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GROUP  
*Coaching Calls*

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**Debbie:** Alright, I am so excited that you're here today. I love this topic. And one of the reasons I love it so much is, what else can you do that's free, relatively easy, totally rejection-free, and has such a great return? How often can you find terrific things that are so easy to do? So, we're going to talk about finding your joint venture partners and we're going to approach it from a lot of different levels. So, I promise to give you as much as I can in our time together, and all I ask is that you look for two or three things that you can take away and put into action. Share them with your coach, feel free to email me or text me personally. If you have a question about implementation, we're happy to help you.

So, just so I'm confident you can all hear me... I see we have a lot of participants here on the bottom of the screen, but go ahead if you will, and type into the chat box and just let me know who's here and that you can hear me loud and clear. And of course if you're having any problems accessing this, you can always try refreshing. Sometimes it works best with Google Chrome. And certainly feel free to call in and talk to Patricia. So, takes a minute for you to hear me. We had a little trouble with this platform last time, so I just wanted to make sure. Perfect. Jen said, "I'm here." Amy said, "I can hear you." Ron says, "All is well." Alicia said, "Sounds good." Alright, slight audio distortion – I'm not sure why that would be for you Christine. You may want to try coming back in and refreshing. Alright, good. Looks like we're ready to go.

Alright, so JV partners. I wrote some notes down this morning. I got up super early to get ready for the call today. And the first thing I wrote down is, there are more people in the world that we don't know than people that we do know. And once in a while we need to go meet some of those people. However, when you can meet them through a warm introduction or a mutual connection, it makes it so much easier and it gives you instant credibility.

So, when we're thinking about how you can leverage your joint venture relationships, here are a few things I want you to consider. I want you to write this question down: Who are the affiliates I use regularly? So, write that down: Who are the affiliates I use regularly? Now, if you think about it, that could be everything from your lender to your title rep, to your home inspector, favorite contractor, a roofer, a painter, a landscaper, a handyman. Just sit down and make a list of all of, let's call them your "preferred vendors". So, as you make that list, if you're like most agents, you'll probably come up with 10 or 12, maybe even more, that you use on a regular basis. That could be your stager, your insurance agent, your homeowners insurance agent. In certain parts of the country, we have escrow. It could be your escrow officer. So, just make a list of all of the vendors and affiliates that you use and recommend on a regular basis. That would be my action item for you as you leave this conversation today.

Then I want you to think about something: How often does that group or anyone in that group send referrals your way? Now, if you're like most of the people that I talk to, you might say "not very often" or "never". And when you think about that, that's a little bit crazy. Am I right? There's that old saying in business, "One hand washes the other." In other words, we need to help each other. I was thinking about it the other day. I saw something on TV and it was like a giant whale swimming through the ocean. And there were all these little fishies riding on their back, feeding off of their back. And I thought, "Huh, isn't that just a little bit like all these vendors and affiliates who are following you, feeding off what you throw their way, and yet they're doing nothing for you in return?" Now, I get it – many of them work with multiple agents, right? So, their objection, if you will, could be...

Well, how can I give you all of my referrals when I have all of these other agents I work with? I simply can't do that.

That's one objection which we'll handle in a minute. Sometimes though, they'll often say...

Well, I don't buy leads or have any supply of leads.

I get it. And yet, don't they know people in their life – friends, family members, people they encounter on their kids' soccer field? They are out in the world too. So, whether they're buying leads or not has nothing to do with the fact that occasionally they could send some business your way.

Now, if you go to your Forward Coaching members website and you see our 80 pages of scripts, look for a script called "Asking For Referrals From Your Vendors And Affiliates". Let me give you an example of how that script would play out. So, I've got my list of my top people that I recommend to. Let's say that I'm calling Robert and let's say that Robert is actually my favorite lender. He's just fabulous, I love Robert, send him all my business for years. So if I said...

