

Does Your Business Have Bounce?

Connecting and Closing in a Changing Market



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About Travis Everette, DREI

Business strategist and educator, Travis Everette (DREI) is actively involved at almost every conceivable level in the real estate field. Producer of the hugely popular series of YouTube lectures used by more than 150,000 licensees across the country, this award winning speaker provides relatable content with a memorable energy and insightful observations on real life solutions to every day challenges. Get ready for fun, engagement, and learning about actionable strategic tools – all with the intent of helping you get out of your own way of achieving success.

Travis has earned the Real Estate Educators Association DREI (Distinguished Real Estate Instructor) designation and is the current President of the North Carolina Real Estate Educators Association (NCREEA).

As an accomplished Agent and Broker, Travis has learned the tools necessary to build a real estate career from the ground up. In building a residential brokerage from zero affiliated agents up to 120, Travis saw first hand what works and what does not. Travis ensures his sessions will not only increase the energy of individuals and teams, but will provide them with applicable tools and processes to positively impact their professional life.

With a seasoned veteran's instincts, the knowledge of thousands of transactions, a razor quick wit, and a servant's heart, Travis approaches every session as an opportunity to help his attendees develop in the industry he loves so much. Students soon find that they are not only learning, but growing...to be a better version of themselves personally and professionally. It's an interactive and fun experience in professional development all done with a signature sense of humor.

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Special thanks, admiration, and attribution is given to Karel Murray, DREI.

Printed in the United States of America.
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The Four Qualifications of a True Prospect

- Has an immediate or future need for your service.
- Has the money to complete the transaction.
- Is someone you can work with.
- Is someone who is going to benefit from your service.

Marketing Advice by Top Selling Authors

- Marketing to the public must be easy to see or understand. Let's them know what you do!
- Internet information overload gets in the way of the obvious need to keep things simple.
- Acknowledge what is critical to know and let the rest slide
- Designing ads to entertain but not to sell is a problem. Run ads that tell people why they should buy your product instead of someone else's. Make sure you have the credentials.
- The "Leadership concept" is powerful - People tend to buy what others buy. Exploit where you have leadership (sales, technology or performance)
- Be more than creative, be logical
 - If Avis is number two in rental cars, then it figures they have to try harder.
- A brand is a promise and it creates expectations that the product has to deliver
- Eight major marketing mistakes include:
 - Selling a "me too" product
 - Not knowing what you are selling
 - Failure to understand marketing is a battle of perceptions
 - Using other people's ideas
 - Let success go to your head
 - Trying to be everything to everyone
 - Living by the numbers
 - Not attacking yourself – know when the marketplace is shifting
- People don't pay attention to the boring things. Emotions get attention – their sense of meaning comes from the details.
- Stimulate more senses: People learn better from words and pictures vs. words alone.
- Change your advertisements to be more photos and fewer words.
- Make your marketing education based - Most customers are not experts at what they are buying.

Establishing Your Identity – Business Profile

Image

- Image is the sum total of every little thing you do.
 - *Product quality* – customer satisfaction, education, reputation.
 - *External Image – Visual Clothing* – Advertising to the public.

Branding

Hallward, John. *“Gimme! The Human Nature of Successful Marketing”*, 2007, John Wiley & Sons, Inc.

- A brand name is nothing more than a word in the mind that influences purchasing behavior.
- A successful branding program is creates the perception that there is no product on the market quite like yours.
- Once born, a brand needs advertising to stay healthy.
- Advertising keep you from losing market share to your competition.

Create a Biography

- Short, to the point, can be easily incorporated into an introduction.
- Focuses on what value you offer your clients.
- Every time you write down something ask yourself, *“so what?”*
- What is my position? Define what that position means to the public.

- _____ Known Expert because of specific education, training, and experience. (Einstein)
- _____ Unknown Expert
- _____ Emerging Business
- _____ Established Business

What are my Competencies (i.e. salesperson, builder, father, past experience...)

Standards (What business concepts are important to me? (Easy to work with)

Awards and Designations

Major benefits to a client as a result of working with me:

Benefit Statements and Marketing Foundation

Purpose – What do I stand for?

What personal appearance “look” will you be known for (business suit, jeans)?

How do I relate to others? (team oriented, loner, involved...)

What 5 characteristics describe my style? (lively, sincere...)

What emotional quality is a part of my service? (humor, aggressiveness, energy)?

What will I constantly deliver for the client – my brand promise? (complete satisfaction...)

Compelling Introduction

You have 15 seconds to get a new person's attention and respect.

- "Hi. I'm Adam Smith, and I'm an Accountant with Big Accounting Firm." or

- "Hi. I'm Adam Smith, and I help people like you to better manage their expenses so they have more money left at the end of the month and less tax to pay, which allows them to retire earlier." (Personal Benefit Statement).

Advertising

Creates a demand and reminds your customer that you are there and enhances the perceived value of your service.

Institutional Advertising

- “Here we are. This is our name and what we do.” Does not produce inquiries.
- It creates prestige build-up due to the repetition of the company name.
- Prepares a reception for your direct mail.

Common Advertising Mistakes

- Do not know what to do, so do nothing.
- Copy what others are doing.
- Bypass expensive media based on cost and not on benefit. Not doing your research.
- Change the advertisement just to be changing.
- Fail to develop a LOOK that carries from ad to ad.

Promotional Photos

- Make sure your photo is current and looks like you. No surprises!
- Have photographer take several action shots of you while you speak. Very natural.
- If you wear glasses, remove the lenses so that you eliminate glare.
- If you use props, have photographer incorporate those into the photo shoot.
- Have photographer take a head shot, from the hands up, and standing position.
- Have photographs provided to you in print and as a Jpeg file.
- Have paper photos printed in wallet size – half in color, and half in black and white.
- Consider having a graphic designer remove the background from all photos. Provides you with better opportunities to use the photo in interesting ways on your brochure.
- Obtain copyright permission from the photographer to reproduce the photo on your website and on marketing materials.

