention a program here – Accenture, it looks like. I’ve actually never used it so I don’t have any insight for you on that program to use it in combination with Hootsuite.

This was another one of the questions...

For most social media platform managers, it seems that the platforms recommend posting to each social media site separately due to nuances on each platform; for instance, different wording used on Instagram versus Facebook.

Absolutely, I completely agree with that. Not all platforms are created equally, and what you do on one is not necessarily what you would do on another platform. It’s actually part of the reason why in the Social Media Masterclass that we have on the Excellence Inner Circle website, we go through all of the different... Well, not all of them; there are like about a hundred different social medias. We go through the main social media platforms and I give you strategies for each one of the platforms, because they are so different. Like what I would do on LinkedIn is not what I would do on Facebook. What I would do on Nextdoor is not what I would do on Instagram.

And so, they are totally different. And what you’re going to say on those platforms, you do need to kind of think that through. And that again is part of the reason that I personally would just go, Facebook is going to be my platform. I’m going to go on that one and that’s where I’m going to leave my comments. And then if I need to just blast something out to all of the other social media platforms, just so I have a presence on there, that’s fine. But those aren’t as important to me as this one right here.

And then I think I had another question. Let’s see here. Okay, this is another one that I’m just going to have to answer them personally on, because it’s a little bit more detailed. But those are the questions that I had emailed over to me, Debbie.

Debbie: Okay. So, I’m just looking here to see if I have anything. One question is, do I think it’s better to do a listing presentation on an iPad or a laptop, versus actually having printed material in front of them? And then, Pete, it also follows up with, if I’m sending a pre-listing package, isn’t it better just to send it electronically? So, I’m going to give my thoughts, but then of course I have the jaded perspective of a real estate agent. So then, Pete, I want to hear your thoughts, both from the marketing aspect, but also the fact that you are not a real estate agent, have never been one. And so you have a little bit more of the consumer mindset. But you’re actually... I don’t know, Pete, how old are you? 40?

Pete: 43.

Debbie: 43. Getting older. You're in that age bracket though, that would tend to be obviously more tech savvy or very tech savvy. So, I'd love to hear your thoughts. But my experiences then... And I really did run with that when laptops were invented – that's kind of crazy. But when they were popular, I did that. I had it on a laptop and I noticed the people would just groan, like, "Uh, here we go." And I just felt like it seemed more engaging, organic, and less stressful too, for me to manage, to be able to open a folder or open something that I've bound and take those key pages – not piles of them, but 10-12 pages, and flip through them in an engaging way. And that they could see it, touch it, and it's just more natural.

And then you always talk about the "thud factor". If we actually put together a great pre-listing package and a separate package of testimonials and reviews, cover that with a title page of success stories or "What Debbie's clients are saying about her". And they get those, they get home, they're waiting on their porch, they've got this great package about all I'm going to do, and my bio, and then they've got the reviews and testimonials. It just seems that it's more powerful when they can actually hold it in their hand, because how many of them are going to take the time to open it electronically, read through it? And certainly they're not going to print it.

And my thought is, even if they just flip through it quickly, it has an impact. And on those review and testimonial packages, I always tell our clients, "Put your best ones on the top." So don't save the best for last; have your best ones at the top of that stack. Because odds are, they're only going to read a couple. So what are your thoughts on that, Pete?

Pete: Yeah. I think you were saying... When you do the presentation, do you do that electronically, or do you do that with a print presentation?

Debbie: Which would you prefer, as a homeowner?

Pete: What did you say? Because I know what I'd prefer.

Debbie: I feel to hold it in your hand and flip through and have it be more organic than, "Let me launch my computer or iPad and show it to you." I just haven't found people to like that.

Pete: I completely agree with you. Here's the other thing too, Debbie, and you'll definitely understand this. Think about everything that can go wrong with your computer or your iPad or your laptop. And it probably will right in the middle of your presentation, right? It's like all of a sudden you can't connect to the Internet, or it freezes. The other thing too that I don't like is if you're doing a presentation... I've seen some people put a PowerPoint on their iPad and they'll use Keynote or whatever – that app that's on there. But if the conversation with the prospect goes a certain direction, it means sometimes you need to skip a few pages and go right to what they're addressing. And it always looks clumsy in an electronic format. I would much rather just be like...

Here's my presentation. Let me flip to this. Let me show you an example of a luxury home that I sold.

Or whatever it might be. So for me, it's always going to be print. It literally didn't matter in financial planning, it doesn't matter as a marketing consultant. I print out this big old report, it's like a 70-page report called "The Competitive Intelligence Report", and I will never go through that on a computer with someone, ever. It'll always be print, so I could just literally flip to the section that is most pertinent to

them, that they want to talk about, and get straight to it. And the same thing with a pre-listing package.