You know, Robert, I'm planning to have a really good 2020, and I want to let you know that I'm going to do my very best to continue to send quality clients your way. Robert, you always do an outstanding job and I appreciate that. And yet, as I was thinking about it the other day, you know, Robert, you really haven't sent any referrals my way.

And I want to allow just a little pause. I want Robert to get just a little bit nervous, a little bit uncomfortable...

And yet, Robert, as I thought about it, I realized it's my fault. I haven't asked you to. I haven't told you how helpful and how important it would be if you would send a referral my way. Now, Robert, I get it – you work with a lot of real estate agents here locally, so I understand completely that you cannot send all of your referrals my way. But you're out in the world. You have friends, you have family, you're meeting people every day. All I ask is this: Once a month, will you send one something to me? That could be a referral, a buyer or a seller. Maybe it's another quality vendor you think I should meet. Maybe it's an event or a networking opportunity that you'd like to include me or invite me to. Just one opportunity of value a month, Robert, that's all I ask. And if you need to give referrals to others, I understand. I'm just asking for one. Now, also, I know that opportunity may or may not work out, and that's not your fault. I would just appreciate that effort. So, Robert, could we commit to each other that we're going to do a better job helping each other grow our business in 2020? Could we do that? Great. Then I'm going to pop some cards in the mail to you if you'll pop some in the mail to me, so I have them in my wallet, I have them with me. And Robert, here's what I would like to do – a little accountability for the two of us. I'm going to calendar the first of each month to reach out to you, to thank you for anything that you've sent my way, to remind myself to keep working hard for you. That way we just stay in touch and we stay focused on growing each other's business.

So, guys, that script is there for you in the script book. I would absolutely suggest you use it. And the reason I'm suggesting that monthly call to the affiliate or the vendor is, it is accountability. You know if you don't call them, you know if you're not relentless in asking them to keep that one commitment to you, they won't do it, right? They get lazy, they get busy, they just forget about it. And we cannot let them forget about it.

Before we move off of this piece, let me do the math for you. Let's say for example you come up with 12 quality vendors. One of my coaching clients calls it his "Twelve Apostles", because they're out there,

working hard for him. So, 12 quality vendors. Now we've asked them to give you one referral a month. However, let's assume they only give you one per quarter. Let's be realistic. Let's be conservative. That would be 48 referral names. Now, direct referrals typically will convert between 25% to 50%. So, let's use the lower number of 25%. That would add 12 transactions. Now, I know you guys are all across the country, all different price points. So just simply do the math right now: 12 times your average commission. And type it in if you want to. Tell me what that would be. So, if you had 12 vendors and affiliates, they gave you one name per quarter and only 25% convert, that would be at least 12 transactions. So, 12 times your average commission check. Feel free to type it in. And I think you'll see it's a pretty significant amount of money from a very small conversation.

So, let's see, I see \$10,000 to \$8,000, I think. I'm trying to read that math there. Or \$108,000? Maybe that's what it is. Yes. So, \$108,000 would be what 12 transactions would be. If you do the math, that might pay for a great vacation, or several. It might pay for a fabulous admin. So, Lewis said \$180,000. It's significant, and it only takes a few minutes once a month. Now, if you want to, you could even call one month, email them the next month, and text them the third month, and then call on the fourth month. And I love it. Lewis says, "Wow, I've not been doing my job." Lewis, I think it's something that's easy for all of us to neglect. And yet, if you think about it, I want to say almost get a little bit mad, because some of you have been feeding these people for a very long period of time.

So, what if they don't do it? What if you go through all of this, now we're in month four? So, you called them, the next month you emailed them asking the same requests, the next month you text them, the fourth month you call them again. And if I said...

Robert, we had this conversation and I followed up with you each and every month, and I know that in the last 90 days I gave you four direct referrals that turned into business. We're now in our fourth month and Robert, you haven't even made a single attempt. So, here's the thing: Business is just simply too tough to work with partners who aren't supportive of my business. So, I hope that in the next month you can do something to bring an opportunity my way. And remember, if it doesn't turn into a transaction, that's on me. I'm just asking that you will make an effort. So, Robert, do I have your commitment to make an effort?

