



GROUP
Coaching Calls
with **PETE**



Pete: Welcome, everyone, to today's group coaching call. I've got to remember what we're calling this thing. So, today is going to be, I think, a really fun topic. It's a fun topic because this is where all the money is made in every business; not just real estate, but literally every business. And that money is made in the follow-up. And it's where I see most agents really drop the ball and miss out on a lot of opportunities – a lot of listings that they could have gotten, a lot of buyers that would have worked with them, because their follow-up wasn't complete.

And so, we've got to start this out by looking at what is the purpose of follow-up, and what is our goal with the follow-up? So, we've got two purposes with our follow-up that we do. When we have a lead that comes in, we want to, one, establish a relationship with them, put us in a position where we can take that next step, where we can have that dialogue with them. At the same time, we want to be always progressing things down the path. We want to see, can we list their home right now? Are they looking to buy a home right now?

And by the way, people will tell you, "Sometime in the next six to nine months, that's when we're going to sell our home." And the next thing you know, the thing's already been listed and sold. So, what they tell you is completely different than what might actually be going on in their head. And so, what we want to focus on when we're doing our follow-up is building that rapport, building a relationship with them, and then constantly testing, if you will – testing to find out where we're at. Can we take things to the next level? Are they ready to list the home, are they ready to buy a home, are they ready to make that move in real estate that we can help them with?

So we're going to go over this, and there are some different moving aspects to it. And I'm going to kind of give you some of the insight here, because I want you to understand there's basic follow-up, and then there's really in-depth relationship-building stuff that we do. So I'm going to tell you what we do and the resources that we have available for you. And then you can decide at what level you want to play at. And I'm going to encourage you to go all in on your follow-up, because that is where the money is made.

So we're going to look at a couple of different scenarios here. Let's say you're buying leads from Zillow or Trulia or Realtor.com, wherever it might be. If you're buying leads, then one of the first things that we want to start doing with them is we want to start offering them value as soon as possible. That means take advantage of all the consumer guides we've got. A lot of times what happens is people buy leads from Zillow – just use them as an example. They'll give them a call, they usually won't get a hold of them. And maybe they try once or twice later, maybe four times later. If they're a great follow-up person, maybe five times they'll try. And then they go, "Eh, okay, whatever. Bad lead, move on to the next." They'll leave a voicemail or whatever. No one ever calls them back.

What I want you to start thinking is, "How can I start adding value as quickly as possible?" One of the first things we want to do is we want to get on the phone with them. So, when you call and it goes to voicemail, I want you to hang up without leaving a message and I want you to immediately call them back, right then. Just hit the "Send" button again on your phone and call them right back. A lot of times what'll happen is someone will go, "I don't know who this number is, I'm not answering it." And then all of a sudden it comes through again: "Oh, well, it's not a robo call then." And they'll answer it.

What I've seen some people do with tremendous success is that second time, if it goes to voicemail, again they hang up and they do it a third time. And the third time the person answers. If they don't at

the end of the third time, then you can go ahead and leave a message. But I would encourage you, call two to three times right in a row to get them to answer the phone.

When you're also reaching out to your Zillow leads, offer them your consumer guide. So a few weeks back, I want to say maybe two months ago, we talked about having your super signature and putting that on your emails. In fact, if you look back at the group coaching calls, look under my section – the "Calls with Pete", and you'll find the one there where we talk about the super signature for your emails, and I even give you a sample super signature there that you can use. Make sure that that's in your emails when you reach out to people. In fact, I got a question from someone on another related matter, or unrelated matter, I should say. And I noticed that they had already changed their super signature and they'd put in basically the one that I give you guys, and I was so happy. I was like, "Finally, someone's taking this stuff and actually implementing it", because it's stuff like that that will help you get more leads and help further that conversation.

The other thing is this: You don't want to give up on your leads. Some of you have seen Debbie and I, when we've gone over that report that was published in the Harvard Business Review. It was a study done over, I think it was three years and like 100,000 leads, and they looked at follow-up. And one of the big things that they found was that 85% of the people who did the next step, whether listing a home, buying a home – they took to the next step in the transaction – 85% of them that took that action didn't do so for 90 days until after that lead was generated. So the lead was generated, they didn't make any move for 90 days, and then they decided to do something – 85% of the people who ended up buying or selling.

So, think about that. If you've got a lead, how long do you follow up with them? Do you keep following up with them once a week, once a month? When you think about it, are you doing it every day? What are you doing with that lead? I would encourage you and tell you, you cannot do too much follow-up. Debbie and I make this joke, she says that you want to be one step away from being called a stalker. And my vote is, I say you want to be called a stalker, because what's the worst that happens with your follow-up? What's the absolute worst that could possibly happen with your follow-up? They don't do business with you. That's the worst. Well, that's the same thing if I do really bad follow-up – they don't do business with me. So, if I do really good follow up and I get the business, then that's great. But if I do really good follow-up and I don't get the business, it was no different. So I might as well do really good follow-up.