There was a study done, and I'm not exactly sure how they did this study, but they discovered that 67% of the ebooks and electronic material that people bought, they never even opened. And that's stuff that they bought. They literally paid money for it and they downloaded it, put it on their computer, and never even opened it. So, if you're thinking you're just going to email your pre-listing package and "How To Choose An Agent" – that consumer guide that we give you – odds are they're never going to open it. So it's going to have pretty much no impact on them. Or maybe they just quickly open it for a couple of seconds and then close it, because they don't really want to read it on their computer screen. Versus you have it couriered over or dropped off before your meeting. And like we talk about, Debbie, there's that thud factor, right? Just boom! Hits the coffee table. Even if they never crack it open, you're that person. You're that person that sent them that, as opposed to, "Well, I think somebody sent me something."

Debbie: And some agents do send them, but not that many and not consistently. And I often think too, it will probably lay on the coffee table. So it's going to be laying there, and how many friends or family might come out, run through their house in a week or so? So guys, on this thought then, let's say that the brand, the company you work for has a massive package for listing appointments, and most do – they're like 50 pages long – hey, as far as I'm concerned, you put your bio in there, whatever else you want to add. I don't care if it's 40, 50, 60 pages – fine. Deliver that to them if you want to. Of course it would be expensive to mail or to print, but that's up to you, because bigger isn't bad when it's that thud factor, where they have the opportunity to look through it if they choose.

The listing appointment itself though – that's where we talk about in Listing Domination, you're going to want to go in and extract and distill down to the key pages that really showcase who you are and what you do, because they don't want to go through 50 pages with you. And when you get there, don't ask them, "Did you read the package I sent over?", because they'll lie to you and say they did. Now maybe they did, but probably they didn't, so they're going to go, "Oh yeah, I read it", and then you're going to feel weird going back through some of the pieces again. They don't read it. If they do, they still forget 90% of what they read in 24 hours. So you definitely want to go back through your key points. So don't even ask them. If you want to ask them something, just say...

Did you have any particular questions from the information that I dropped by before we get started today, so I can be sure to address those?

No, no, it's all fine.

Okay, I don't know if they read it, but that's fine, whatever. I'm just going to move on. Alright, Pete, so I don't have anything else. If we want to open the line to see if they have any questions?

Pete: Yeah. If you guys have any questions, all you've got to do is hit *2 – that'll raise your hand and I'll see it here on my computer screen and I will unmute your line and pull you over into the call. So again, just hit * and the number 2. And Debbie, along these lines, let me bring up something else, because I really think this is an important part of the sales process. At the event last week, we were talking and someone asked the question, something along the lines of...

What can I do differently to stand out from everyone else when I'm at the table?

And one of the things that you had talked about, and I was basically just echoing it, is – remember, the sale starts at the curb. Meaning not just at the curb physically, though it does physically start there as well when you show up, but it starts before you even show up physically. That’s why that pre-listing package is so important. You’re trying to differentiate yourself from everyone else. And having your testimonials as part of your pre-listing package – that’s something that I would be sending over to people, because I want it to stand out.

I learned this years and years ago. I was going through a training program – this is in financial planning – and this guy would put on seminars. And so, he was teaching us his whole system for how he marketed the seminar and how he did everything. And he had these really gorgeous RSVP, almost like a ticket. Someone would call in, they would RSVP, and he’d send them this really gorgeous, “You’re confirmed for the seminar.” I don’t even know what to call it, other than an RSVP thing that he would mail out. And he goes...

I don’t care if they call up the day before the mail has already been picked up. I am still mailing that to them, even though it’s going to go out the day of the seminar and they’re not going to get it until clearly afterwards.

That’s part of our marketing material. So when they get it, it helps us stand out. So if they didn’t become a client, which he didn’t sell people at the seminar, but he would ask for an appointment, much like how we teach you in the Instant Real Estate events kit – you want to get that appointment. And so, this was just part of his thing. And I learned that.

Even in my own business, I have guys who come to me, they go through my sales funnel, and one of the things that I send out to them is either a CD or a USB drive that basically has all these audio testimonials on it. And I will send that out to them knowing full well that they’re not going to get that before I’m scheduled to talk with them. But the odds of me actually selling them right then when we talk – not as good. So when they get that, it’s like another little sales piece. It just kind of pounds into them that I’m different than everyone else, that there’s more to me than just what you see that one time on the phone, or in the case of real estate, at the table. So I just wanted to make that point there, Debbie, because I think people are missing out when they’re just waiting to sell when they show up at the table.

