

BUILDING YOUR COMMUNITY OF INFLUENCE

If you are going to build a community of referral clients, you have to communicate with people who you are connected with **“intentionally”** not when you **“feel”** like it. Develop a plan for communicating with each grade of client in your data base. I am going to elaborate on this more in some other sessions in the future, but here is what I mean by intentional...and grading.

- 1) Call your “A” clients once a month (they are people who refer you to other people more than 1 time a year. Sometimes they will refer you 5-10 times a year
- 2) Call you’re (B) clients once a quarter. They will refer you normally once a year

Take the “A” clients to coffee 2-4 times a year

Follow every call with a power note or card

Take “B” clients once a year to coffee

Follow quarterly calls with a power note or card

CRITICAL: According to “The Good Life Realtors in Austin Texas,” **THE DIFFERENCE BETWEEN \$250k AND ABOVE IN COMMISSIONS AND \$75k AND LESS IN COMMISSIONS IS THE DIFFERENCE BETWEEN CALLING YOUR SPHERE OF INFLUENCE 3.5 TIMES PER DAY AND 4.6 TIMES A DAY. START SMALL!** Schedule at least 15 minutes to 30 MINUTES every day with your community to be connected to others. What will you say? What is your reason or calling? Have you sent a note first? Remember you are there to HELP!

What is the key? Develop a plan and stick to it! Block out your schedule or it will never happen.

SIMPLY, CONNECT WITH PEOPLE WITH THE IDEA YOU ARE THERE TO HELP THEM, NOT SELL THEM, AND YOU WILL GROW YOUR INFLUENCE RAPIDLY AND BECOME A TOP PRODUCER.