In fact, I was talking to this one guy, he generates leads online, and he does it a lot from what we call "cold traffic", meaning these are not people who know what he does or know him personally. He's just doing all kinds of Google ads, Facebook ads, all that type of stuff. And he literally follows up every single day with 100% of his leads via email. Not always calling. He's actually got staff that does the calls. But every single day they send out an email with valuable information and insight, because that follow-up is so important to them.

Let's say you're using one of our consumer guides. What should your follow up look like for that? By the way, all of this is on the Inner Circle website. If you go to whatever guide you're looking at... I'm just going to use the "First-Time Home Buyer" guide because I pulled that one up first on the website. When you go to that kit, you're going to see this little tile that says "Follow-Up". Those are the follow-up sections. And you're going to see all of this. In fact, there is a follow-up sequence where I've literally sequenced out for you what I call the minimum level of follow-up, if someone has seen your Facebook

ad, they have seen your Google ad, they have seen your open house, and they want that consumer guide.

So, the first thing we're going to do is we're going to give them a phone call. And remember, if they don't answer, you're going to call three times in a row before you finally leave a message. If they do answer, here's essentially what we're going to do, and this is in the follow-up materials on the website. It's on there for each and every kit that we've got where we've got a consumer guide...

Hi Mary! My name is Pete from Pete Mitchell Realty. I know you were just visiting my site...

Or, "I know you just saw my advertisement on Facebook", "I know you were just on Google", whatever it is...

I know you were just visiting my site to request your copy of the report "Is It Better To Rent Or Own A Home: The Consumer's Guide To Buying A Home". You should have been emailed the link to the guide right away, but I want to put some other information in the mail to you. To make sure that I send the right information, maybe you can tell me a little about your plans. What area were you looking to buy a home in?

What we're doing right there is we're bridging; we're saying, "Hey, you requested this consumer guide and I want to put some more information in the mail to you. What area were you looking to buy a home in?" So we're asking them that question, trying to see where they're at. And at this point they're either going to say, "We're just looking", or they're going to say, "We're looking in this area of Long Beach", or they might say, "I don't even know what form you're talking about. I didn't fill anything out." "Oh, okay. So I should make sure that that doesn't then get emailed to you", or however you were going to send it to them. The point is, we want to open up that conversation. We want to see where they're at.

Other questions we can ask them: What are your plans for moving? Do you currently own a home? We want to just basically use those for a jumping-off point for the conversation. We want to determine if the prospect is looking to take action now, later, or never. And by never, it's usually another real estate professional who saw your advertisement and is like, "What is this agent doing?" You want to know if that's the case, and if it is, they come out of your follow-up.

Now, let's say you've called them three times, didn't get a hold of them, you've left them a message. What I'm going to encourage you to do is to send them a text message immediately. And we've got this, again, on the follow-up sequence...

I just left you a message. I have the report "Is It Better To Rent A Home: The Consumer's Guide To Buying A Home" that I want to mail out to you. Just checking to see if we have the correct address. Give me a ring at this phone number to confirm.

A lot of times I'll use that as my excuse...

Hi Bob! My name is Pete from Pete Mitchell Realty. I know you were just visiting my site to request your copy of the report "Is It Better To Rent Or Own A Home: The Consumer's Guide To Buying A Home". I wanted to get this in the mail to you right away, but I just wanted to verify your address. I have 123 Maple Street. Is that correct?

And you use that to open the conversation. And a lot of times people go...

Yeah, that's correct.

Okay. Is there an apartment number?

Nope, that's what it is.

Okay, perfect. Well, I want to make sure I put the right information in the mail to you along with this report. Tell me a little bit about your plans. What area were you looking to buy a home in? What are your plans for moving? Do you currently own a home?

And start opening it up that way. I use that one all the time: "I just want to verify your address." And so, that's what I send in the text message. Then what you're going to do if you're mailing out the consumer guides – physically mailing, which is what I recommend that you do – you are going to send the consumer guide in an envelope. And I think what you have to use as a 10 x 13 envelope, I think that's where it'll fit. I think a 9 x 12, depending on the consumer guide, might be too small. I think we had to use 10 x 13.