Debbie: Well, yeah, it is a process, as we know. And some of the people on the call today have been part of our process for years before they actually joined coaching or joined the Inner Circle. So I think that there’s hoping that they’ll do things right away, but then assuming if they don’t, then, what’s next? What’s next in my follow-up pipeline?

And guys, the big thing that I said on Day 2 of the event that I’m just really obsessed with and passionate about is, this is no longer the kind of business where we can fly by the seat of our pants, like real estate has been done for decades. We have to organize ourselves, we have to run it like a business. Get a CRM that works well for you. One of our partners at the event was Wise Agent – great CRM, super affordable. They don’t pay us money for turning you guys onto them. I just think they’re really good. Pete and I’ve toured their platform; they’re \$29 a month. I think if you mention us, because they were offering it at the event, I think they’ll even give you a 30-day free trial. And no contract, no setup fee. And they will hold your hand. They will literally walk you through. If you can’t get your list uploaded, they’ll upload it for you. So, get some help and if you don’t already have your CRM functioning, let’s get it going. Let’s get SMS set up.

And remember, our goal is to drop a web of connection. So whether it's pre-appointment or post-appointment, that they're getting mail, email, texts, sly voicemail, phone calls, maybe visits, invitations to events. They can't get away from you. You are everywhere. Someone said that to me the other day: "Debbie, I feel like you're everywhere." And I'm like, "Good. That's the goal."

I was just thinking too, a point to make in the training program – so you'd go to your "Training" tab on the new Inner Circle site and you will find The New Art of Persuasion for Real Estate. And in that training tab, one of the things I do talk about is some of the ways that people are persuaded. So, one of the biggest ways that people are persuaded is scarcity. Whatever is rare or scarce – window of opportunity, limited time, "I only work with a select group of clients."

But another big one, a huge motivator, is social proof. Social proof, guys, is your reviews and testimonials. So that's the other thing. We challenged everyone at the event to really dig in and make a commitment to get their clients' reviews. In fact, Pete, I know we're going to do a live stream of a condensed version of the event. We should probably invite everyone on the Inner Circle, as well as our marketing database. So if they missed it, they can get a good view of what they missed, right?

Pete: Right. Yeah, absolutely. Alright, we got a hand raised here. This one doesn't have the name, but it says you're from Virginia. So, go ahead and let us who this is and what your question is.

Dawn: Hey, this is Dawn Crocker. I am a coaching client and part of the Inner Circle. My question is, what would you recommend, what course out of all the training that you have available would be great to get plugged into right away to increase your listing inventory?

Debbie: Okay, great question. And by the way, Dawn, hi! And also, guys, please do what Dawn's doing any time. I think you all have my email. This is my direct and personal email, it comes right to me – debbiedegrote@gmail.com. If you send me an email and say...

I'm struggling with this skill or that skill, or I've got this issue. I'd like to get some more help.

Whether it's a tech, a tool or marketing – I know the courses. Pete and I worked very hard on this together with Taylor, so I can prescribe, if you will. So please feel free. And Dawn, I would definitely go through. When you go to the "Training" tab, when you click that one, now on the new site it's going to show you all the courses that are available, and I would do the Listing Domination. And in the Listing Domination I think I have six modules for you. They're probably close to an hour long, and you can play them whenever you want. Like we said, you can binge-watch them. And we also have right there for you the Listing Language script, Shifting Markets script. So everything is right there under that particular tile, as Pete calls them, or I call them a tab. But that particular spot.

When you're done with that, I would then recommend, go into The New Art of Persuasion for Real Estate. So if you think, guys, of Listing Domination, it's like how do we get to the table? What should we take? How do we prepare? What should we say? How do we close? But then The Fine Art of Persuasion, because my goal for all of you is to get your listing taken ratio up over 90%. There's no reason why you couldn't do that. So, I would go to those couple. Remember too, guys, we do have the 45-Day Cash Machine there for you. So if you're feeling you need to fire the jets to have a great spring and summer – that's a good one, because that one takes you through six modules of very practical activities that you can do to go hunt leads now. So Dawn, that's a good one too.

Dawn: Thank you.

Debbie: Pete, I thought of one more thing, real quick. I don't want to forget. I keep forgetting as we get distracted. Guys, go in, if you have not registered yourself on the referral network. Please be sure to go and do that, because the people who are on the network have been sharing referrals like crazy. It's been awesome, Pete, and I love to see that. And as you remember, I don't take any piece. I want not a dime. This is just me getting all of you great agents connected. So, go into that inner circle, share referrals. As you meet each other at events, find a roleplay partner, find an accountability partner.

