



GROUP
Coaching Calls
with PETE



Pete: Alright. Welcome, everyone, to today's call. This is Pete Mitchell and I am really excited to do this call here today. I am actually on the road today. I've got some material I'm going to be going to over, I've got the questions that were emailed in, but I don't have my computer screen in front of me, so I can't see anybody who has their hand raised and I can't unmute you. Here's what I'm going to do. If you've got questions at any time, just go ahead and send me an email. Log onto the Inner Circle website, ExcelleumInnerCircle.com, go to the "Support" tab, send me your question, and I will be happy to answer those as soon as I can. May not be today; probably will be tomorrow, or maybe late tonight, only because it's actually my son's birthday. It's his eighth birthday, so we're going out as a family and doing all the family stuff. I'm sure you guys understand that.

Now, a couple of things that we're going to go over. And by the way, I'll repeat that again a little bit later, because I know we still have people coming on, as not everyone shows up on time like you guys, right here, all ready to go. Fantastic, by the way on that. So, a couple of things I'm going to be going over in today's call. One of the things that we had on the schedule that I definitely want to touch on is doing what are called "mini events". And I also want to touch on a template for getting testimonials, because testimonials are so, so important in getting more clients. There's almost nothing you can do that will be of more benefit to your business than getting testimonials from your clients, your past clients, people who you've even given advice to but haven't necessarily been able to help. We're going to take a little bit of time on this call today and go over that as well.

So, going over the mini events, what exactly is a mini event? If you haven't been through it, on the Inner Circle website, underneath the training material, there is a tile called "Instant Real Estate Client Events", I believe is what it is. "Instant Events" kit, I think that's what it is. "Instant Events" kit or "Instant Real Estate Events" kit. I spent a lot of time putting that thing together. And one of the things that if you haven't heard me say it before – I am a huge, huge believer in doing events. I have built several businesses in different industries off of doing events.

Events are probably the easiest way to get in front of a group of people and offer them your product or services. And obviously most of the times you're offering your services. Every once in a while we'll do a product offering, and that might be if we're doing an open house event, muffins and mimosas. Debbie's always a fan of doing some of those in some of the luxury communities. And so, it becomes more about the product when we do that, the home that we're doing the open house in. If you ever watch Million Dollar Listing, they're always like, "Let's do a broker's open and we're going to bring in this classic pianist and they're going to play." That's more about the product being the condo in New York or whatever it is that they're selling, the co-op. So, that's the other way that it could be. It could be the product itself that you're trying to sell, but most of the time it's going to be the service. It's going to be your service.

So, I highly recommend that you guys go on there; more than just highly recommend. If I could give a thousand bucks to crawl inside your head right now and really connect the dots and explain to you how vitally important doing events is, I'd do it, because events have changed my life. They have made it where I am able to do what I want, when I want – like today, go out with my family for my son's birthday, because I do events. Instead of getting in front of people one at a time, I get in front of people a group at a time.

So, maybe you and I met at an event. You might've come to one of the live events that Debbie and I have put on. When we put on live events, depending on the type of live event it is, we'll have anywhere

from 10 to 15 people, if we're doing it at her office, or we've done as many as, I don't know, 1,000-1,500 or so in front of us at one time. And understand, the key difference is, I could have met with everybody at that event one-on-one and spent a half hour to an hour with them all, or I put all of them in front of me, spent a half hour to an hour talking about what they need to do, what they need to know, what I offer, and then the ones who are ready to go to the next level tell me they're ready to go to the next level.

Is that going to be the majority of people? Absolutely not. It never will be the majority of people. Will there be some people? Yeah. Almost always there are going to be some people. And ironically, the smaller the group, usually the higher percentage of people end up moving forward. It's this really weird thing. Almost everybody who does any kind of event is always obsessed with getting just a ton of people in front of them. But your percentage goes down. The bigger the crowd, the lower the percentage is that take you up on your product or service. Whereas you have smaller groups...

I used to go do what's called "field service rep". If you've ever seen one of Tony Robbins' guys come to your office and do their little dog and pony, and then they offer tickets to the next Tony Robbins event – those guys are called field service reps. I did that same thing. I didn't do it for Tony; I did it for another guy. And it was really weird. Our minimum was we had to have at least six people in front of us. So, we'd talk to a real estate manager or whatever, and as long as they had six people, we'd go out there and do that. And the smaller the group was, the higher percentage of the people would buy the ticket. I mean, you went and talked to six people; it wasn't uncommon to have four or five, sometimes all six end up buying a ticket. You go and you talk to a room of 30 people and we'd be lucky to get three to five people. It was just really weird that way.