So what I do is I just go to Staples, or whatever office store is close to you, and I buy a big box of white envelopes, 10 x 13. I also buy – if I can't get them there at Staples, I buy these on Amazon as well – full-page fluorescent green labels. And the reason why I do that is whenever you stick something in the mail to someone, we assume that after a long day of work people get home, they go to their mailbox, they pull out all their mail. They see that letter that they can tell is from a real estate agent and they're like, "Man, I am so happy that Pete sent me this letter. I don't even know what it is, but I can tell that it's going to be good." And they rush to their table, they pull out their reading glasses and they rip that thing open to devour the information that we're giving them.

The reality is, they get home from a hard day at work, they take all their mail, they walk over to the trash can, and they sort over the trash can – junk mail, junk mail, junk mail, solicitation – all of that's going in the trash. That's what you're competing against, if they can tell that this is a solicitation in any form. They may not remember that they even requested a consumer guide. People won't remember 10 minutes later. They're going to throw that thing away and never even open it. That's what we're competing against.

So, that's why I use a big green label, fluorescent green label, and we give you what to actually print on it for each of those guides. So I'm basically going to read it to you at the top. It's an 8.5 x 11 label, is what it's going to be. It's going to have your return address up on the top left. And then, centered underneath that, but still in the top eighth of the paper, or top quarter of the page, is their information. And then we're going to put stamps on it that meet the postal regulations. We don't have to have it anywhere special. We've got your address, we've got their address, and we've got the stamps right there, right at the top.

And then in a big black block it says, "Here is the special information kit you requested." And then underneath that, "Is It Better To Rent Or Own A Home: The Consumer's Guide To Buying A Home". So what we're trying to do there is go, "You requested this information." And then they see that headline, "Is It Better To Rent Or Own A Home: The Consumer's Guide To Buying A Home" and they go, "Oh yeah,

that's right. I did ask for that."

And then we've got some information right underneath that, with a place for you to put your picture. So it's just like putting your picture in the consumer guide. We've given you the Word doc version, you're going to right click it, change the photo. It's got a silhouette in there. Everywhere where it's red, like it says, "Awesome Agent is providing this free educational resource", BRE number. In California, you would change "Awesome Agent" to "Pete Mitchell". And then BRE number – I'd put in my BRE number right there. Each state, you've got to follow your laws on what you need to have on your advertising and do that correctly. Sometimes you also have to list your broker, you've got to put their phone number, all that stuff. You do whatever you've got to do to be compliant. You'll notice right underneath that it says...

Awesome Agent spent the last three years [five years, 10 years] as a leading Long Beach real estate professional. Discover these amazing strategies that everyday families like yours can use to ensure your success.

So, everything we're doing on this label is trying to get people to open the envelope. I've got to get them to open the envelope, because I want to have that impact on them. I can't just send them something; I've got to get them to open it. So then it says...

A special message just for you! Thank you for requesting this special information kit. I know you're going to find it very informative and I'm sure your mind will be filled with new ideas and possibilities. Never before in our nation's history has the need for relevant real estate information been more necessary than it is today. If after looking over the enclosed information, you want to explore more personalized options, please let me know. This may be the most meaningful and profitable decision you'll ever make. What's inside this free consumer guide?

Then we've got several bullets here.

The truth about owning a home – it's not all about the tax write-off.
When renting might be best, and how to decide?

That's our takeaway.

9 hidden benefits to home ownership – number 7 will surprise you.
How to find an agent that can help you get the right home?
4 steps to buying your home.

And then down at the bottom...

Open immediately! Extremely time sensitive!

So that's our whole label. Again, we are trying to get people to open it. That's why it's in fluorescent green. That's why we've got it personalized with our information on it. They may never go any further, so we've got to take every opportunity we can. If I'm not doing this – if I'm not sending this label, I ran out of labels, I want to try a different way – then I'm going to go totally incognito.

What that means is, I am going to hand address their information on the envelope. I'm going to use live stamps, no meters, and I'm going to hand address my return address, and I'm going to leave off my name. I'm literally just going to put the address, and if I have a suite number, I might change that to either just number or apartment – it'll still get to you if it's returned mail. But I am trying my best to fly under the radar. Nothing else is going to be on it. That's if you can legally do that in your state. Check with your broker to make sure that you're being compliant. Some people have to have more information on the envelope, and if you do, then you do. But I'd try to go totally incognito, or fully pregnant. As we like to say in marketing, there is no half pregnant. It's either "Here's what I am and this is what I'm trying to do", and that's what I'm doing with the green label; or, "I am trying to go totally under the wire and get you to open it."

Now, once you open that envelope with that consumer guide in there, and you've already printed out the consumer guide... And just as a recap on that, typically what I do is I don't have them professionally printed. I print them on my own color printer as someone requests it. And then I will bind it. I have a thermal binder, but they're getting harder to get. So, if you have just a regular binding machine, you can do that. If you don't have a regular binding machine, get those nice report covers at your local office supply store and use that. I don't want to put it in there stapled – that looks too tacky. So I want to have it at the very least in a nice little report cover.