So guess what? Fourth month, Robert does nothing. Find a new vendor and have that conversation with that vendor. Say...

I've got to let you know something. I had a great guy, I used him for years. All I asked was this simple commitment. I gave him four months to do it. He didn't do a single thing, so I fired him. So I need to let you know I am dead serious about this.

Now guys, I do get it, that some of you are in certain parts of the country where it's a small market or a rural market or a resort market, and your opportunity to find quality vendors is super limited. So, I understand you might not be able to fire them. I get it. Use your best judgment. However, if you're going to keep them as a vendor, you have to keep pressing and asking them to step up to the table and be of some assistance to you. So, immediate way to find at least 12 deals a year, put this plan into action. And with our vendor and affiliate script, I think I even have there for you in the script book what we just talked about, about the first, second and third month.

Now, next, write down: Who could join me in an organic networking group? I'd love to hear from you guys if you want to type it in and just share with the group. Are you in a networking group? What kind of

networking group? How is that working for you? There are lots of things, as you guys are maybe typing some thoughts there in the chat box, that you could do. You could join a Chamber of Commerce, you could join a BNI group, you could join Toastmasters. You certainly could join an organized networking group, and that might make sense. The Young Professionals. There are all sorts of organizations out there.

Here's a thought though: What you could also do is you could also create your own. Now, some of you have met or worked with our coach Alyssa, and you may have heard me talk about Alyssa's story. Oh, I see Erica is in the Porsche Club of America. Boy, that's a nice club to be involved in. I see Amy says she networks with an insurance agent, a lawyer, and a hairstylist. Well, hairstylists certainly get the scoop, don't they, Amy? Because people sit there and talk to them about their life and their plans. So, whatever group that might be, I say find the groups that are fun for you, that are easy, that you enjoy, that are not excessively time consuming.

So, let me tell you the story about our coach Alyssa. Alyssa got into the real estate business 30 years ago as a very young mom who was recently divorced from a man who was not helping her in any way – not financially, not helping her with the kids. Alyssa told me they used to do the three Ds for dinner – drive-thru, delivery, or just don't do it. Because life is crazy as a single parent, which some of you have experienced. So, just starting in real estate and then going through this divorce, having no money and very little time, Alyssa thought...

I have to find a way to fast track my business. I don't have the time to grind out cold calls. I don't have a bunch of money to throw at geographic farming.

So what Alyssa decided to do is she said...

There must be other women like me, moms who are entrepreneurs trying to raise families and build their business, and out there hunting for new clients every single day.

So she thought...

You know what? I'm going to put my own group together.

If you're going to do that, you want to do what Alyssa did. You want to think about who is a connector. Because as you know, certain people just don't hustle, right? They may like you, they may be your raving fan, but they're just not the kind of person to get out there and hustle to help you find business. So she said...

I want the personalities of people who are connectors and I want people who would have access to my ideal client.

For example, I think she had an insurance agent, a lender, a financial planner, someone that sold Mercedes. I think this is back in the day too, when you had to buy your cell phone, actual car phone, from a vendor. So, she had this nice group of women. You don't have to have it be male or female. She just felt comfortable; maybe she was a little timid at the time. She felt more comfortable attracting other moms who were out there in the workforce, trying to build their business.

And here's what they did, guys. This simple: They met every Tuesday morning for a brief breakfast. She didn't buy their breakfast; they all bought their own. It was pretty much like coffee and a donut; not a big deal, not time consuming. And they had an agenda, and in that agenda it was...

Who have we met in the last week that we could introduce each other or one of the group to? Is there any activity or event opportunity that we're involved in that we could invite the group to participate in? What am I doing to build my business that might be something the group members could also learn from and do? And how can I be helpful and supportive to my group?

They became great friends, and Alyssa said that the magic was the weekly meeting, because the weekly meeting kept it fresh, kept it on track, and in addition, she would set up private coffees, lunches, maybe a glass of wine if the kids were busy at a sporting event. She would set up a one-on-one once a month with each member of the group.