So, I love doing events, and I don't mind doing small events, because I know I usually get the same amount of sales and a much higher percentage off of a small event than a larger event. Don't know why that is. I have no idea if there's some sort of intimacy that people feel when it's just you and like six other people. I don't know. I don't get it, and honestly it doesn't really matter to me what the reason is. I just know that it works well. So, I want to encourage you that if you decide to put on an event, it's okay if it's smaller. That's not a bad thing. Our egos will often say, "Well, I wanted to have 30 people", or 40 people, or whatever the number is. But at the end of the day, that's not what matters.

So, go in there and look at that kit. In that kit we've got what we call community connection events, and then we've got educational events. If you are someone who is deathly afraid of public speaking... That's one of the number one fears that people have, is public speaking. If that's your fear, then you're going to want to do community connection events, because you don't need to do public speaking with that. For community connection events, we've got the Family Portrait event, we've got a Pet Portrait event, we've got Photo with Santa. I can't remember if there's another one in there. I can't remember what it is off the top of my head, but it's the same thing as the shredding events that some agents do. In those events, you're going to get a lot more people to show up. You will get less clients or even prospects out of those events, but you have more people show up for them. It's not a bad thing; just understand that's the difference.

Now, you can do an educational event, and I've done literally hundreds of these, especially as a financial planner. If you've ever gotten those little postcards in the mail saying, "Come over here to XYZ restaurant and so-and-so is going to buy you dinner and talk to you about retirement strategies that work", or whatever title they come up with – the reason why we always would take people out to

dinners – that's what's called a "premium". That gets people to come to it. And they're like, "Yeah, okay, I'll listen to your little spiel on 401k rollovers", or retirement strategies, or long-term care, whatever it is, "I'll listen to that, because you're going to buy me dinner. I'm okay with that. That's a trade I'd make." And interestingly enough, those ones you will have less people show up, because they know it's a sales presentation. They get that. But you're buying me dinner, so I'm going to sit through your sales presentation. You have less people show up for those than a community connection event. However, you have a much higher conversion ratio, because usually after they hear and see what you do, they're like, "Okay, I'd like to see how these strategies would work for me."

So, we've got events on downsizing, which by the way is a phenomenal educational event that you can put on. We've got events on moving up – hardest one to fill. In fact, I'd probably recommend you don't do it. I would recommend going with either downsizing – that's the number two; and the number one that's going to have the biggest response is going to be investment. People want to know how to invest in real estate the right way. You can walk them through that in your event, and then basically offer them at the end...

If you'd like to find out how investing in real estate would work for you, I've got a few slots available. I'd be happy to meet with you. Obviously I can't sell you anything on that meeting. We're just going to get together and talk and see what might work for you.

Investing in real estate is actually one of those things that pretty much anybody can put on, and you're going to get people to show up for it, because everyone wants to know how to invest in real estate and no one knows how to do it. So, I definitely recommend that. And first-time home buyers – you're always going to have people come to those events, because a first-time home buyer has so many questions. They never know what they can do, how the whole thing's going to work. They don't know. They don't know what they don't know. And so it's really easy to get people to show up for that. And of course the downsizing, like I already mentioned. The hardest one to get people to is the move up. The reason for that is because it's not usually their first home when they're moving up, so they kind of think they already know how to do stuff. So, I don't recommend that you start with that. Even though we give you all the materials for that, I would tell you to go investing, then either first-time home buyer or downsizing, depending on which one you'd rather do. And I would focus on those three.

We've got all the materials by the way on the website, guys – everything you need to know about getting joint venture partners, to how to remind people, to inviting people. We'll build out your landing pages for your events, as long as they're one of the events that we've given you a kit for. We'll put together the landing page, so you can register people. We'll hook it up to your SMS Conversations account, so it'll automatically send people text messages. We give you the follow-up, we give you everything.

So, it begs the question, what are these mini events that you can do? Well, I want you to think about it like this. You can obviously do mini events on any of the topics that we've already given you. And a mini event could just be, you've only got a room of maybe six people in it. But another way that I really like to do some of these mini events is with teleseminars and also with webinars. You've probably been to one of the webinars that Debbie and I have put on, because we put on, each month probably, between Debbie and myself, 10 to 15 webinars. There's always something going on every week. Usually they're for specific groups, but we're putting on webinars. So a lot of times what'll happen is, agents will look at that and go...