Now, there's going to be a letter on top of this. I know there's a letter in the consumer guide, but there's going to be a letter on top of the consumer guide. And I've given you two options. I'm going to tell you which option I would encourage you to use. It's the one I use, but I do give you two options, and so I'm going to start with the lesser option. And this is because I had some people say it costs a lot of money to send these and they want the least expensive way possible. I think that's a bad decision to make, but I let you make it, so I give you an alternative guide. It's called the "Non-Dollar Bill Letter", as you'll find out later, because we have one that's called the "Dollar Bill Letter".

So, Non-Dollar Bill Letter: We've got a date at the top. We put in their information, we put "Re: Your request for the consumer guide 'Is It Better To Rent Or Own A Home: The Consumer's Guide To Buying A Home'". And then you'd would put their name, "Bob Jones"...

Thank you very much for your request to receive our very popular guide. As you read, please be sure to have something to take notes with. You're going to get several ideas that can help you get started with several of the most vital aspects of going to buy your home. Questions about what you'll read in the guide will likely arise, as well as other questions that may come to your mind. If you want to make sure to jot these questions down as you read or think of them so they don't slip away.

A mentor of mine, the late Earl Nightingale once said, "Ideas are like slippery fish. If you don't gap them with a pen or a pencil, they'll slip away, never to return." So be sure to capture them while you can. If you'd like to discuss them and get clarification, or discover how to apply any of the other ideas you'll read, please pick up the phone and call me on my private and direct line at, [this phone number]. I'll do everything I can to see that you have all the answers and information that you need.

I've also enclosed several other items in this package. Please look at these very carefully. My goal is to help you get all the information you need to determine what strategy is right for you,

and equally important, if now is the right time for you. I'm very much looking forward to talking with you soon.

Sincerely,

And then you'd sign your name, put all your legal disclosures on there, your license number, everything like that. So you might be asking, "What else would I put in there?" If you have a personal brochure, I'd stick that in there. If you have a booklet or printouts of your testimonials, I'd put that in with it. I'd also put in your business card. This is the time that you get to brand away. They've already raised their hand, they've already said they want this information. Brand away. Go for it. Do as much as you can for your branding. I give you full permission to brand at this point, because they've already raised their hand and identified themselves as someone who's looking to take these next steps in real estate. So that's option one, called the "Non-Dollar Bill Letter". Again, you're going to find all this on the website in each of the kits where we've got a consumer guide.

The Dollar Bill Letter is where you would literally staple a dollar bill to the top of the letter...

Dear Bob,

As you can see, I've attached a nice, crisp \$1 bill to the top of this letter. Why have I done this? Actually, there are two reasons. Number one, I have something very important to tell you and I needed a way to make sure that this letter would catch your attention. And secondly, since what I have to tell you can save you a great deal of time, energy, and money, I thought using real money as an eye-catcher was especially appropriate.

Here's why I'm writing. Just a couple of days ago, you visited my website [or you visited my Facebook page, or you commented on my Facebook post] because you wanted the educational report "Is It Better To Rent Or Own A Home: The Consumer's Guide To Buying A Home", to aid you in your search.

I'm including a physical copy of the guide, along with a list of homes for sale in the area where you're most interested. They should give you a general idea of what homes are selling for right now. If you're going to buy a home in the next six months, then what you do right now could make a difference of thousands, even tens of thousands of dollars.

Then we've got what's called a "sub-head", "Your next steps"...

The best things for you to do is to get a really good idea of what features you need in your next home and what you can qualify for, as far as a mortgage is concerned. Call me at [this number] or send me a quick email at [this email address], and we can pick a time to get together and chat about your situation.

Warmly, Pete Mitchell.

P.S.: If it would help, we've got a few spots available in the evening and on weekends. Give me a ring right now at [this phone number].

And that would go on top of your guide and anything else you've got in there – your testimonials, your list of other homes that are available in the marketplace. That is going to stand out. Having a Dollar Bill Letter sent to someone always stands out.

Then what I want you to do in your follow-up – and again, this is in the follow-up sequence – after you send the Dollar Bill Letter, you're going to do what I call the "post-delivery phone call". So a day or two after you think they should have received it... And you usually have a pretty good idea of how long it takes mail to get from one part of the city to the other. In most areas only takes about a day, though honestly I can tell you from some parts of Orange County to some other parts of Orange County, it might take two days. So you just kind of guesstimate, "Okay, I think they might've gotten it today, so tomorrow I'm going to call them." And you're going to do that same thing where you call, if they don't answer, you hang up; you call again, they don't answer, you hang up; you call again, they don't answer, then you leave the message. If you get them on the phone, you're going to say this...

