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**GROUP**  
*Coaching Calls*  
*with* **PETE**

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**Pete:** I see we've still got people jumping on right now, which is awesome. I love it when we have a good, full call. If this is one of your first times joining our group coaching calls – I know we had a lot of people join in the last week – let me go over how we do this call. I host the first and third Tuesdays of the month, and Debbie hosts the second and fourth Tuesdays of the month, and we do it at the same time each of those Tuesdays. Some months do have five weeks, so in those months we obviously skip that week.

And what I'm going to do is I'm going to cover a little bit of a information, some ideas that you can take and implement. Today specifically we're going to be covering setting up your marketing calendar. The next call that I do, which will be in two weeks, is going to be all about getting referrals, and you'll definitely want to attend that. And if you can't attend, listen to the replay or read the transcript, because I'm going to go through a lot of great material on that. In fact, that one might be a webinar, because I want to show you how to use some of the tools that we've got, specifically in SMS Conversations, because that is one of the easiest ways to get referrals. It just does it all for you, and hey, everybody likes that.

So, after we go through the content portion of today's call, I've got a couple of – actually very few emails that were sent to me. But I'm going to cover the questions in those, and then we'll go to anybody who's live on the line and has a question. I'll be happy to answer your question. So, what I'm going to encourage you to do, if at any time you've got a question, go ahead and hit \*2 on your phone – \* and then the numeral 2. What that does is that's going to raise your hand and I'll see it here in my queue. So when we get to the Q&A portion of the call, I'll be able to just unmute your line for you, and that way you can ask your question or make your comment. Just keep in mind, you can do that at any time to get in the queue, and then we'll just take those in the order that they're received.

So, as I mentioned, what we're going to be focusing on on today's call is your marketing calendar. I want you to kind of imagine this for a second, if you would. What would your business look like if... Think about all the people who you are connected with, maybe because they're a past client, they could be friends, they could be neighbors, they could be people who you've met because of your kids' schooling, they could be centers of influence. What would it mean to your business if you were always in front of them, to the point where whenever anyone thinks of real estate, they immediately think of you? What would that do for getting listings? What would that do for getting buyers? What would that do for getting referrals, if you are the logical go-to person? It does a lot.

If you've heard me talk before, and I believe it was on the last call that I did, I went over the Instant Client Goldmine Strategy. One of the things that I like to cover when I go through that strategy is, who are the best people to reach out to? And without a doubt, the best people to reach out to are your current clients, the second best are your past clients, the third best are your prospects – these are people who know who you are, but they haven't actually done business with you. That can be the majority of your database. Could be leads that you bought online, could be not just leads that you bought, but it could also be centers of influence. Could just be people who are in your phone – you've got them in there for who knows what reason, but they're there. They know who you are and you haven't done business with them.

And after we look at those three, then we start looking at, who are our joint venture partners? Who are people who have my same ideal client? And then we go to the cold market. Interestingly enough, almost

everybody wants to run to the cold market first. “How do I run Facebook ads? How do I run Google ads? How do I set up my Zillow ad system, my Realtor.com?” Whatever it might be. And yet, that’s going to be the most difficult place to get clients from. So we really want to focus on those first three – your current clients, your past clients, and your prospects. And the way we do that is by having a marketing calendar that we follow, that keeps us in front of our ideal people.

One of the first things that I highly recommend that you do is you can go to Staples or whatever office store you’ve got. They’ll sell those really big calendars that are laminated and you can post them on your wall and you can write on them. I like to do that every year. You can still get them now, even though half the year’s gone. You can still go in there and pick one up. I like to plan out all of my connections I’m going to be making with people, the events that I’m going to be doing. All that type of stuff, I like to have on a nice, big calendar.

So the key here is, we want to constantly be in front of our prospects. Constantly. I’m not going to cover this strategy again, but I want to remind you, if you haven’t been in contact with your database, one of the first things you’re going to want to do is go through the Instant Client Goldmine Strategy. And basically there are four pieces to this – week one, we send them out what I call “The Pink Elephant Letter”. That’s the “Oops, I’m sorry. I’m going to do better”...

I haven’t been communicating with you, but I’m going to change all that. Know that when you get an email, a phone call, a text message, a newsletter from me in the future, it’s because I’m putting our relationship back where it needs to be – that is, first in my business.

Then the week after that we send them out an email. And you’re either going to send them “Are you still thinking about buying?”, “Are you still thinking about selling?”, or we’re going to go for the referral...

I’ve got someone who’s qualified and ready to buy. We haven’t been able to find anything on the market. Are you or someone you know thinking about selling? If you are, let me know. I might be able to sell that house without listing it publicly.

So, we’re going to do one of those with our email in Week 2. Then in Week 3, that’s where we’re going to send them a text message, and it’s going to be based on which category that person falls into. Are they a potential buyer? Are they a potential seller? Or are they somebody who we need to get a referral from? And then in Week 4, that’s when we go and do the sly voicemail. That’s where we’re dropping that voicemail directly on someone’s phone without their phone actually ringing. And again, it depends on if we’re going for buying, selling or referral. Most of the time though, I just at that point pivot to a referral and see if I can get a referral.