I like this idea of putting on a webinar, but I don't know anything about setting up webinars. How do I invite people to it? How do I do all that?

Here's one of the first things that I would say to you. I'd say first of all, look at the Instant Events kit that we give you. Pretty much anything we give you for one of the educational events, you could take and do it as a webinar. Doesn't have to be a live event. Now, you're really going to get less people to show up there than you would at a live event. They'd show up for the live event because you're buying them dinner or dessert, or whatever the premium is. We don't really get that on a webinar, so it has to be a topic that they really want to learn about. But then because it is virtual, it's a webinar, life gets in the way – the spouse started yelling at me, the kids started crying, I realized I forgot to do XYZ at work. Whatever it is, life gets in the way and they don't show up. So just understand, a lot less people will show up to a webinar than will show up to a live event, even though it's more convenient for them. They don't have to go anywhere, they don't have to do anything. It's just the nature of the beast. But that's okay. As long as you're okay with only having maybe a couple of different people on your webinar, maybe five or six, it's alright. You could still pull off a webinar.

I like it because it can be a lot more convenient for you. So, let's say you've got some joint venture partners – and you'd look at the kit and see how you get joint venture partners; I walk you through all that in the kit. And everyone invites their client database to your event. Let's say it's going to be on first-time home buyers. Everyone invites people to it. So let's say you end up with 10 or 15 people on it – that's great. Have 10 or 15 people on there, fantastic. It gives you a chance to kind of work out the kinks, if you will, and it's not in front of a lot of people. And while we give you some slides that Debbie's put together, I would encourage you to kind of make your own presentation. And make the call at the end really easy for people to do...

Hey, I've talked about a lot of different things on this webinar. If you'd like to see how these concepts would play out for you and your family, I'm going to make myself available for a phone call. We'll just hop on the phone together and we'll talk about how to invest in real estate in Punxsutawney, Florida.

Or how to downsize from Rossmoor maybe over into Leisure World, or whatever it is. You just do your call to action. And it's a great way to get really good without going through a lot of expense. Now if you're going to do webinars, I would probably say the place to start is with, I think it's GoToWebinar. There's GoToMeeting and GoToWebinar. Maybe it's GoToMeeting. GoToMeeting might be the much less expensive version. It might be GoToWebinar that's really kind of expensive because it puts like a thousand people online at once, and you probably won't need to start at that level. You'll probably be fine with just a GoToMeeting system. The one that we use at Excelleum is called WebinarJam.com. It works really well for us. There are some drawbacks to it. One of the drawbacks is it uses YouTube Live to stream the video. And so, because it's not all encompassed in the software itself, there can be issues that happen. Maybe YouTube didn't work right, or we've had a lot of people who say it's really choppy, the webinar doesn't work really well. And then they find out at their branch they've throttled YouTube because they don't want people basically watching videos. They want them working. And so, it doesn't work that well when we're here, it's better when we're at home.

But we use WebinarJam because, one, it is a much more affordable way to put a lot of people on the line at one time. But again, if you're not planning on having 100-200 people on, which you probably won't to start with, you'd probably be fine with GoToMeeting, and I think you'll have less issues with

that over the long run myself. So, that's if you're doing a webinar.

Now, another option that I really, really like, and I really like this for real estate, is doing what is called a teleseminar. Basically what you're on right now is a version of a teleseminar. We have these weekly power calls that Debbie and I do, or they're not technically weekly. We do them four weeks out of the month. Some months have five weeks, so we don't do it the fifth week. But the reason why I like this, especially for real estate professionals – almost every real estate agent we've ever had has been able to dial in and get on these calls, because they've done it before. They've called in on conference lines, they understand how to use their phone. Whereas webinars, almost every single one we've ever had and have ever done, we've had problems and issues. They call the office because they can't get on. They're not hearing it. You name it, we've gotten calls for it. Literally every single one. I don't think we've ever done one where somebody didn't have a problem, didn't have an issue. So, the barrier to entry, if you will, the barrier to get on the call is significantly less when you're doing a teleseminar, and I really like that. I really, really like that as an option.

You also don't have to worry about how you dress. Right now, I'm not in my suit. Right now, I'm dressed for the family outing. I've got my shorts on, I've got my typical shirt. I mean, I'm not a total slob, but I'm not wearing a dress shirt, I don't have a tie. Doesn't matter. If I didn't tell you that, you wouldn't know. No one's going to see you. So, it doesn't matter if your hair is not done, it doesn't matter how your makeup looks. None of that matters; it's a phone call. And I really like the teleseminar for that. So, a couple of different things that you can do for that. There are different services, like FreeConferenceCall.com, FreeConference.com. Those are the biggies that we're using a lot here at Excelleum, and they're free. There's not even a tech cost involved. You'd probably still want a landing page.