And Pete, I know we haven't completely planned this yet, but Jess is working on dates. We had such an overwhelming request to have an event, at least a full-day event, where we just worked on scripts, skills, and objection handlers, that guys, we are looking at going back to that same location in July, maybe third week or so of July, and doing really a scripts and skills high-level class. So we'll get that worked out and we'll give you more information coming soon. Okay, any other questions, guys?

Pete: A couple of other things. By the way, guys, again – if you've got a question, all you need to do is hit *2 – that'll raise your hand. I'll see it raised here on the computer screen and I can pull you over into the call. Another question that did get emailed in that I missed is... This is someone who is creating videos of their listings and they basically want to start out by doing what are called slideshow videos, where they take the pictures, turn them into a video, have a nice little music in the background. And they want to know about some software ideas for that.

There is a program that I used to use a lot a few years ago. Now they charge for it, I think it's like \$5 a month, but it's called Animoto.com. It's always been to me fairly easy to use, where you could just upload your pictures and do that kind of a thing; pick the soundtrack that you want and they'll spit out a video file for you.

Another option too, if you don't want to waste your time actually creating the video is, go over to Fiverr.com, and do a search for "slideshow video". They actually have a whole section "Slideshows and Promo Videos", and I'm looking at them right here. This guy will do one for \$10, this one will do it for \$5, this guy will do it for \$5. And you can actually play the promo video that they've done as an example and go...

Okay, yeah, this is exactly what I want. This is spot-on for what I'm looking for. Here are my photos, here's text that I want, here's the music I'd like.

You could pay someone \$5 and have them create the video for you. For me, that's a timesaver and that's why I would rather do something like that if it's as simple as just a slideshow video. iMovie is another resource, but it's more complicated than you'd think. That's the big reason why I don't usually tell people to go use iMovie or something like that. But that was the last question that I had come in.

Debbie: Okay, so last thing, and then we'll let them go get ready for Easter egg hunting. So, the other thought on this video making – I know that I can come up with words off the top of my head, because I say so many words every day. But it's sometimes about, you really want to say the right words. You sit down and you write out a script and you're going to do this one, two-minute video or five-minute video, and you really want the right message to come across. And I think one of the reasons people avoid making the videos is because they really don't have time to practice and memorize a script. And guys,

you may already all know this, but there's a super cheap – I don't know, \$10 or something like that teleprompter app that you can get on your iPad.

And we kind of screwed around with how do we hang up the iPad so it doesn't look like we're looking at the iPad. So, we got a metal music stand, which I think we lost at the last event, Pete, but we pulled it way up, super tall, hung the iPad over the top of it, put the camera right underneath the bottom of the iPad. So when I'm looking at the screen of the iPad, it looks like I'm looking at the camera. And then of course it's trained to your voice. Really, super easy to do that. And then you just read it. You just read it right off the iPad, and it scrolls as you speak. Guys, stay with the words or you'll kind of mess it up.

But oh my gosh, it's so much easier. You wrote it, you read through it a few times, you throw it up on that iPad, you do it. You're done. And I think that's the thing that people sometimes avoid too, is, "How am I going to remember what I'm going to say?" So guys, remember, you can send things to Pete to look at. So if you want to say...

Hey, I made this little one-minute video. Did I do it right? What are your suggestions?

Send it. Or...

I worked on this Facebook ad, I put it out there.

In fact, I was talking to Valerie Blank, Pete. She's going to send you some, because she said...

I've tried it and I'm not doing something right.

And I said...

Well, the easiest thing is, let's get it to Pete. Let him take a look at it.

When you and Joe Capone went back and forth on them, I mean he's on fire with his right now. So, don't be frustrated, send it over. And if you're working with us on the private coaching, work with your coach on your strategy, your business plan, your activities to create new business. Come to Pete for marketing and technology, not your coach, just because he's the guru, which is why I pay him a lot of money to be here for you guys. And then come to me for any tough stuff that you'd like to also get my advice on.

So, if you're in private coaching, you've got three coaches who have your back. Inner Circle – you've got Pete and I; we'll help you out. Okay, guys, so have a good Easter! Thank you for being with us today. I know you're busy and we appreciate you, and that's why we're always looking to bring new goodies your way. So be watching for announcements from us. Alright, Pete, I think that's it. Have a good day, guys.

Pete: Remember everyone, next Tuesday at 10:00 a.m., Debbie will be doing a call. So we'll be sending you an email notification and a text reminder right before. 10:00 a.m. Pacific, yup. So see you all then.

Debbie: Alright guys. See you then. Bye bye!