So that’s always the first way how we’re going to engage our database if we haven’t been engaging with them. If you have been engaging with them, then you can skip the “Pink Elephant Letter” and go straight to the email. So that’s step number one. And by the way, that right there, if we look at it, that’s going to be four contacts that we have with our database – the letter, the email, the text, the sly voicemail.

Then what I want you to do is I want you to take the weekly email that we provide you on the Excelleum Inner Circle website. You’re going to find that by logging into [ExcelleumInnerCircle.com](http://ExcelleumInnerCircle.com). You head on over to “Lead Generation”, and then under “Lead Generation” there is a “Marketing” tile. You click on that and then right there, across the top, you’re going to see a lot of this stuff. You’re going to see

“Monthly Newsletter”, “Weekly Emails”, “All Guides”, “How To Set Up A Free Recorded Message”. But that second one is the weekly email.

So, each Friday we give you an email that you can send out to your database. And of course you can change it up any way that you’d like. What I recommend is you take that annual calendar that we just talked about – that laminated calendar that’s now on your wall – and I want you to mark what day and at what time do you commit to having your weekly emails sent out to your database.

So, if you know we’re going to give that to you on Friday, of course you could send it out Friday afternoon. I would probably wait until Monday. The time that I like to send things out is going to be mid-morning or right after lunch. So I like doing between 9:30 and 10:30 in the morning, or about 1:30 to 2:30 in the afternoon. Those are my ideal times that I like to send out emails. So you just mark your calendar. Every week for the next 52 weeks, each Monday at 9:30, you’re sending out your weekly email. So we know now we’ve got an additional 52 touches that we’re going to be doing with people, because we’re going to be sending them a weekly email.

Now, I don’t want you to be under the impression that sending a weekly email is enough; that if you communicate with people via email, it’s enough. It is by far not enough. What we need to do is we need to start getting some other things in front of our ideal prospects. One of the things that Debbie and I are big advocates of, and you’ve heard this many times, is texting and sly voicemail. So, in SMS Conversations, you have what are called “pre-filled messages”. We’ve literally put all the messages that both Debbie and I have put together in your SMS Conversations account – everything from getting referrals to just basically connecting with people, to what happens when you’ve connected with someone who you haven’t talked to in a while.

I’m going to encourage you to do a minimum of one text per quarter to your database. And in addition to that, I want you to do one sly voicemail per quarter to your database. You can of course bump that up. I probably would just stick to doing one every other month. I don’t think you really want to inundate your market with texting and sly voicemails. When they’re people who you have a relationship with, it can be overkill. For me personally, I like to stick to basically one every other month. I’m going to be sending a text, and then I’ll be sending in the next month a sly voicemail. Then the next month a text, then the next month a sly voicemail, the next month a text, next month a sly voicemail. Once a quarter or once every other month – that’s the guidelines that I like to stick to. If you did every other month, basically what we’re looking at right there is six text messages a year and six sly voicemails a year. So if I’m doing my math right, right now we’re up to 68 contacts per year.

Then, this is one of the most important marketing pieces you can do – it is your monthly print newsletter. Again, we give this to you on the Excelleum Inner Circle website. You’ll find this under “Marketing”, which is under “Lead Generation”. You’ll see there’s a button there, “Monthly Newsletter”. We give it to you in a Word format, and we give it to you in a PDF format. The PDF is just so you can see how it’s supposed to be laid out. The reason why we do that is, different people have different computers and they don’t all use the same version of Word. Sometimes the Word version can get jumbled up, so we want you to see what it’s supposed to look like. So, if your Word version is jumbled up, you want to reset it to make it look like this.

And of course, in that newsletter, we’ve got a lot of different articles, of which you can take articles out, you can put new ones in. It’s already designed for you to add your picture to it, to add your information

to it. At the bottom of the back of the newsletter, we offer the different consumer guides and tell people, "Call the number in order to get your consumer guide." We are going to fish out of our pond, if you will. We're going to fish out of the people who are receiving this. And you want to do that at least once a month.

Now, I have done some research on this, and the size of the newsletter... We give it to you on 11 x 17, so when you fold it over, that's how you get four pages of 8.5 x 11 for the newsletter – typical newsletter size. If it folded like that, where it's 8.5 x 11, that does fit the guidelines for Every Door Direct Mail. So if you're thinking, "I want to farm this community and I want to send out a newsletter to them as well" – you can use Every Door Direct Mail to carpet-bomb, if you will, your community that you like to geographic-farm. I love Every Door Direct Mail. I love that thing to death. I'm constantly sending out mail. And I love the fact that it is as inexpensive as it is.

I was a little bit concerned about it being a folded newsletter, if that would mess up the Every Door Direct Mail, because I'd personally never done a folded newsletter. I did some research on it on the Every Door Direct Mail website and it still fits all of the guidelines of Every Door Direct Mail, which is basically the size and the thickness of it. It's under the size constraints, if you will. So you should be fine if you want to use Every Door Direct Mail to hit your geographic farm as well.

But I literally cannot describe to you how important a print newsletter is. Email is okay. I mean, we do it because it keeps us in front of people. But the saying is, "Email isn't worth the paper it's printed on." And it's not, unfortunately. It's not even printed on paper. Think about how many emails a day you get. Your prospects are in the exact same situation – they're getting tons of email. And so, we do want to use email to keep us in front of them, but if you're relying on that being the foundation of connecting you with your prospects and past clients, it's a very weak foundation. What you want is the print newsletter. The print newsletter is what really cements you with your database. That's why I'm such a huge believer of the print newsletter. Think about the newsletter that we send you in the Inner Circle. Now, granted, that's a lot bigger than just four pages of 8.5 x 11. I was just working on this month's, and it's about 50 pages long. The reason why we do that is, that helps connect us with our Inner Circle members. That gets people to be like...