So, here's basically the flow. You're going to invite your database, you're also going to get some joint venture partners, and they're going to invite their database, and maybe you want to have them on the line for a few minutes at the beginning. They can't technically sponsor it in most cases because of legal issues in real estate, but you're joining together. And Bob from Bob's Chiropractic is going to get on and say...

This is Bob from Bob's Chiropractic. If you're here because I invited you – boy, am I glad you're here, because Pete is going to talk about investing in real estate. And boy, I tell you, he really knows his stuff. He's a real estate professional at Pete Mitchell Realty. And I'm really excited to do this.

And then I get on there...

Bob, thanks so much for introducing me. I really appreciate that. And by the way, if you're on this because I invited you, let me tell you, if you're looking for a great chiropractor here in the area, I've been seeing Bob for forever, and boy, does he really take care of me. My back feels great and I've never been so good in all my life, blah blah blah. You've got to see Bob.

Now, you go right into your topic. You can look at the outlines that we've given you for the educational seminars and you can just go through that. You can also do it as a Q&A formula. How you would do that is maybe give Bob a list of questions...

Bob, why don't you go ahead and start going through some of those questions that you had about investing in real estate, and I'm going to go ahead and answer them?

That's the easiest way to do it, because now it's like someone is setting you up. They're asking how to find a good property in Paris, Texas for investing. And you can start answering that. What I always tell the people who were interviewing me is...

By the way, if I say something that you don't understand or you don't think is very clear, I want you to stop me. I give you permission to stop me and make me dig in deeper. Because if you've got that question, I guarantee you someone else who's listening is going to have that question.

And so, I give them that permission and that freedom to stop me dead in my tracks and go...

Wait a second, Pete. You just said "earnest money". What's earnest money? Help people who don't understand what that is, what that is.

Pete, what's a home warranty? You mentioned it, but I don't understand. What exactly is a home warranty?

Pete, how long does it take to evict someone? Let's say we get a dead beat in there. How do we do this?

That's the type of telesummit or teleseminar that goes over extremely well, and people really, really enjoy and get a lot out of, is doing that interview style. And on most of these services it doesn't matter if there are three people on the line or a hundred people on the line. I mean, it kind of doesn't matter.

Now, one of the things I'm going to tell you is, make sure you're recording it. So if you're doing it live, which most of them are done live, make sure you're recording it. All those services, FreeConferenceCall.com, FreeConference.com, almost every service out there will let you record it for free. And the reason is, because now you also have a great marketing piece that you can use later for something else. Maybe you want to just give someone the audio...

Hey, I just did this great telesummit on investing in real estate [or downsizing]. Let me give this to you.

And of course, you can put those on the USB drives, and now you've got an additional marketing piece that you can give away. We used to put them on CDs. Now it's really hard to even find cars that have CD players, so we don't do CDs like we used to. But you've got an additional marketing piece. You can have it transcribed, and now you've got another report that you can give out to people. So I really, really love doing teleseminars.

Now, the key, whether you're doing a webinar, a teleseminar or a live event, the key is going to be the follow-up. So I want you to take the material that we give you in the kits online and just mold it over to whatever format you're doing. If you're doing a webinar, you're going to follow the format that we give you for your follow-up, because that's where the money is made. It's always in the follow-up. If you think...

I had 10 people on the line, two people signed up for an appointment with me. That's only 20%. I don't know how I feel about that.

I'm telling you, there's probably another two people who you could get if you did the proper follow-up, which we give you all in the kit. We know that when we do a webinar where we're offering the Inner Circle, we will have between 50% and 100% additional buys in our three days of follow-up that comes after the webinar. So we do a webinar, we have a call to action, we get so many buyers. We know we're going to get 50% to 100% more if we send out our follow-up. So, follow-up for us is a given. We're not going to not do it. We know we could have the opportunity to double our sales. Now, in some cases we've done significantly more than that. I know one of our recent ones, we had like seven sales immediately, and then we had 18 at the end of our follow-up. I can't do the math on that, but that's like 150% more people bought after the initial. So your follow-up is key. I am constantly just drilling about follow-up. It is one of those things that you have to do. You have to keep up with your follow-up, because that's when people are going to convert.