Now you might say, "Gosh, that sounds a little time consuming", but not really. I think she had like eight women in the group, something like that. So, it's an hour a week and maybe another eight hours a month. But I remember she said that one person in that group gave her 25 referrals that turned into transactions in that first year. And within two years, she was doing over 100 units. The groups were so successful that that became her thing. She had her own organic networking group, maybe a charity she wanted to be involved in, some of the moms at the school... She figured out that if she can graciously leverage the power of these relationships, she doesn't have to cold call and she doesn't have to spend a fortune in marketing.

So, you don't have to be a speaker, you don't have to be hyper outgoing. Because remember, these are people that you probably already know. These could be people that are on that vendor and affiliate list – in fact, many of them may be – that we talked about a few minutes ago. Now, you might have a great handyman on your vendor list, but that handyman may not make a great networking partner, because we want in our networking group people who have a marketing list.

When Ben and I merged our companies, that was one of the exciting things, that we had a marketing list that we could combine that we each had to share. That's what you're looking for – professionals who have your ideal client and have a marketing list, a marketing machine. You can do events together. You can introduce each other and send referrals back forth.

Now Alex, I see you've raised your hand, but I'm not sure on this platform how to access that without doing something crazy that makes me lose you guys. So Alex, if you don't mind, if you have a question, if you'll go ahead and type that into the chat box, and I'll check that out with Patricia later to make sure I know how to do that properly.

So, if you're going to put your own organic networking group together, we want to have some rules. We want to have rules of membership and participation. For example, there can only be one vendor per category so there's exclusivity. 80% of the time they need to show up to the meetings. They have to participate. If not, then you may want to ask them to leave the group.

Then if we go into the community, let's talk about that for a minute. So, if any of you are really involved in activities in your community, go ahead and type that in now. It might be charity groups, maybe it's something at the school. Some of you might even work with first responders. I know we have clients that work with the administrative staff at universities, because there are always professors and teachers

coming and going. I had a client for years that was a hospital administrator, and I really nurtured that relationship because he was the one recruiting all the new doctors. So, go ahead and type in if you'd like to share with the group, what activities are you involved in that are community-focused, community-centric? And again, let's go back to the fact that because you guys are dynamic people, you have that "it" factor, that ability to meet and greet people – you've got to be careful not to get sucked into things that become a full-time job. So we do have to be a little bit mindful as you're looking at these groups and activities, that you may want to take a position in the group or participate in a way that's all about fun. So, no controversy where you end up on one side or the other. And also isn't excessively time consuming.

Let's see. Amy says, "I just signed up for Quantum Leap instructor at church." Okay. Quantum Leap instructor, I think, Amy, that's actually two separate things, right? And church. We're going to talk in a minute about how to bring up the subject of real estate in social situations. So, as you think about your groups, find something that's fun for you, find something that you're passionate about.

Somebody sent me an email and asked me to share a story that I've shared a couple of times with some of you, and they said it just inspires them when they're out and about in the community. So, I shared the story that I go to this gym. It's a small, tiny little gym, and it's one trainer who works out with four people at a time. So, in the gym at any given time, there are only five people. One of them is me. Well, in the last few months I was able to pull out of that gym two quality transactions for my husband. But I shared with the group a while back how those conversations happened. And there's a point to my story here and I'll share it with you in a minute. So I'm there, it's 5:00 in the morning, there's five of us. And I hear the trainer talking about the fact that he's just discovered that now that he got married with their combined income, they're going to have a really big tax issue. And all these people are giving him advice and it's all kind of goofy, like, "Buy some workout equipment and put it in your garage. You can write it off." Nothing really that helpful. And I said...

You know, Barrett, you need to buy a house. You're a veteran, you're newly married, you're expecting a baby. You're in an aggressive market that if you don't buy in now, you may be completely locked out of this market. Plus, interest rates are at an all-time low.