Pete and Debbie are always giving me quality information. I've got to keep a hold of this newsletter.

And they'll keep a hold of it and they'll reread it. We want you to have that connection, that bond with us, because that's what gets people to stay longer in the Inner Circle, and of course that's where we make our money. We've got to get people to stay in here longer, so we've got to constantly be giving value to you. It's the same way with your prospects – you want to constantly be giving them value.

One of the things you'll notice in that newsletter is that it's not all about real estate. And the reason for that is, the only time people really care about real estate is when they're about ready to sell or about ready to buy. The rest of the time, most people don't care about real estate. They don't really care what's going on in the marketplace, it's not really important to them. So we don't want to focus on that. We want to basically focus on giving them great information that they find valuable. And when I say "great information", it doesn't mean it has to be educational. It can just be fun information – stories about vacations or vacation locations, interesting homes that are for sale, remodeling ideas. It just has to be something where people can get into it, because the point of the newsletter is not to sell them on

listing their home today.

Remember, your average geographic farm, between 3% and 10% is moving any one year. That means the bulk of the people are not even thinking about moving. I just need to be that person so when they do think about moving, I'm the name that comes to mind. Or they hear about someone who's thinking about moving, I'm the person that gets that referral. So we're going to give great, fun advice in that newsletter. And that has got to be one of the most powerful tools in your arsenal. It certainly has been for me.

And you want to do that monthly. I wouldn't do it quarterly. I think once you start going down to quarterly, it's basically just a waste of money at that point. You want to be doing it monthly. You want to stay in front of people on a monthly basis. You can do it black and white; doesn't have to be color. What I like to say is, you want to look at what your competition is doing and you want to do at least as good, if not better, than what your competition is doing. What that means to you is, if your competition is sending out a newsletter to your database or to your farm, then you've got to do that same thing. If they're sending out a color one, yours needs to be color. If they're not sending out one at all, if no one else is reaching out to your database that way, then sending out a black and white one is fine, because you're going to be better than your competition, who's not sending the one at all. So now you're sending out your newsletter once a month. We give you your newsletter typically around the fourth or the fifth of the month – that's when we put it up on the Inner Circle website.

At the second part of the month, that's where you would want to take one of the prospecting postcards that we give you – preferably unbranded, if that's legal in your state. It's not legal in every state. You need to check with your broker on that. In pretty much every state, you at least have to have your license number, some people have to have their brokerage name, their brokerage phone numbers. There is a spot on the postcard for that. So definitely do whatever you need to do to keep yourself compliant. But unbranded in the sense that if you don't have to put your logo or your picture on it, I would recommend that you don't. A great example is Don De Grote, Debbie's husband. So, Don's been farming his area for the last 30 some years. And he was like...

People know me here, and if I send out with unbranded, they may not respond.

And Debbie pretty much forced him and said...

Pete says you need to send out one thing that's unbranded each month. I want you to do it.

He finally did it and he got all kinds of responses. And it kind of threw him. He's like...

I don't understand. This market knows me and they're not responding to my branded stuff. Why are they responding to the unbranded stuff?

Part of the reason is because if they know it's Don, they know he's going to come right over and help them with their real estate needs. And maybe they're not at that point yet. So by responding to the unbranded, they feel it's a little bit safer for them, in a sense that he's not necessarily going to come running right over, because they didn't know it was him. But he still gets that lead, and of course you still can run right over and help them. So, I want you to work into your marketing funnel at least one unbranded piece per month. Use our postcards, use the messaging on the postcards; that's what they're

there for. They're written a specific way because we want to enter that conversation that's going on in someone's mind.

Now, very, very important on this – when you're sending out those postcards, you've got to look at your farm, and let's make sure that the message is matching our audience. So, the bait has to match the audience. If you are sending them "Is It Better To Rent Or Own", and most of the people in your database or your geographic farm already own that home – it's not going to resonate with them. You're basically going to spend a lot of money and get no leads because they're like, "Well, I don't care about renting. I'm not a renter." Same thing comes with doing the "Downsizing". You want to send that to a market where the majority of the people are going to resonate with, "Should I downsize? Is now the right time for me to downside?"

The "Move Up" is probably the most difficult one to market, just because of the mindset of the consumer. The mindset of a consumer who's in that move up bracket – they're already thinking, "Well, I've already bought a house." Maybe they've already bought several houses to reach where they're at. They kind of think, "Oh, I kind of know it all. I'm going to go ahead and buy this other house. I don't necessarily need this guide." So a lot of times it's better to go after them with another hook, with other information. Just know that if you're going after that market, sometimes you have to hit them a lot with the "Move Up" materials, because it's just their mindset. Their mindset is, "I already know everything."

Certainly downsizing is going to be one of the easier markets to go after. Renters is a very easy market to go after. They have all kinds of questions, and so we get to use our education-based marketing to get in front of them. But no matter which one it is that you're going to utilize for your marketplace, just ask yourself...