Hi Bob! This is Pete from Pete Mitchell Realty. We spoke a few days ago. I promised to send you a list of recent homes along with that consumer guide. You would've seen it come with a dollar bill stapled to the top. Do you have a few minutes to go over the information that you received?

They're going to remember it because of the dollar bill. Don't expect them to have read it. And if they have read it, don't expect them to admit it. They won't. So it's simply, "Do you have a few minutes to go over the information that you received?" And then we're going to go right back into, "Tell me a little bit about your plans for buying a home." We're going to enter that conversation; we're going to find out what's going on. But again, if they don't answer the phone and we've left a message, we're going to also text them...

I just left you a message. Checking in to see if you had received the report "Is It Better To Rent Or Own A Home: The Consumer's Guide To Buying A Home". I've got a list of new homes that just hit the market. Let me know if you'd like me to send this to you.

So again, we're making a statement – our bridge, and then we've got this information and we're asking them, "Do you want me to send this to you?" So then we're going to wait if they haven't responded for our next letter that we're going to send. The next letter that we're going to send is going to be typically 15 to 21 days later. And we're going to send them the same consumer guide, along with any testimonials and Letter Number 2. So Letter Number 2, again, is under each kit. Let me pull it up here so I can read it. So Letter Number 2, you've got to personalize with your picture on it and it's got a headline on it...

Does using a real estate agent that specializes in...

And then put in your area – Long Beach homes, Orange County homes, Dana Point homes, Houston homes, Austin homes...

Does using a real estate agent that specializes in Phoenix homes really matter?

Dear Bob,

A couple of weeks ago, I sent you a brief letter introducing myself that had a dollar bill stapled

to the top. I specialize in helping families invest in their first home in the Phoenix area. You visited my site because you wanted the free report "Is It Better To Rent Or Own A Home: The Consumer's Guide To Buying A Home", to aid in your home search. I'm included a copy of the most recent home listings for the area you're most interested in.

And then the rest of the letter is the same as the other Dollar Bill Letter. So we're just using this as an excuse to get in front of them again. And yes, it's going to cost a couple of more dollars because we're sending the consumer guide along with the list of homes, but it's worth it. It's completely worth it. So then after they would have received that, we're going to do a phone call, again, a day or two after. And if we don't get a response to this phone call, then we're going to actually go door-knock on them, where we're going to stop by and knock on their home...

Hey, I was in the neighborhood and wanted to make sure you got this.

Ten days after you send out that second letter, we're going to send out Letter Number 3 with a list of recent homes for sale, along with any testimonials that you have. If something just hit the market in the area and in 10 days you've only had one new home hit, or two new homes – I would print out that, along with everything you just sent them, and I'd circle the top two just listed. I would write on it, "Just Listed", and send that information to them. And so, Letter Number 3, again, you're going to personalize it with your picture...

Finally, an easy way to discover your future home.

That's our headline...

Dear Bob,

A couple of weeks ago, I sent you a brief letter to introduce myself that had a dollar bill stapled to the top. I specialize in helping families invest in their first home in the Phoenix area. You visited my site...

And boom, the rest of it is all the same. So why are we doing that? That is our excuse to stay in front of them with physical, personalized mail that stands out from everyone else. So, after they would have received that, we're going to give them a phone call. And again, we're going to do that same thing – call them three times in a row. If they don't answer, we're going to leave them a message and then we're going to text them...

Hey, I just left you a message. Checking to see if you've received my report, "Is It Better To Rent Or Own A Home: The Consumer's Guide To Buying A Home". I've got a list of new homes that just hit the market. Let me know if you'd like me to send this to you.

And then after that, we go into our long-term follow-up campaign. Our long-term follow-up campaign is, every month they are getting our print newsletter. You're going to be calling them typically a day or two after the newsletter is delivered, and you're just doing the same thing...

Hey, just checking to see if you've received my Rossmoor Real Estate newsletter. I've got a list of new homes that just hit the market. Let me know if you'd like me to send this to you.

Remember, most people, 85% of the people who end up buying or selling don't do so for 90 days. That's why you want to keep doing all this stuff and staying in front of them. So, you can read the rest of the sequence under the kit, because it's all going to be the same. We're sending them newsletters, we're following up with them after they get the newsletters. And we're going to keep doing that forever. But what I also want you to do is, as soon as they walk into your sales funnel, you're going to be sending them that weekly email, as a minimum. The weekly email that we give you, that's going out. Now, if you're not using ours, that's fine, as long as you are hitting them at a minimum, weekly, with an email.