So, I would look to do a telesummit. Think about the amount of money involved in that – it's significantly less than doing a live event. You can have fewer people on it. What's the worst that happens if only two people show up? Well, they don't necessarily know that only two people showed up. Some of the services will say there are so many people on the call, but most of them nowadays, when you call in, it doesn't tell you, "There are 30 people on the line." I mean, it tells the host that, but doesn't tell anyone else that. So no one knows that only two people showed up. That's kind of nice. Didn't cost you anything, you weren't buying people dinner. That means the two people who did show up were actually interested in your topic. So, those are two highly qualified people. That's exactly what you want, are the highly qualified people. So, I really like doing telesummits, and just make sure you do the follow-up. And again, for all of the structure on this, look to the kit.

Now, if you want to take things to an even higher level, one of the things that I love doing a lot of are what are called auto seminars or auto events. An auto event is basically a webinar or a telesummit that is automated. You've prerecorded it, and you don't necessarily show up. Let's say you're going to do it Monday at 5:00 p.m. – you have the system automatically play it then. That's a really, really nice feature, especially if you did a really good seminar, or a webinar, or a telesummit that worked exceptionally well and you're like, "I want to automate this thing." Now, It really doesn't matter if one person only shows up. So what? The whole thing is automated. So, if you do that in a webinar format, we do that with a company called EverWebinar.com. By the way, that's the sister program to WebinarJam. It's the same company but a different platform, so you've got to pay extra for it.

We don't do a ton of auto webinars at Excelleum. None of the ones that we've been on with you have been an auto webinar. Where we use those more than anything else is when a broker comes to us and says, "I want you to do a webinar for my small little group of 30 people." We know that means 10 are going to show up. We'll do an auto webinar. We don't tell people it's live when it's an auto webinar, because we don't want to lie to them. We don't want them to think it's live when it's not, because now you're just being dishonest. Now, we don't tell people it's an auto webinar, but we don't tell them it's live. We just tell them the webinar's going to be Monday at 5:00 p.m. And when they get there Monday at 5:00 p.m., It's going to be playing. I think it will reject them if they get there after the time. It just tells them it's already started, they can't make it on. But the whole thing is automated.

On the telesummit side, there's only one company that I know of that'll do an automated teleseminar or

teleconference or whatever you want to call it. That's called InstantTeleseminar.com. They've got several different price plans. I want to say it's like \$67 to \$97 a month, is what most people would need, in that price range. They might even have a \$27 a month one. I'm not 100% sure, but that's where it does auto phone call ones. What I like about them for a telesummit is, if someone does show up 5-10 minutes late, then they can still get on, but they're just going to be listening in from the 10-minute mark. And so, you would record it; basically they've got a whole system, you upload it into their system, you say, "Play this thing at 5:00 o'clock on Monday", and at 5:00 o'clock on Monday it starts playing the audio file. So when people are on there, it's playing away for them. So I really, really like InstantTeleseminar for those audio ones.

I have this one buddy who's another incredible marketing genius, and he and I were talking about it and he hates auto webinars, he hates auto teleseminars. He's like, "Why don't we just do a video? Why would we do an auto webinar? What's the difference?" And there is no difference between a video and an auto webinar, or an audio file and a teleseminar. You're just giving someone an audio file and saying, "Just listen to this." There isn't any difference in it, except for the fact that...

If you're into sports, think about over your life... Or maybe you're not, but maybe your spouse is. How many times have they recorded a sports game, and then gone back and watched it? Most people who like sports don't like to record it and watch it. They don't feel the excitement. There's something exciting about watching it live, so they show up and they watch the sports event live. Has anybody ever in the history of the Superbowl, recorded the Superbowl and then watched it a day or two later? I don't think anyone's ever done that, because it's like, "It's old now. I wanted to see it when it was live."

So there's this dynamic that happens when you do an event live, where people want to be on the live event. That's the difference between a video or just giving them an audio file, and that's why, again, I won't lie to them and tell them it's live if it's not live. But at the same time, I am going to tell them, "It's going to happen at this time, on this date. Here's the number you can call in and listen to our topic." And so, I love using that feature. Again, we use EverWebinar, which is part of WebinarJam. We use that for our live webinars. We don't do it a lot with Excelleum. I do it a lot in my marketing business, because I just automate all of that stuff whenever possible. And then for telesummits or teleconference calls, whatever you want to call it – it's all the same thing – we use InstantTeleseminar when we do those calls. And again, it's just because it's easy. We can upload the audio file, and the audio file just automatically plays at a certain time and takes care of that for us.