And you know what he said? He said, "No, I don't want to. I like to be a renter." And I said...

You know though, Barrett, you need to buy a house. Do yourself a favor. We have a terrific lender that we work with. He's great at helping veterans and first-time home buyers. Let me get you connected.

And he said "No", he didn't want to talk to him. But I came back a couple of days later and I said...

Barrett, you've been on my mind. I would feel better if you at least have the conversation, and then if you don't choose to do it, I will know I did my best to help you.

And he said, "Okay, fine. I'll talk to the lender." Guess what? He loved him. They hit it off. It was a great education for Barrett. He's a really smart guy. He figured out exactly what it would take to buy and that the monthly payment with his interest deduction wouldn't be much more than paying rent. My husband took them out, showed them property two or three times, got them into a beautiful townhouse in Fountain Valley, and they are living there happily ever after; so grateful. But I have to ask you, would you have stepped in to that conversation, or would you have thought, "I don't want to be pushy. I don't

want to say anything.” Or maybe you brought it up once and he shut it down. Would you have brought it up again? See, I wasn’t even actually thinking about the commission at the time. I was thinking...

This is a great guy and I need to help him. He will never regret owning his own home.

So, that’s where I fueled that determination to talk with him. Then, like a month later, I’m there working out again and I hear Tom. And Tom is saying how he’s getting transferred to Arizona. Well, I knew Tom lived in downtown Huntington Beach and probably had a property worth about \$1.5 million. He knew my husband Don from the gym. I mean, we weren’t friends or anything, but we were friendly. I said...

You know that my husband Don sells real estate here in Huntington Beach, and I’m a real estate coach and we’re a real estate family. If you’re going to move, you should talk to Don. He’s been in the business over 35 years. He’d be happy to help you.

Here’s what Tom did – he said, “Mmm, yeah, okay.” And he just turned and walked away. So, what was he doing? Amy, I appreciate you saying, “Honestly, no, I wouldn’t have stepped into that conversation.” So Amy, what he was doing is blowing me off, right? “Ah, yeah, sure. Okay.” He walks away. How did I feel? A little bit rejected. The same way you guys would feel, a little bit uncomfortable. And yet, what I have taught myself over the years... I wasn’t born disciplined; this is just a pattern you can develop. I taught myself that when I get that feeling, it’s a little bit uncomfortable. I need to step through that discomfort and do what I should do. Because I know that my husband would take great care of him. I know that Tom would end up very happy. And I know that if I don’t press just a little bit, nothing’s going to happen. And who knows who Tom is going to end up with or if that’s going to turn out to be some kind of disaster? Who knows? So, I’m working out, Tom’s on the other side of the room, but it’s a tiny little gym, not much bigger than my office here. So as I’m leaving, I said...

Hey Tom, give me your cell phone now. I’ll have my husband give you a call.

And I just stood there. And he stood there. It was a little uncomfortable. But he gave me his cell phone. Don called him. Tom interviewed three agents; he listed with Don. Don sold it for over full price, Tom was delighted. So, in a few months, five people. One of them gives me two transactions. Why? Because I had the courage to ask.

Now, I want to show you something funny. See if I can find it. Ah, here they are. Somebody – maybe one of you – said, “Hey Debbie, I heard you talk once about the movie *Glengarry Glen Ross*”, that classic cult sales movie. And you sent me these brass balls. Because in the movie *Glengarry Glen Ross*, if you remember that classic scene where Alec Baldwin says, “Do you know what it takes to sell real estate? It takes brass balls.” So guys, thanks for sending that, whoever did. We all got a big laugh out of it here at the office.

But here’s the thing: Timid salespeople have skinny kids, as Zig Ziglar said. Or skinny checkbooks, if you have no children. You’ve got nothing to lose, right? And all you’re doing is being helpful, because we know if they list with you, if they buy with you, you will take great care of them. So don’t hide your light under a bushel. You have to listen to those conversations when you’re in networking groups, when you’re hanging out with your running club, when you’re in your financial planning association that Lewis is involved in. You have to listen for those conversations and step into that opportunity.