Then, on top of that, this is one of the things that we do and we can't really do this for you, so we don't provide you a skeleton of what you can do for this. So I'm just going to tell you what we do and what I highly encourage you. The first time you came into Debbie's world... And you may not even remember this, because it could have been so long ago. If you've just come into Debbie's world recently, then you will have seen this recently. We do what we call the "indoctrination campaign".

If someone requests a consumer guide from us and they've never been in our system before, we've got all of our follow-up system, all this stuff that I just talked about, that's all going to happen. But we also do this other little piece – we call it the miniseries event, or some people refer to it as the soap opera series. We are going to tell people over a series of days, typically three to five days, a little bit about ourselves. We are going to try and suck them into our world.

So, to give you an example, I'm going to read to you just the first email that we do for Debbie. And I want you to be thinking, "How can I do this? How can I copy this idea and do this in my business?" So, our subject line is, "Chapter 1 of 5: The First Home Sale". So that's what we happen to do for Debbie. Now understand, Debbie's market is real estate professionals like you. So we're going to connect with real estate professionals as a fellow real estate professional, and we're going to tell Debbie's story of when she first sold a home. So it starts out like this...

Hey there, Pete! Debbie De Grote here, and I want to officially welcome you to my world. At a recent event, someone asked me if I remembered my first sale. Frankly, I remember my first sale and what I thought was going to be my first sale. I was so excited I had found the perfect home for my buyers. There were a nice couple, planning to get married soon. I thought I had sold the perfect home to them, and they called the next day and backed out. So why did they back out? The soon-to-be-wife told her soon-to-be-husband that she was pregnant and she couldn't face wedding, pregnancy, and buying their first home. Sadly, they backed out and never bought anything, at least not from me.

I went on to meet another buyer. He was a big, tall truck driver, possibly 6'7". Just a giant of a guy, super nice guy. It just so happened that after I met him and while I was getting him pre-qualified, I happened to have a referral and took a great listing. This listing was what we might have called a cream-pot – a great little house exactly in the right neighborhood, exactly at the right price point, with all the desired features. This was the perfect house for him.

I also knew that it was going to be a red hot property once it officially hit the market. The sellers gave me two days to bring my buyer through the house before they let it hit the MLS. He was just about ready to take off on his long haul across the country. I only had one opportunity to get him in the house. The sellers gave me a key and they were going to be out of town. So I was so excited, we went to the house. He loves the outside. He loves the neighborhood. I put the key

in the lock box, and the key won't work. Five minutes ago I was looking at double-ending the sale; now I watch it all vanish before my eyes.

In my email tomorrow, I'll share with you what I did to get my buyer in that home. It's a story you've got to hear. Warmly, Debbie De Grote.

So notice what we're doing there. And then we've got a P.S...

The subject line of tomorrow's email is "Chapter 2 of 5: Getting In The House". Look for it.

So notice what we're doing in that email. We are absolutely letting personality come through. Look at some of these things that we've got in here: "I went on to meet another buyer. He was a big, tall guy, truck driver, possibly 6'7". Just a giant of a guy, super nice guy." That's personality right there. That is just speaking about him. Also, what real estate agent can't relate to, "I thought I was going to get this sale, and then they back out. They back out because of the pregnancy and the wedding and buying a home and all this stuff, and I never ended up making them a client." What real estate professional can't relate to a story like that? So we're relating with people.

And then we go into the story of this big truck driver and people are like, "Okay, what happens? You can't get in the house." It's a cliffhanger, just like a miniseries. Miniseries, and with cliffhangers. It's also called the soap opera series, because what do they do in every single soap opera? Every single one of them is a cliffhanger to get you to come back the next day. Well, we want people to read our email the next day.

Now, in Debbie's case, she goes on to talk about walking around the house and she sees the back window is open. She tells the truck driver, "Push me in the window", and he was like, "Are you sure?" She's like, "Yeah, pushing me in the window." He lifts her up, she's looking down from inside the window and she realizes, "Oh, that's right, this is over their sunken tub." And she quickly does the calculation in her head...

Okay, it's going to cost me two to three grand if I break my arm, but the commission is going to cover that.

And she just falls down in. Ends up selling the guy the house, and it's just one of those funny stories. And if you know Debbie, you know that's totally Debbie. She'll do anything to help the client out. That's what you want to do. You want to have your own miniseries event. You might go, "Pete, I don't have funny stories like that." That's great, because that's probably not going to connect unless you're a real estate professional.