This audience that I'm about ready to send this marketing piece to, does this bait match up with them? Are they going to resonate with it?

Because that's what you want them to do – you want them to resonate with it and then raise their hand and say, "I'd like that consumer guide." And now you know that's someone who's interested in this. Maybe it's investing in real estate, using our "Investment" guide. You wouldn't send the "Maximizing The Sale Of Your Home When Going Through Divorce" to everybody, because that would be kind of weird. You would want to use a service that notifies you, like ReboGateway. They provide information to agents on people who are going through divorce.

The numbers of selling the home are kind of staggering when people are going through divorce. It's something like 22% of people who go through divorce sell their home within 12 months. So, if you've got a 100 people in your area that are going through divorce and you know they're going through divorce – stay in front of all 100, because 22 of them, statistically speaking, are going to sell their home. You want to be that person who can help them through all that, because they're already going to be going through an unhappy, unpleasant thing, and they need a professional agent who can take some of that stress off of them and help them through all of that. So again, you're going to send that unbranded material.

Now, if you're doing that, we're up to 92 contacts per year. A couple of things that I have done in my own business that I would recommend that you do is, I would also send out a holiday card to people. Now, when it comes to a holiday card, I didn't do what everyone else does. Everyone else will send something out at Thanksgiving or at Christmas. Great, beautiful, love that. Love sending out all that

stuff. But what I would do is I would actually send out one a month, and I would pick the most obscure holidays I could find. I would use a service called SendOutCards.com. It's just a service that I could basically load people into one time and I knew that for the next year it was going to send the card that I've already selected with the message that I've already selected out to everyone who I put into that campaign for the next 12 months.

What you can do is go to TimeAndDate.com. They have a list of all of the holidays in the United States, and there are like 15 holidays every month. We've got so many holidays, it's kind of ridiculous. So it's not just the biggies. Like February 2nd is Groundhog's Day, for this year at least. I don't know if that one changes. I have no idea on that. But I do remember I've always sent out Groundhog Day cards, because it's kind of fun and no one else does that. And so, I'd send out Groundhog Day cards, I'd send out Saint Patrick's day cards. Always sent out Fourth of July cards, just because that's a fun holiday, and again, people aren't doing it that much. That is a more expensive thing to do, but if you can find a system like SendOutCards, where it can automate it for you, then it just becomes a fun little contact that you have with people over the next year. And so, that's why I would send out holiday cards, again, picking those obscure holidays. So now we're up to 104 contacts a year if we do that.

Another thing that I highly recommend, whenever you have a chance, is to send out a birthday card. That's just one of those things where it's like, only friends send friends cards on birthdays. So you want to be seen as a friend. That's the benefit of sending out a birthday card on their birthday, is that's what friends do. And you want to be that person in their life. So, send out a birthday card too.

If you don't have most people's birthdays, a couple of things that you can use for that. One is, Facebook will tell you who of your friends is having a birthday this next week. And so, what I would do is make it a point of every week when Facebook notifies you of that, going through, writing down that information. It looks like Billy's birthday is on Friday – that's the 4th. I'm going to go ahead and put that into my calendar. I want to know from now on, Billy's birthday is on the 4th.

Another thing I do is, in SMS Conversations, one of the text messages that we have, and you can send this out as your quarterly text message, basically says...

Hey, Pete Mitchell here. I was just thinking about this and I don't have your birthday. I'd really like to be able to celebrate with you. Can you do me a favor? Just reply back with the month and day you were born. Of course I don't need the year; that's not important. I just want to add this, so I can celebrate with you.

And it's a really easy way to, again, connect with people and get some valuable information that you need. And you can hit your entire database with that. Of course, they're not going to all reply, but the ones that do are going to be like, "Oh, that's cool. You know what? I just had my birthday" or, "My birthday's in two months", or this, that or the next. And a lot of times they'll send you back funny stuff like, "You're not going to remind me how old I am?", or whatever. But it's that great connection that you get to have with people. So again, use the text messaging platform, SMS Conversations, to ask people when their birthday is, so you can stick that in your database and follow up with people appropriately.

So right there we're at 105 contacts per year with our database. I want you to think about that. What would it do for your business if you were in contact with them 105 times a year? Do you think you would get more business? Of course you would. Do you think you'd get more listings? Of course you would. Do

you think you'd get more buyers? Of course you would. Would you be able to help people invest in real estate who are thinking about investing in real estate? Absolutely. Would you get more referrals? Undoubtedly you'd get more referrals.

Most of this stuff we give to you. We give you the newsletter, we give you the postcards, we give you the emails, we give you the text messages, we give you the sly voicemails. We give you all of that stuff. The only thing that I've talked about that we don't give you are the holiday messages, and that's just because you've kind of got to do that on your own and just set it up however you want to set it up to make sure that they get that. So right there are 105 touches a year. That is far superior than what your competition is doing, and that's what I want you to be thinking: "I want to do more and better than what my competition is doing."

Now, if we were going to plus this, how we would plus this is we'd take some of the events that we give you and you would work that in. At a bare minimum you want to be doing two events a year. I would recommend at least one event a quarter. Now, if you go on the Inner Circle website, under "Training Courses", there is a program called Instant Real Estate Events kit, and we've got the whole training program on how to do it, complete with all of the marketing materials. Essentially what it comes down to is, it takes about five weeks to pull off any one of the events. Everything is done in five weeks. Everything from, "I've got this idea, I want to put on this event", to the event is actually done and completed. Five weeks, that's it. If you're taking longer than that – two months, three months – you are way overthinking this thing.