Now, I want to give you a script too, and this is actually in our scripts on the Forward Coaching site. Just go to those 80 pages. Remember, they all have a matching audio download. So, let's look at this a little different. Let's say that Lewis is at his Orange County financial planning meeting, and there's nobody talking about buying or selling a house. How can he spark conversation that brings it back to the fact that he's in real estate, without being incredibly annoying? Well, make it all about them. So let's say that I'm attending this group for the first time, or I just haven't met everyone in the group. So, I go up to Lewis and I introduce myself and I say, "Hi, I'm Debbie. I don't think we've met before." Or maybe I've met Lewis before and I say, "Hey Lewis, how are you doing?" And I say, "So tell, how have you been? What have you been up to? How's business?" Or if I don't know Lewis, I might say, "Tell me, what do you do for a living? Oh gosh, that's interesting. How long have you been doing that? Well, what's new for you this year? What are some of your big goals?"

Because you see, as I ask him questions about his business, his life, his interests, there's something called the "theory of reciprocity". Psychologically, he's going to feel the need to ask me something in return. And what is he likely to ask me? If he doesn't know me, he's likely to ask me what I do for a living. If he does know me, he's likely to ask how is my business. So, when I say I sell real estate, what's the next question, guys, that they always ask? "How's the market?", right? Or they say, "How's business?"

Years ago, many of us maybe went to one of the events by the trainer who's I think now retired, Tom Hopkins. And Tom used to say, if someone asks you how's the real estate market, you should answer, "It's unbelievable." Tommy's point was because it could be unbelievably bad, or unbelievably good. And that sort of covered the whole thing. It's kind of cute, funny, and yet not a great script. And here's why: It doesn't spark or open the conversation. So when they ask me how's the market, wouldn't it be better if I say...

Actually, thank you for asking. It's a very opportunistic market. There are strong opportunities for buyers, equally strong opportunities for sellers. So it's really a very interesting year. I'm curious, is there an opportunity you had a question about?

Or as my partner Ben would say...

Tell me, what are your real estate plans for the next 12 months?

See, you make it all about them. They ask about your business, they're probably going to ask you "How's the market?" We do our "opportunistic market" conversation and we ask them, "Are there any questions you have?" or, "What are your real estate plans for the next 12 months?"

Now you'll notice when you check out the script, that I want you to go a little bit further. As you're meeting these people at your networking groups, whatever groups you're involved in, whoever you hang around with, I want to suck them into your pipeline of good connections. I want to suck them into that marketing database. But I'm not going to call it a "marketing database". Instead, I'm going to say...

I have something I do for my great clients, and my friends and family. It's an information loop, where I send out bulletins and updates and hot buys; just really valuable information. And of course it's completely free. I'll tell you what – why don't I include you in that loop also? What's your best email address? Perfect. And your cell phone? And your address?

See, I bring them back and I opt them in. Now, of course, it doesn't mean they're a buyer or a seller, so they may not be on an A list. They may not be somebody I mail market too, but I can certainly put my drip campaigns in place, so that I remind them often that I am a real estate agent. So, just a little easy way to opt them in. And that script is in the script book. So Lewis is recommending the book, which is one of my favorites, *The Psychology of Persuasion*, by Robert Cialdini. And he's referring to the theory of reciprocity. You do something for someone, they feel the need to do something back for you.

So let's talk for a minute now about community connection events. Are any of you doing things like a Shredding Day, a Family Photo In The Park? Maybe an educational event like Move Up, Downsize, Is It Better To Rent Versus Buy? If you're doing something cool, go ahead and type that in the chat box so we can share that with everybody. And I want to talk a little bit about these types of events. First of all, the community connection. That would be things like shredding, family photo, Easter egg hunt – those fun things that you might do in a geographic farm or in a neighborhood where a majority of your clients might live or could drive to quickly. See, on those types of events, you're going to have a better turnout, because they're fun, and you're going to have a lower conversion to actual buyers or sellers, because they didn't come to that event to buy or sell real estate. That kind of makes sense, right? More people will come because the fun is the premium that gets them there, but fewer will turn out to be an actual buyer or seller lead. But guess what? That's okay. That's okay, because it's a way of staying connected, it's a way of getting together with groups easily, without rejection.