But what you can do, you can tell your story about why you got into real estate. What was it about real estate that made you say, "Hey, you know what? This is what I need to do." I'll give you another quick example. Debbie and I were doing an event, I believe it was in Coeur d'Alene, Idaho. And we're speaking at this event. She tells the story of when her father dies. It was a holiday, everybody's over there. Dad walks out to the mailbox, falls over dead. And then everyone's like, "What do we do?" And she was like...

We're going through the phone book, and who do we call to help with this and who do we call

to help with that, because Dad's done everything for Mom? And now we need a local real estate professional, because she can't live here anymore.

And I remember after that event I went up to her and I go...

How in the world have you had these stories for all these years and you've never shared that one with me? Remember, Don, your husband, is a client of mine, and he does probates and trust sales. This is the story as to why he does probate sales.

And if I could tell people, "This is the reason that I do probate sales – it's because I had this experience and I don't want other people to go through this experience that I went through, so I can help you with that real estate" – now people want to hear from me. Now they want to know who I am. They want to get to know me. Okay, Pete's not an ambulance chaser. Pete's a real estate professional who's there to help me.

Those are the kinds of stories that you want to tell. What got you into real estate? What made you decide you love doing real estate? What about your own experience in real estate? Did you have a bad experience? Did you have a great experience? If you had a bad experience, you could tell your own personal bad story...

This is what happened to me, and I got into real estate because I didn't want anyone else to ever go through that.

If you had a great experience, you can tell your great experience and go...

I got into real estate because so many of my friends had bad experiences, and I wanted other people to have the same kind of experience that I had.

So you tell stories, and we do it over a series of days, like a cliffhanger, where we tell part of the story and we leave them kind of wanting more. In this case, "I'm going to tell you how we got into the house, and you want to look for this." So, that's one of those hidden things that we do behind the scenes, and I encourage you to do that – to do your own miniseries event or a soap opera series or whatever you want to call it. Do a series of emails.

So when someone comes into your world – they're a Zillow lead, they came through an open house and you got their information, they've requested one of your consumer guides, they visited your website and got a home valuation – whatever it is, hit with them a miniseries event. We typically do it over five days. We've got our three, maybe four days of great stories, and then it's a call to action. And our call to action is usually for another consumer guide, or in our case, a webinar. In your case, you'd probably just want to do a consumer guide, or if you've got an event coming up, you can do it for an event.

So guys, that's the follow-up that I want you to be implementing on all of your leads. Think about it right now. What kind of difference would doing that kind of follow-up make in your business? Are you hitting people that often? And by the way, this is what I call the minimum level of follow-up. So, do more, if you can. Do more, do as much as you can, because what's the worst that happens? They click the "Unsubscribe". So what? They weren't going to buy from you anyway. Get them off your list. You want a clean list, you want to know people who are actually interested in what you have to offer.

All of that is on the Inner Circle website, minus the miniseries event. That's not on the Inner Circle website, so I just told you how to do it. It's because your stories have got to be your stories. They can't be our stories. We can't give you fake stories. They've got to be genuine stories for you. But everything else is on the website under each of the kits. Just click on the follow-up materials and you're going to see all of that. You're going to see all the letters, you are going to see a Word doc version and a PDF. The PDF is just so you can see it, the Word doc is so you can edit it. And you can put your own picture on it, change it however you need to change it. Put your call to actions on it. Keep yourself compliant, so put whatever disclaimers you need to put on it. It's all right there for you, including what to say on the phone to get you started. And start doing it. Start doing that for your follow-up and you're going to see a dramatic uptick in conversion of your leads. The money is made in the follow-up.

Now, because we've still got some time, if you guys have questions – it could be on anything, doesn't have to be on just what I've talked about – you can hit *2, and that's going to raise your hand and I'll be able to unmute your line. Now, while we're doing that... In fact, I am going to take this first question, and then I've got one that was emailed in. So let me answer this first question. We've got someone from the 517 area code. Go ahead and tell us your name and let us know what your question is.

Rob: Good afternoon Pete, it's Rob Buffington with Berkshire Hathaway in Lansing. Hey, I missed the call for the perfect signature, and just was wondering where exactly would I find that?

Pete: So when you log into the Excelleum Inner Circle website, you go to "Group Coaching Calls", and then you're going to see "Coaching Calls with Pete". You'll click on that. And I'm going to see if I can just quickly see it, since I'm on that website. Let's see here. It's going to be the May 7th call. We've got a download there; you can download the signature template, and there's an audio for it so you can listen to that call, and there's a transcript. All that stuff is right there for you, Rob.

Rob: Perfect. Thank you so much.

Pete: No problem. And if anyone else has a question, you can just hit *2. Let me go to this question that I had emailed in...

Hi Pete, I've got about 3,500 emails for homeowners that have lived in their home for 10 plus years. I'd like to start to target them to downsize. How would you recommend I market to them to nurture them along to eventually contact me to sell their home?