So the key thing is, again, after those events, you've got to do your follow-up. That means you're going to have to email them, you're going to have to text them, sly voicemail them, maybe actually call them. You're going to have to do all that stuff. Now we give you all the templates that you need. They're right there online in the Excelleum Inner Circle. But I want to encourage you to be thinking...

How can I do this? How can I take that idea that Pete just gave about doing a teleseminar? How can I pull that off in the next five weeks?

First, go on the Excelleum Inner Circle website, go to the "Training Modules" tab, find the "Instant Real Estate Client Events" kit, and then go to the educational events. Download all the material. I give you a great little booklet, I give you all kinds of training on all that stuff. Go through the training, get your joint venture partners, and put it on. And again, that is so not going to cost you any money, because you could do the whole thing live, not even use InstantTeleseminar. Do the whole thing live with

FreeConferenceCall.com and see what happens. Worst case scenario, you end up with another marketing piece – the audio file from your event. Worst case scenario, that's it. Another marketing piece that you can use forever. Now, an asset in your business. Best case scenario, you're going to get some clients out of it who end up doing some transactions with you. So it's a beautiful, beautiful thing, and I want to encourage you to utilize that and do it.

If you are joining us late, I mentioned at the very beginning of this call there are two things I want to go over. One was doing mini events, which is what we just covered. The second is, I've got a simple template for getting testimonials. And then I'm going to go through the questions that I had emailed in to me. And I did mention at the beginning of the call, I'm actually traveling today. I'm not in front of my computer, so I can't see if your hand's raised. So I'm not going to answer any questions on this call, but you can email me your questions on the Inner Circle website and I will get back to you probably late tonight – it's my son's birthday today, so I'm out with the family – or tomorrow at the latest. That's if you've got immediate questions.

Let me grab my glasses here real quick. Alright, so here's a simple template for getting testimonials. First of all, you want people so thrilled with the service that they receive from you that they just want to tell other people about you. And you can ask your clients for testimonials, because they're happy; they had a good experience. So here are a few simple questions that you can ask your clients. You can do this live, you can do this on the phone with them, you can send them an email. There are lots of different ways that you could do this. But here's the first question...

What is your overall feeling about the service that I provided, or the service that my team provided?

And find out what they had to say. "What's your overall feeling about the service that my team provided you?" And by the way, good question too to find out if maybe they weren't as pleased as you thought they were. Wouldn't you rather know that now, something that maybe you can help remedy than not knowing at all? Of course, right? Next question...

What were you hesitant or fearful about before using my service, and how did our team help overcome that?

Next question...

What is a specific experience you had with our service that you were really happy with?

What we're trying to do there is we're trying to find out, was there something specific that we did? Was it our follow-up? Did they have an issue that someone on our team helped overcome? Whatever it might be.

What are three benefits you've received from our service that you value the most?

What would you tell a family member or a friend about our service as real estate professionals?

What's the number one reason you would recommend our service to a friend, a family member or a coworker?

See, with just those questions right there, I can kind of get out of people what they liked best about working with me and my team. And then what you do is you just take those responses that they give you, those one or two lines, put them in full sentences, and then give them back to them and say...

Hey, you said this. Would you mind if I use this as a testimonial from you?

Always do it for them. Don't ask them just to give it to you and write it up in proper grammar and spelling, because now you're asking them to work. But if I ask them these little questions on the phone: "Hey, overall, what was your feeling about using our real estate team's service?" Let them tell you that. Write down the keywords. Then maybe send them an email afterwards...

Hey, when I asked you what your overall feeling was about using our service, you said this. Would you mind if I used this as a testimonial from you?

And write the whole thing out for them. Almost every time they're going to say yes, that'd be fine. So those are some great questions for you. And by the way, if you didn't get those written down, it will be in the transcript. You can download that as soon as we get that back from the transcription person, and you'll have them right there for you.

Let me go through these questions here that I had emailed in. This was a good question I got. I actually got this a couple of weeks ago. I think I got it right after one of the last calls that I did...

Hello. I was listening to a podcast and the speaker mentioned doing a sly broadcast to invite the neighbors to an open house. How would you find the numbers in the neighborhood and set that up?

So, my response to that was, I wouldn't. And the reason for that is, the "Do Not Call" list is there for a reason and you are going to get in trouble. There are people right now who are looking to go after real estate agents and their brokers, because they figure they've got all this money. And they're filing class action lawsuits. I've been seeing it left and right. So, unless someone has opted in to you, you do not want to do what that person said on that podcast. You do not want to just find a list and then send out a sly broadcast to people.