But some of the events that I would do – I would do the Family Photo Event. You could end up making that an annual event, which keeps you in front of people. Every Christmas I would do the Photo with Santa, just because that is one of those things that stands out, and then it becomes a tradition. And again, now you're in front of your ideal clients every single year at Christmas time. The Wine and Cheese Event – that's a great event that you can do. I would be doing that one a lot with open houses. We give you some great joint venture ideas for that. Also personally, I would be doing an investors seminar on how to invest in real estate, just because you're going to get a lot of people who want to attend that.

What I've seen some people do, and we don't have the format for this, but you can actually take any of our community connection events, like Family Photo, just replace it with Water Slide in the Park Event. So, some agents in climates where it's really, really warm in the summer – Arizona, Southern California – they'll actually put on these events in the park, where moms can basically bring all of their kids and it has water slides and stuff like that. And of course they've got to have the families check in, and that's where you collect all of their information. And on that registration form, just like we've got on all the events it says...

By the way, this event, the Water Slide in the Park, is being sponsored by Pete Mitchell at Pete Mitchell Realty, and he's got these consumer guides. Go ahead and check off any that you'd like and he'll be happy to mail them out to you.

So, you have that on your liability form. It's the same as the registration form that we give you in the other kits. You just basically convert it to a liability form. And now you're getting all the moms with all their kids, it's something they look forward to. It's very low pressure on you, keeps you in front of everyone. You can do that stuff in the summer. I'm bringing this up because obviously right now, beginning of summer, I want you to be thinking about this. This is something you could be doing five

weeks from now, right in the middle of July. August is naturally a slow month; another great month to do something like that, so that way it isn't so slow for you. Why not pick it up?

So if you added four events to your calendar that you are inviting your own database to, now think about it. We've taken that 105 connections a year and we've just plused it dramatically. And you're plusing it with these events and keeping you in front of them. That's how you take your database and constantly stay in front of them. Just make sure you get tons and tons of business out of them by staying in contact with them, sending them the newsletter, putting on events, sending them the postcards, sending them the holiday cards, all that stuff. And you get to stay right there in front of them the whole time, and that's what you want to be doing with your marketing.

So think about that. When it comes to all the online leads that you buy, what other things can you do to stay in front of now? Now, I did have someone ask me...

Pete, I've got all these people and I've never really had a database. I've got them in my phone. Is there a way that I can export all of the people that are in my phone, so that way I can kind of see who I should be inviting?

And there is, actually. There are a couple of different apps. If you're on an iPhone, a great app that you can use – I'm going to find it here – My Contacts Backup. MC Backup is a free app right there on your phone, under the Settings. You can export a CSV file, an Excel file. You literally hit "Export" and it's going to export all of the contacts you have. And then you literally email them to yourself. You want to get all the contacts out of your phone, so that way you can see which ones you should be putting on your follow-up campaigns, which one should be getting all this stuff. There you go.

On your Android phone, there's a great app, a free app, called... Let me see if I've got here on my Android. I know I downloaded it onto my Android. I want to make sure I get this right. It's called Contact to Excel. That's on your Android. And when you do that, you can export everybody as a CSV or as an Excel file, which is XLSX. Or you can technically do it as a PDF or a VCF, which are really hard to manipulate. So you probably want a CSV file, and boom! Now you've got all those contacts that are in your phone, that have just been locked away in there. You've now got them on your computer and you can go through and say, "Okay, these are people who I recognize. I know these people, and I want to stay in front of them." And that's how you can do it. That's how you can get them all out of your phone, so you can do the follow-up.

Alright, so now what I'm going to do, guys, is go over a couple of questions here that were emailed in. Again, if you have a question, all you've got to do is hit \*2 – that'll raise your hand. I'll see it here raised on my computer. That will put you into the queue and I can unmute your line when I get to that, which I'm going to get to here in just a minute, as soon as I go through these. Let's see here. A quick question was...

I was speaking with someone about setting up a sly dial account for our leads. She mentioned that Excelleum may offer a sly dial as a membership perk. Where do I find that? How do I set up our account?

Yes, that is what we call sly voicemail; other people call it sly dial, sly broadcast. They're all the same thing. It's ringless voicemail. That's where you can drop a voicemail directly on someone's phone

without it actually ringing. And you're going to find that in our program called SMS Conversations, which is our texting platform. It does texting and it does sly voicemail. So if you haven't set up your SMS Conversations account, you'll just log into Excelleum Inner Circle, and then you're going to hover over the "Inner Circle" tab, menu tab at the top, and you'll see "SMS Conversations" right in the middle. That's going to have all the information to get logged in and get set up with that.

And let's see here. Yeah, this was a good one...

I really need to ask for reviews, but I haven't because I'm not sure which platforms to use. Zillow seems like a natural go-to, but it's so saturated with agents. Realtor.com might be an option, as well as Yelp. In your opinion, which is the best platform to use, where prospective clients will most likely go to research me? That's where I want to be.