Brochure or One Sheet

- Amplifies your letter of introduction and lends credibility when professionally executed.
- Create your brochure with the client in mind.
- Include a call to action and testimonials to create a relationship with the audience
- Use headline and graphics to draw the reader attention.
- Use bulleted information. Don't use industry buzzwords or dated material.
- Save expenses by printing a shell and then print as you go.

- Present self in such a way that the value is immediately perceived and the prospect feels compelled to take action.
- Front page holds emotion. Back page is for the details.
- Testimonial at the beginning, middle and end. Make sure they aren't redundant.
- Biography information – brief and relevant
- Headshot and Action Shot – current photos please.
- Top 3-5 services or product with a brief description of each.
- Client roster – the best ones in the preferred markets sorted by industry.

“Clickable” Web Sites

- It should hold the visitor's interest for the longest possible time by providing content that is interesting as well as valuable.
- Must be consumer oriented and be easy to use - presented in understandable formats.
- Have interactive marketing features, which collect a minimum of information about the consumer.
- Research and purchase all available web site URL addresses that correspond with your own and company name.
- Establish a privacy statement regarding visitor email information.
- Develop several descriptions (10 with 25 & 75 words) for search engine searches (type of product or service, etc.)
- Place on every page:
 - Contact Information
 - Slogan & Logo
 - Mission or Vision Statement
 - Photo – keep it personal!
- Determine what strategy you have for incoming and outgoing links.
 - Why are they on the page?

Marketing With Emotion—Sell This Puppy!

List some attributes of the puppy which would stand out.

What should everybody know about this particular puppy?

How can owning this puppy make a difference in someone’s life?

Combine at least one attribute from the first question, at least one “must know” from the second question, and a “difference maker” from the third question to create an emotional plea for selling the puppy.



New Rules of On-Line Marketing

People want authenticity, not spin. It's about delivering relevant content at just the precise moment the consumer needs it. Blogs are a perfect vehicle for this. Companies must drive people into the purchasing process with great online content.

Content Rich Web Sites

- Reflects the online personality of your company. Delight and entertain visitors, and inform.
- Include interactive content tools to engage visitors
- Make feedback loops available so visitors can interact with your organization.
- Provide ways for your customers to interact with each other. – Sponsor a forum?
- Create content that could go viral (spread rapidly) – start with something free (video, blog entry), contact network of people to help spread the news, monitor the web for mentions of your company.

Web Videos

- The process of posting your video to video-sharing sites such as YouTube and sending out links to the content with the hope that it will spread rapidly.
- Vlogging, short for video blogging, refers to embedding video content into a blog.
- Vodcasting, a podcast series with video tied to a syndication component with iTunes and RSS feeds, such as BMS;'s weekly podcast series of two to three minute videos about company developments.
- Invite your customer to summit videos.

Social Networking On-Line

“Simple Steps to Becoming a Social Media Marketing Guru” by Charles Seymour, Jr., Speaker Magazine, September 2008 www.getthemoffthecraftmarketing.com/nsa

- Create a personal profile that talks about you, not your business
- Slowly start to add “friends”...too fast may be considered spamming
- Create a Page for your business. Keep your personal profile and business page separate
- Write a Wordpress Blog that has a blog title that clearly defines your topic
- Add an RSS (Real Simple Syndication) Reader – this allows your blog to be listed directly on your social networking page.
- Promote your Page
- Upload a two minute or less video to YouTube.com and then upload it to your social networking site using the video application.

Marketing Evaluation

Stevens, Mark. *Your Marketing Sucks*, New York. Three Rivers Press. 2007

- Can you describe what you are selling in a single sentence?
- What differentiates you from the competition in such a powerful way that buying from anyone else will strike a prospect as dumb?
- Do you have systems in place to allow you to sell efficiently?
- Can you capture leads and do you know how you are going to follow up on those leads?
- Can you draw a straight line from the marketing effort to a positive return on the money invested and/or an increase in your company's value?
- Are you taking a swarming approach in your marketing rather than linear – creating a bigger splash with all pieces/types of marketing feeding into each other?
- Does your process require a client to do a lot, knowing that if things become complicated, the less likely you are to make a sale?
- Are people overwhelmed by your service and your capabilities and believe they cannot, or do not want to live without it?

Marketing Outcomes

- You need to be in front of people when they are ready to buy
- Send relevant, valuable information to every prospect regularly, relentlessly and frequently
- Track the progress of each lead through the sales pipeline, so you always know where every lead stands.
- Your follow ups must inform your prospects. Provide valuable information which communicates to your prospect that you are on their side and deserve to be trusted.

Prospecting Fundamentals

- Become well known in your field and in the local business community.
- Contact prospects 7 times in an 18-month period of time and keep complete records.
- Focus on the client's needs, not yours. Solve a problem, don't sell.
- Ask for the business.
- Walk the talk – be and act like you are what you say you are.
- Establish an identity – develop and promote a public identity.
- Develop relationships, don't sell.
- Utilize customer testimonials
- Constantly innovate / develop services so they provide benefits to clients.
- Conduct a self-assessment and analyze your strengths and weaknesses.
- Commit to client satisfaction. Respond promptly to complaints and never lose a client without knowing why.

- Hire the right people.
- Identify and improve your points of encounter.
- Teach prospective customers.
- Emphasize convenience. Anticipate customer needs.
- Identify your service as distinctly better than that of your competition.
- Look at each customer as an extended unit.

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