If you use SMS Conversations, the very first thing we have you do is you have to agree we are a non-spam company. You cannot buy a list and start texting or sly broadcasting people. They have to be opted in, meaning they have to be your database. You already have an established relationship with them. The reason for that is, first of all, you're going to get in trouble. And secondly, no one likes spam, and no one likes people to call them up. That's why there is a "Do Not Call" list, because people didn't like it and everyone was calling anyway. So, I actually don't recommend that you do it.

Now, reaching out to your database – 100%, absolutely. Reaching out to your neighbors database – ask them what are the phone numbers for the people who live right around there who they know. A lot of times people have that, because they have their neighbors' phone numbers. Get those. Hopefully they have a cell phone number, because a sly broadcast is only going to work with a cell phone. And then you could actually put those into SMS Conversations and send a message out to them. But I would actually have it come from the person, and say something...

Hey! Mary and Bob, your neighbor at 123 Maple Street, recommended that I call you. They're actually selling their house right now. I'm the agent on it. We're doing an open house. We've got a special for neighbors only from 12:00 to 12:30. If you can make it, we've got some great drinks and heavy hors d'oeuvres. We'd love to have you come by and take a look through the house. I know you're probably not thinking about buying right now, especially a house that's only one or two away, but I'd love you to come take a look at it. Maybe you know someone who would like to see the house.

Use that as your excuse for the reason why you're calling them. This was a great question too...

My partner and I are coaching clients. We're planning an event for early November and wondered if you had an opinion on the day of the week – Saturday or Sunday, and time. We'll be holding it in the park.

So, if you're going to do a live event in a park, personally, I would prefer to do it on a Saturday. The only time I would do it on a Sunday is if my target market was Jewish. If they were Jewish, then I probably wouldn't do it on a Saturday because that's their Sabbath. They might be at synagogue or temple. I'm not Jewish, so I don't know the difference between synagogue and temple. Excuse my ignorance on that. But I know they meet on Saturday. If they're Seventh-day Adventists – if that were my target market – then I probably wouldn't do it on Saturday then.

Otherwise I would do it on a Saturday and I would probably stay away from a Sunday, because of the reverse of that. A lot of people still go to church on Sunday, and a lot of times they feel kind of awkward if they have to skip church to go to an event. Or right after church they want to go out with family to dinner, especially in certain parts of the country where it's still a big deal to do that. That's the reason why I wouldn't do it on a Sunday in most parts of the country. But again, it depends on your market. So look at your market, which day is going to work best for them.

And usually when I'm doing an event on a Saturday, I like to do it from 10:00 until 2:00. That's my personal sweet spot. It's not too early in the morning, but yet it's not just in the afternoon. If you do it just in the afternoon, a lot of times people are too busy, "I wanted to come out there and go to that thing, but I got too busy, couldn't do it." So I like doing from 10:00 until 2:00. That's my sweet spot timeframe on a Saturday for most of my community connection events and things of that nature.

This was a great question that I got...

In your experience, what type of venue is best for the Pet Photo event, Indoor or outdoor? Any suggestions for venue?

It was interesting, because as we went back and forth, we kind of came to a determination here, and I'll share that in a minute, but let me just answer this first off. I would say for a Pet Photo event, very best place to do it is at a pet store. You can get most pet stores to do that joint venturely with you, meaning they'll let you have pets come in and take photos. And you're like...

I've got the photographer for it. I'll bring you some flyers to hand out to all your clients. I'm going to be bringing my clients here and I'm going to be doing flyers in the neighborhood. This is my checkout sheet, just so you see it. I want you to see it, because basically, I'm looking for

people who want one of my consumer guides. I'm going to follow up with them, because they're probably going to have some needs in real estate. I can add some coupons on here, or a checkoff, "Would you like a 10% off coupon from PetSmart?", or whatever, if you'd like me to use this as a way to help you get some clients. Of course I'll give you everybody who fills out the form, so that way you've got it for your database as well.

Most times pet stores will be like, "Yeah, we'd love that." Pet stores love to do that kind of thing. Interestingly enough, when I was talking with this person, they said there aren't any pet stores in their community; closest one's 30 miles away. As we kept going over and over with this, I was like, "Okay, I don't think you should do a Pet Photo event. It doesn't sound like in your community pets are a big deal." So, let's not force it. If there's no pet store around you, don't do a Pet Photo event, because the market already knows what works. If no one is making money off of pets, there are no pet stores. If somebody can make money off of pets, there will be a pet store. So if there are no pet stores, don't do it in your community. It's telling you right there, there are not enough pets to be doing an event.