Robert said he's doing a Movie event. I saw one going on in our neighborhood a couple of weeks ago. Also, First-Time Buyer event, Community Health event. Elisa said, "Just did Shred Day, did Photo With Santa, did Trunk Or Treat, free vaccinations for pets, and Pet Adoption day." And let's see, pictures. Richard said he's going to do pictures with the spring, or Easter bunny for past clients, family, and pets. So Richard, one of our clients – just a little heads up here – they said, "We made a mistake. We did a Photo In The Park For Pets and Photo In The Park For Children all at the same time." And he said, "I realized if you put the pets and the kids together, chaos happens." So he told me, "You should tell everybody, don't put the kids and the pets together."

A lot of these events like this, if you can't do them in a park or a geographic farm, you could go to like a Petco or maybe an independent pet store. You can make deals with local vendors that will get people into their place of business. I know one of our clients in Santa Barbara just did an educational event at a wine bar. They had a private back room, they had wine tasting, and he bought a few bottles and they had the event. And he had like 35 people turn out. It was a great event.

So, on the fun things, you'll have more turnout. On the educational, it's tougher to get them there. To get them to an educational event, it's extremely helpful, actually to any of the events you do, to have those joint venture partners participate. They can participate by helping you with the expense. They can also participate by inviting their groups, by inviting their database. Because remember, if you have two or three vendors, they invite their people to an event. It's a warm introduction for you. Makes it easier to meet strangers who when they register for that event are giving their information and allowing you to opt them into your system. So now you can nurture that relationship, stay top of mind.

We have a coaching client that has 20,000 people on their email drip list. And he said, "We often get seven to nine listings a month, and I don't even remember who these people are." But they said, "We've been getting your emails for ever." So his thought is, "They stay on my list until they buy, they sell, they die, or they ask to opt out." So, get your joint venture partners to help you fill that room. And don't be disappointed if you have a low turnout for an educational event.

One of our clients, Jayda, who's fabulous, has been doing some educational events at a local country club. She got them to let her use a room. She got a few joint venture partners, they all invite their groups. It's a Move Up, a Downsize, an Invest, a Rent Versus Own. Now Jayda told me, "Debbie, at first I was really hung up on how many people would attend my event", because we all want to think we throw a party that's popular, right? And she said, "I normally have five to 30 people that attend."

And you might think five is not many. Guess what, guys? Since she's been doing this, she has had 100% conversion. 100% of the people that attended her events bought or sold something with her within 90 days. That's phenomenal, right? So what if only five show up? She actually said she had one time that only one couple showed up. And I think something happened with their marketing or something, which is why. One time, one couple, and they promptly listed their house with her. And I believe they even bought another.

So you think about it – educational event, takes an hour and a half. You pick a small local venue, you get your joint venture partners to help you. You provide a free gift or some food, because we've got to have that premium to get them there. And also keep in mind, on these educational events, we have on the ForwardCoaching.com eight consumer guides: "Move Up", "Downsize", "Rent Versus Own", "Buying A First Home", "Buying An Investment". You can download those guides and give them away as a free gift.

Now, also coming by the first of next week, Ben's team is just finishing the artwork on six community connection events and four educational events. So, we're giving you the bare bones that you need to market it, to set it up. And I even did for you PowerPoint for Move Up, Downsize, Rent Versus Own, and Investing, that you could use if you chose the day of at the event. So, you'll want to check that out. And that will be up there. In fact, they were trying to get it up this week, but Josiah was traveling and it was just a little bit delayed. So, check the first of the week and those event kits will be there for you.