So, the short answer is, you actually want to use all of those platforms. You want to be on Zillow with your reviews, you want to be on Realtor.com, you want to be on Yelp, you also want to be on Google reviews, Trulia. So, what you want to do is ask your clients and your past clients to leave a review for you. By the way, we've got a whole interview that we did with Andrew Soss on this topic. It's on the Excelleum Inner Circle website. But I would basically round robin them. I would ask someone, "Hey, would you be willing to give me a review on Google reviews?" And a lot of times I'll actually write it for them and go...

I've written a sample one right here. Feel free to change it or use it as is, it's up to you.

I want to make it as easy as possible for them, so I'll send them an email with everything...

Here's a sample review, here's the link of where I'd like you to put it. By the way, I'm going to send you a \$5 Starbucks gift card. This is a thank you for doing this.

And I do that before they've even written the review. What will happen a lot of times – this happened with Don De Grote when he was getting reviews on all of his sites – people would say, "Yeah, I'll be happy to do that for you." And then life gets in the way, they forget about it, they don't get it done. And then they get the Starbucks gift card in the mail and all of a sudden they go on there and leave the review. And so, you want to round robin it, because there isn't a magic website that everyone goes to. People use a whole plethora of different websites and you kind of want all of them. I mean, why not be on all of them? Because some people are going to use Realtor.com, some people are going to use Zillow, some people are going to use Yelp, some people are going to use Google reviews. And so, get on all of those and just kind of round robin people around.

Alright, I see a couple of hands raised here. I'm going to go ahead and unmute this first one. Area code 951, it says William. Go ahead and tell us your name and what your question is.

**Bill:** Hey, it's Bill, and my question is regarding events. Which events do you think you would recommend if your database is really small and you want to try to bring in the general public to your event?

**Pete:** I would do education-based events. So, in the Instant Real Estate Events kit, we've got four different education-based events. We've got one for investors, one for first-time home buyers, one for

downsizing and one for move-up. The one that's going to get you the most people to attend – so, you can go to the cold market, people who don't know you – is going to be "How To Invest In Real Estate". That's because everyone wants to know how to do that, and you can be the go-to person for that idea. We do give you a sample PowerPoint, but you'd want to tailor it to your community and your theory on investing in real estate. And that can be either buy and hold, or flip, or fix and flip, whatever it is. You just make the meat of it be what your particular theory is on investing in real estate. But that would be one of the first ones that I would do, because it would be the easiest to fill.

The second easiest to fill is going to be "Rent To Own". First-time home buyers always want to know, "What do I need to know?" The third one after that is going to be "Downsizing". People who are thinking about downsizing have all kinds of questions. Basically their fear is...

I'm going to sell my home before I've bought another one. I'm going to be homeless. Or I'm going to buy another home and I won't be able to sell this one. I'm going to have two mortgages to pay, and that's going to crush me.

The last on the list is going to be "Move Up". That's going to be the hardest one to fill. You're going to have to do that with joint venture partners. Again, all of that stuff is on the Events kit – how to get joint venture partners, the messages for them to send out to their database. All that stuff is there. But that's what I would do. And believe me, that's actually what I've done. That's why I know that's going to be the quickest way. You can literally get dropped into a brand new area, where you know nobody, and you can put on an educational event, and all of a sudden you've got clients. And now you've got the start of a database, because everyone who attended or at least expressed their interest, they now go into your database, they now go into your follow-up campaigns, they're now going to get these 105 touches going forward. Does that make sense what I'm saying?

**Bill:** Yeah, no, that sounds great. You would market it with maybe direct mail and Facebook advertising?

**Pete:** Yeah, yeah. And I would get joint venture partners. Think about it like this: There's somebody else who already has your ideal client, and that's who you want to connect with. And especially if you get like two or three people with your ideal client, basically what you can do is say, "We're putting on this event. It's going to be on how to invest in real estate." That one, you wouldn't go to a financial planner, but you might go to an insurance agent, certainly go to an accountant. You go to anybody else who has your ideal client and you basically say...

I'm going to mark this to my database. You're going to market it to your database. The other two people who are in this are going to market it to their database. And the benefit is, we get to share in the connection that each of us has with our databases.

So you can go into a brand new area, and if you don't have a database and you want to work with joint ventures, just go, "I'm going to be running Facebook ads. That's how I'm going to contribute to this." And a lot of times you get people to say, "Sweet, I'm in." And they'll be in it with you.

**Bill:** Got it. Great.

**Pete:** Cool. Alrighty, another question here. Let me go to this one. Alright, this is from Illinois. And I cannot tell your name at all; the systems is not telling me. So go ahead and tell us your name and what

your question is.

**Kevin:** Hello. This is Kevin Colbeck.

**Pete:** Hey Kevin!

**Kevin:** Somebody told me to do this – not only invite your clients, but tell them to bring their family and friends to an event, so that way they kind of see what's going on and they say, "Hey, my realtor didn't do that for me", to maybe broaden their horizon of clients.

**Pete:** Absolutely. Absolutely.

**Kevin:** [46:04 inaudible] so you know how many are showing up.

**Pete:** Yeah, exactly. Yup, I love it. I love it. Is there anything else that you wanted to ask, or you just wanted to give us that great nugget?

**Kevin:** That's just a nugget. I tell you, we're just digging into your clients kits. There's so much knowledge and so much stuff to do that I'm sure we'll have some questions; just don't know what questions to ask yet today.