This was a great, really good question...

I just started getting online buyer leads, no conversions yet. Six buyers inquired about the same property located in my farm area. I'm not the listing agent. I replied to all six and got the same result, no conversion. Details below. Basically, they ask a lot, "Is this a land lease?" And my response is, "Yes, it is. However, I can help you with homes which are not land lease leases. Please provide me with your cell phone or other phone number and I will email them to you."

A couple of things here. So, this was my response to this. Number one, they're asking if it's a land lease, and you're immediately assuming, "Yes, it is", and then you go right into it: "However, I can help you with homes that are not land leases." So you're assuming that they don't want a land lease. And that's what we call two conversations. That's the conversation going on in your head, because you're thinking no one likes land leases. Some people don't mind land leases. That's how they've always owned. A lot of people in Hawaii, all they own are land leases in Hawaii. It's not all they own, but that's a big part of it. So for them, they don't mind land leases. My go-to is always, let's answer the question, and then let's ask them a question. So, my response would be...

Yeah, that property is a land lease. Are you interested in properties that are a land lease, or are you looking for a property with fee simple instead?

So, I can find out what they are looking for. And most times they'll say, "I'm not interested in land leases" or, "I don't mind land lease. It's not a big deal to me."

Okay, great. I've also got some other properties that are available. Would you be interested in those?

So that's number one. Let's not jump to the conclusion that they don't like land leases. Let's answer the question and then ask them a question. You'll notice the next line here in their response was, "Please provide me with your cell phone or other number and I'll email them to you." Why are you asking me for my cell phone if you're going to email them to me? That doesn't make any sense to me. Now, if she said, "Please provide me with your cell phone and I'll text you some homes", now I'm going to give you my cell phone number, because now that makes sense to me. But if you're telling me you're going to email

them to me, why you asking me for my cell phone? That doesn't make any sense to me.

That's the first thing. The next part is this. This agent's got some follow-up; they go through a 10-day follow-up. Here's the key, guys. If you've gone through the Ultimate Listing Marketing System, where I talk about follow-up, one thing we know is that 85% of the people who buy or sell do so 90 days after the lead is generated. So, if your lead follow-up is only 10 days, you've given up way too soon. We have got to go not just for 90 days; my say is, you've got to go for at least 12 months. But you've got to do the most follow-up that first 90 days, because we know that 85% of the people who are going to take action do so after 90 days. So, keep up the follow-up. Keep it up heavily. You cannot do too much follow-up. You can't do too much follow-up at all.

Let's see here. Oh, great question here...

You mentioned that it's better to hook or offer information, meaning postcards. What are your thoughts on branding? I'm advertising in our local newspaper when I have a new listing or I have active listings. When I don't have any listings or sold properties, I put branding advertisement with myself, my husband as a team. What would you recommend as far as verbiage for the branding advertisement?

My recommendation is actually not to do a branding advertisement, because no one is going to look at that and go...

Oh my gosh. Man, it's Pete Mitchell. Look at that family, and the dog is so cute, and the kids are adorable. I've got to call this guy.

That's not the way people think. So, what I'm going to do is I'm going to offer them one of the consumer guides. I am going to offer them that, because I want to enter the conversation in their head. So I'm actually going to take the verbiage from the postcards that we give you and I'm going to use that as my advertisement, because that has an opportunity to enter the conversation going on in their head, get them to reach out to me and generate a lead for me. So, my response is not the one that people like to hear. I'm not going to brand advertise in a newspaper. I am going to do lead generation in a newspaper, generate some leads, and then I am going to follow up with them. And that's when I get to do all my branding. Once they've raised their hand, then you can start doing your branding.

So those are all the questions that I had emailed in. If you missed it earlier, I'm actually on the road, so I'm not in front of my computer. I can't see if your hand is raised. If you have any additional questions for me, go online, ExcelleumInnerCircle.com, go to the "Support" tab, send me a ticket, and I'll be happy to respond to you. I'm out with the family today, it's my son's birthday, so I will respond to you either late tonight or tomorrow with any of your questions. I'd be happy to help you out in every way that I can. I want to thank you guys for showing up and being on the call today. We'll get this on the website as soon as possible, and over to the transcriptionist, so we'll get it back as soon as we can as well. And I look forward to talking with you soon. Take care everybody! Bye bye!