Let's see, what else did I forget? Oh, last thing here. Look at each deal like the hub of a wheel. So, inside that hub is your buyer or seller. Are they talking to their CPA? Do they have an attorney? Did they bring friends or family to the inspection? Their insurance agent that they're buying their homeowners policy from. Who are the people connected to them that you have the opportunity to get introduced to and to offer that chance to be part of your information loop? So, you suck them into that group, you nurture them, you send emails, you invite them to events. And over time, you never know. They just might become a client.

And that's why I see some of the clients actually throwing like a house warming party, where they're showing up, they're supplying the food, they're meeting and greeting, they're staying for an hour and then they're getting out of the way. Or they're going over on Moving Day, where the seller is leaving, and they're dropping off pizza and soda and meeting the family and gathering that contact info. Because see, I know some of you are working in markets where when your clients move, they're leaving the market. And that's a big problem for you. That's why it's good to have a goal to meet two or three of their local friends and family or people they do business with, and opt them into your marketing funnel.

So, I'm just gonna read as we wrap up here in a minute or two. Feel free to type in any questions you have because we have a couple of minutes I can answer them. So, stage one or step one – list the different types of products and services your clients buy before and after using you. Step two – list the different types of businesses that would have your ideal client. And step three – select the businesses that have customers very similar to yours. So, just kind of common sense, all the things that we talked about.

Now, also though, a great way to find some cool partners and to really be of service to your past clients and sphere – go to your own database first. Which people in your database have services that you could offer to your clients, that you could become partners to help those people in your database? I worked with someone who is really awesome at doing his educational events. And what he did is he went to the people in his database and the local business owners in his town, and if they had enough of a business to have a small group who might like a lunch-and-learn event, he said...

Hey, I'll come to your shop, I'll come to your place of business. Have them bring their sack lunch. We'll have a great event. I'll talk to them about how to get involved in the local real estate market. No push, no pressure, just great information.

And he said to me he doesn't mind if only five people show up, because he knew his numbers and at least 50% would convert to a transaction within a couple of months. So, 50% to 90% conversion, guys. Got to think about it, right? And if you don't like to speak at these educational events, find a joint venture partner who is a good speaker. Maybe you just go up and introduce them, they do most of the show. They talk about how great you are, and you're there to meet and greet personally.

So, you might feel a little bit like I hit you with a fire hose, and I'm sorry about that, but I get so little time with all of you. I wanted to give you as many great ideas as I could. Please feel free to talk to your coach. Please check out next week our event kits. You can look this week and see the consumer guides on your Forward Coaching members site, and also access our scripts. But just find one; just one of these ideas or activities. Richard says, "Ring my bell. I hope everyone gets a bell. Ring the bell when you get a deal." Absolutely. Hey, we have one out here on our sales floor. I'm a big believer in that. Alright, so remember, it's okay; you can be shy. You can still find a way to make this work for you.

Remember, guys, I'm here for you. So if you need me, just email me at my personal and direct email, [debbiedegrote@gmail.com](mailto:debbiedegrote@gmail.com). Feel free to email me. If you need to speak to me, let me know. If you have a follow-up question from today's webinar, happy to answer it. And again, we've got a couple of minutes. Anybody else want to type in the chat box? Go right ahead. I'll let you do that.

Also, you know what I think I'm going to do? I'm going to offer too, if any of you would like a copy, Alyssa made a little video where she talked about how she put her little networking group together. It's just a few minutes long, it's super casual. So, if you want to email Patricia – you saw Patricia here a few minutes ago – [patricia@forwardcoaching.com](mailto:patricia@forwardcoaching.com). And just say, "Please send me the Alyssa video." And I'll tell her that you might be sending that her way.

Alright guys, my team is here for you. If you have a question, if you have a concern, if you want to talk about how your coaching is going, I am always here for you. Just reach out anytime. Ben says "Hello", and Ben will be speaking next Tuesday, which will be Part 2 of his Wealth Building course. So, be looking forward to joining us then, and I will see you all soon. Alright guys, have a great day! Talk to you soon. Let's go sell something. Bye bye!