**Pete:** That's awesome. Alright, thanks so much. And let's see here, next question we've got, from someone in the 805 area code. Go ahead and let us know your name and what your question or comment is. You might have your phone muted, because we can't hear you. 805 area code.

**Rosalee:** Sorry about that.

**Pete:** No problem.

**Rosalee:** Sorry about that, everyone. Hi, it's Rosalee.

**Pete:** Hi Rosalee.

**Rosalee:** Hey! I'm really enjoying the call today. Just with regard to reviews on the national websites, it's sort of given me pause that these national websites are basically getting my database, because they survey the client and I have to give them their email to do so, for them to get us to do the survey, because that's how they consider it to be a legitimate survey. It's if they surveyed the client. So I'm wondering what your thoughts are about giving them our clients' names and emails.

**Pete:** It's just the price you've got to pay. It's what we have to do to get the reviews, and you need the reviews. I don't like it, but it's what you have to do. I mean, not having enough reviews... Understand, there's this point at which you have enough reviews on these different sites, to where adding more reviews isn't going to help you get one deal over another. Again, for me, I'm looking at what my competition has. If all my competition has is like two and three reviews, then once I'm at like 25, I'm so far above them, I'm not going to worry about it anymore. But if you're in an area, which you probably are, because of where you're at, where you're up against people who have 100, 110 reviews – then you've just got to get them on there, because that's who you're competing against. And when people

look at you, they need to look at you and see you've got basically as many as everybody else, and they're positive. So, I'm going to go ahead and stick with this. It's unfortunately just a thing we've got to do.

**Rosalee:** Okay. I appreciate that, Pete. Thanks so much!

**Pete:** Yeah, no problem. Alright, let's see here. We've got a hand raised in Virginia, 757 area code. I got your line unmuted. Go ahead and tell us your name and what your question or comment is.

**Neil:** Hey Pete! Sounds like it's me, right?

**Pete:** Yes, it is.

**Neil:** Okay, great. This is Neil Bennett from Virginia Beach. I've been a coaching client for a while, but I haven't gotten into the SMS yet. So, I've loaded up the SMS with about 300 of my top clients I've had over the last 20 years. Now, I can't verify yet, unless I call every one of them, that all those numbers are cell numbers. So, does it matter or should I go through and try to delete any numbers that aren't cell numbers, or will it automatically do that? How would that work?

**Pete:** Yeah, if you're sending out a text message, basically all that's going to happen is, they're not going to get it. If you're sending out a sly voicemail, that's where the "History" feature on SMS Conversations is going to be really helpful for you. A sly voicemail is not as quick as text. Text is instant; sly voicemail's going to take 10 to 15 minutes for people to get it. And so, you'll come back to that history and it's going to tell you you sent out 200, there are still 100 pending, 60 of them went through, 40 of them failed.

And when you open it up, it'll tell you the reason why some of them failed. And some of the reasons will be, it's a land line, couldn't find the voicemail, their voicemail was filled, their voicemail wasn't set up. You'll see what all the different reasons are. And then there frankly are some carriers that we can't sly voicemail. It has nothing to do with the system. It's just the carrier doesn't accept it. So you'll actually see it there. The difference on the sly voicemail though is, you actually don't get charged if they can't deliver it. So, that's kind of cool. The texting, they still charge you. That's just a carrier thing.

**Neil:** Okay. So after you've done all that, at least both of those ones, you'll be able to separate. I see it's easy to put people into different categories, or to start up a new list. So it's easier to separate the ones... Okay, the only other question I have is, in going to where it says "Frequently Used Texts", which I thought you said there were texts already in here...

**Pete:** You won't see them under the system. The "Frequently Used Texts" area – that's for you to add any ones that you frequently use. So, you can add your own. And then when you go to actually use it, there's a little button. So if you're in a private chat with someone or you're sending out a mass text, there's a button that says "Pre-filled Messages". You'll click on that and you'll see all of the ones that we've created, along with yours right there.

**Neil:** Okay. Like I said, I set everything up in here. I haven't pulled the trigger yet to do it. So, I'll find a message to send to everybody and then I'll have a history to determine which ones are not cell phones after that. Okay, cool. Very good.

**Pete:** There you go.

**Neil:** Thank you very much!

**Pete:** Alright, Neil. Take care! Alright, next question we got here is... I love these NSA people who show up on my system. They have nothing for the name, it's totally blank. This is someone from Arizona, 928 area code. Go ahead and let us know your name and what your question or comment is.

**Colleen:** I think that's me. Can you hear me?

**Pete:** That is. We sure can.

**Colleen:** Alright. I'm Colleen Flanders from Prescott, Arizona.

**Pete:** How are you doing, Colleen?

**Colleen:** I'm doing great. Thanks for asking. I am asking about the mid-month postcard that's unbranded. I just didn't quite understand, because the way it was presented, you suggested that the message needs to match the audience, but yet it seems like you were suggesting that this postcard be mailed to your entire database. So, I wasn't sure how that adds up.