This was a really interesting question. I addressed some of this when I replied back to this email, but I want to expand on some of this. Some of you might also be in the same kind of scenario, where you've got a list of emails maybe that you got from a title company or something like that and you're like, "These are my ideal clients. How can I use these emails?"

The first thing I'd say is I would caution you against emailing them, because it's going to be spam. Now, people think that the law is you can't spam. You have to be CAN-SPAM compliant, which technically means you can spam people, if you do it legally, which is basically giving people a way to opt out and having your address on it and things like that. But I don't recommend it, because two things are going to happen.

Number one – your ISP, whoever is sending out those emails, is going to shut you down. If you have

more than one out of every 1,000 people complain, then you have too high of a complaint threshold and they're going to turn off your account. So that doesn't take much – literally one person out of 1,000 complains and you could lose your ability to email. So don't do it. ISP is won't let you; it doesn't matter if it's legal or not.

But secondly, people don't look at those emails as... They don't look at you as someone who's good, because you're spamming them. They didn't give you their email, they know they didn't give you their email. So, I would highly recommend that you don't actually email them. What I would do with them... If you got those names, I should say, without someone opting in to your list. So that's if you got it from a title company or however else you might've gotten it. If they're part of your database, then absolutely, email them. They came in; email them away.

But what you can do is you can create a custom audience on Facebook and you can start running ads to those 3,500 people. Facebook is probably going to have about half of those people, so your ads are only going to run to about maybe 1,500 to 1,750 people. But you might as well do it, run an ad to them on Facebook. I would also run an ad for my consumer guides on Facebook, and I would also run an ad for some community events. So I would go to our Event kit that we've got on the Inner Circle website, and I'm probably going to do a combination. I'm going to do some educational events, I'm going to do essentially a "Downsizing" event, and I'm also going to do some wine tasting events, things like that, just to do basically mixers. But that's how you can utilize that to start to build that bond, is by doing events and getting in with people that way.

The problem with just straight emailing them is, like I said, you're not going to look good, unless it's part of your own database. If it's part of your own database, then by all means, you can start going after them like crazy.

Other things that I'm going to do – go through the Contest Hacking that we have on the Inner Circle website, that program. And I'm going to run a contest to those people via Facebook, because again, I know who they are. I know they're my ideal market and I would like to tap into those people and get them on my list so I can email them.

Lastly, on Facebook, you can create what's called a "lookalike audience". So you can upload that list and you can tell Facebook, "I want you to give me an audience that looks like these people." Facebook's going to find those 1,500 to 1,700 people that it recognizes and it's going to go...

Okay, great. We've got about 2 million other people who look just like these people.

So Facebook is looking at them through their demographics, how old they are, things that they're interested in, things that they like, things that they do. Because Facebook is basically Big Brother; they know everything about us. So they're going to give you a list of about 2 million. You take that list of 2 million, and then you've got to shrink it down to your area. And when you shrink it down to your area – let's say it's your county – that list is going to go down to maybe a couple of hundred thousand. Now you've got a good list that you could run some ads to on Facebook who you know they look like those people. So chances are, they might also have lived in their home for a long period of time. And that's how you can utilize that as well.

That's also a much better way to get people to your events and things like that, because now you've got

a bigger list. The problem with 3,500 in any kind of direct marketing or especially email marketing scenario – it's just not enough people to get to an event if all you're going to do is email them. So let's say it was your entire database, 3,500 people – if that's all you've got in your list – man, then you've got to do a joint venture, you've got to get a bigger list. I've done enough events to know that's not enough people.

I was having this conversation with someone yesterday and I said when I do events, I generally will send out 10,000 postcards to invite them to my event, knowing that I will get anywhere from 0.5% to 1.5%, just depends on the event that I'm doing, to actually sign up. One percent of 10,000 is 100 people; so I've got to do 10,000 postcards to get 100 people. And that's with a postcard. By the way, much better pull rate on a postcard than on email. So, if I had only email as my option – man, I better have a much bigger list than 10,000 if I want to get 100 people in the room. I've just got to. I've been doing this long enough to know that's kind of what it takes.

So hopefully that helps and it gives you guys a little bit of insight. I don't see anyone else's hand raised, so we're going to go ahead and close the call here. I will have this added to the website shortly. We'll get it all transcribed for you for those of you who want to read through it. And keep in mind, all those letters, the follow-up sequence, all that stuff is on the website. Just go to the kit that you're looking for, and then click on the "Follow-Up" tile, and boom, there it is. That's what you need for the next step. So with that, guys, thanks so much for joining us on today's call, and Debbie will be here next week. Take care, everybody!