**Pete:** Yeah. So what you want to do is you just want to make sure that the postcard matches. So if you're sending it out to your database, generally speaking – not always, but generally speaking – most people have their database and the people in it are going to be like each other. And so, you would want to make sure that it fits them. Now, that doesn't always work out. I'll give you a great example. The area in which I live, my specific community, you would do very well with a "Downsizing" and with a "Move Up". It's because we've got people who are older, who are absolutely thinking about downsizing, and then a lot of younger people have moved into the community and they're thinking about buying up.

In my situation, one month I might do a "Downsizing", the next month I might do a "Move Up", and the next month the "Downsize", and the next month the "Move Up", because I've got them both in here, and I can't go only "Downsizing", or only "Move Up". Unfortunately, it's just not going to work. But I know for sure renting's not going to work. I know for sure absentee owner is not going to work. So I'm eliminating the ones that I know for sure aren't going to work, and then I'm just focusing on the ones that I can work and I'm going to do basically every other each month.

**Colleen:** Okay. So you're choosing the postcard to use from a selection that you offer, what you use for that specific database. Or you could categorize your database, I guess.

**Pete:** You could, yeah.

**Colleen:** For the postcard, so that you would know these people work well with postcards having to do with investment, or what have you.

**Pete:** Exactly, yup.

**Colleen:** Okay. So you're suggesting that your entire database get a mid-month postcard.

**Pete:** The entire database, you want to get a mid-month postcard, absolutely. The only caveat to that is... I mean, if you do have a CRM and you're able to segment your list, then the only thing is the expense, if you will, of doing multiple postcards, because usually you've got to do, I don't know, 500 out of whack or something like that. And I personally don't like to have a lot of inventory left in the office, because then I've got all this money tied up in postcards, and I need business, not postcards. That's the only reason why I wouldn't want to do three or four different at a time. It just becomes too much.

**Colleen:** Okay. So you just select the most appropriate for your database. And even if you send out the same thing with a little tweak to the message every other month or something, that's fine.

**Pete:** Exactly. And that's the reason why you'll notice we give you a lot of different postcard options, depending on which ones you're doing. So you could actually do the "Downsizing" one every other month and basically what's changing is the headline. So yeah, we do that all the time.

**Colleen:** Great. Thank you! I appreciate it.

**Pete:** No problem, Colleen. Alrighty, let's see here. Last question I've got is a web call. It says Michael in Arizona. Go ahead and let me know if this really is Michael, and what your question is.

**Michael:** Yes, this is really Michael. Can you hear me?

**Pete:** We sure can.

**Michael:** Great. My question is a little bit off topic. I have an upcoming housewarming party for a past client. And I'm looking for suggestions on how to collect contact information for the partygoers, without sounding too salesy. I definitely want this housewarming party to be about my clients and their new house, but I still want to be able to collect information about who's there. Any suggestions or advice?

**Pete:** Yeah, so what I would do in that scenario is, I would do a contest – something that you can give away for free, something that people would want – \$50 gift certificate to a local restaurant or something like that.

**Michael:** Sorry to interrupt. That's one of the problems I have, is that in Arizona, that's considered a game of chance and our commissioner does not like that.

**Pete:** Okay. We've got to do something that's going to get them interested. Can you bring in a joint venture partner who doesn't have that rule?

**Michael:** I'm bringing in the lender. I'm not sure if they have to abide by the same thing.

**Pete:** Here's what I would do. I would see if I could find somebody who doesn't have to abide by that rule. I'd try and find a joint venture partner who it would make a lot of sense with. I'll give you an example. One time I did this event with a massage therapist. And so, they actually set up their little chair there and did little 10-15 minute massage therapy sessions with people. Because then it's something cool, right? Everyone's like, "Oh shoot, man, I'll take a free 10-minute massage", kind of like the people that you see in the mall.

And then we had a poster board that said, "Enter to win a free 30-minute massage." Then what we would do is use SMS Conversations. One of the features that it has is what's called "Keyword & Voice". That basically lets you set it up to where people can type in a keyword, text it to SMS Conversations, and then the system basically comes back to them and says, "You texted in the word 'massage'. Great. To get you to enter to win this massage, enter your name. We'll ask for email next." Someone enters their name, then it says, "Great, Pete. Now tell me your email." They enter their email. "Perfect. You've been entered into the contest." Now we've got their name, email, and phone number, because obviously they texted in, so that's how we got it. And it got added to a list in SMS Conversations.

So, that's what I would try and do. And since your commissioner won't let you do it, I would see, can I get someone else to do it, who I can use them as the person who doesn't have to worry about this rule? Can I get a joint venture partner to do it? Can I even get my clients to do it? Can this be a contest from them, just as something fun for the group? That's what I'd try and do, but I'll put some more thought into it too, to see if I can come up with anything else for you.

**Michael:** Okay. I'm meeting with my lender tomorrow and we'll discuss options about that, so they need to stay compliant.

**Pete:** Oh, definitely. Don't mess around with compliance, ever. Always do whatever you can do, but use that as your guideline, for sure.

**Michael:** Great. I appreciate it.

**Pete:** Yup, no problem. Alrighty. That's the last question that we had. So, thank you everyone for joining today's call. We're going to get this up on the website. We'll get it over to the transcriber. So if you want to go back and read it or listen to it, that's where it will be. In the meantime, if you've got any questions, feel free to email either Debbie or myself directly, and we'll be happy to answer them between now and our next calls. Thanks so much, everybody. We'll talk to you soon! Take care!