



OPERATION: TAKE OFF!

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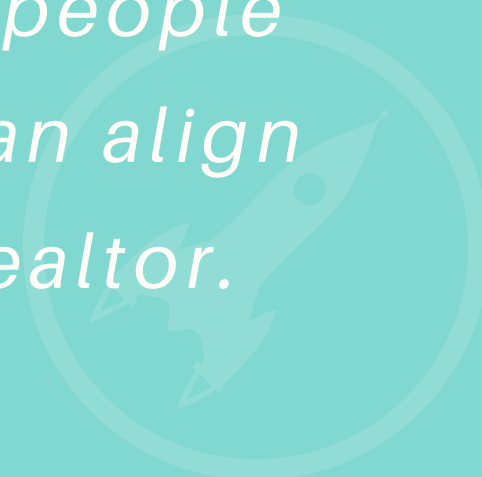
STEP 1

**CALL EVERYONE IN YOUR DATABASE
BETWEEN NOW AND DECEMBER 25TH.**

SAMPLE SCRIPT:

"Hi _____! I was thinking about you and your family this holiday season and wanted to give you a quick call. Happy _____ or Merry _____. I'm sending out holiday cards and I wanted to make sure I have your correct contact info..."

This call is simply to wish them a happy holiday. No Business. Ask them what their plans are, invite them to an event (your own or a local holiday event). Ask them if there is anything you can do for them. Remind them that you know a lot of people in different industries and see if they are in need of any services that you can align them with. Tell them that they can think of you as a concierge not just a realtor.



STEP 2

EVERY PARTY YOU GO TO MUST BE A STRATEGIC EVENT.

Set a specific goal to talk to a minimum of 10 people you do not know and get at least 5 names and numbers to follow up with the following Monday.

Add those people to the database. Every party is a working event, an opportunity to build your database.



STEP 3

MONDAY: AFTER THE PARTY CALLS

SAMPLE SCRIPT:

"It was very nice meeting you at the party! I'd like to stay in touch and update you on what's happening in this shifting market, which includes the value of your home. Would you be interested in hearing about that on a regular basis?"

*Every "yes" gets added to your **SEED** Campaign in your database.*

(If you don't know what SEED is, we need to talk soon!)





STEP 4

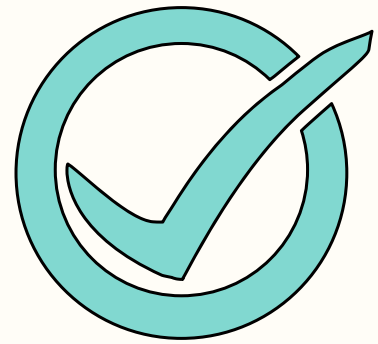
**STARTING JAN 2ND CALL EVERYONE BACK IN
YOUR DATABASE WITH A POINT OF VALUE AND
START ASKING FOR REFERRALS**

SAMPLE SCRIPT:

"Hi _____! I hope you got my holiday greeting. Hey, I don't know if you've heard, but the real estate market is about to start shifting. What this means for you is _____. Let me ask you, what are you real estate goals for 2020? Great! I'd love to help you make a plan get there."

Give them information about this year in real estate, ask them what their real estate goals are for 2020, etc. Whatever the outcome is, this is an informational conversation to find out who you can help with their real estate needs in the coming year - whether it's them personally or someone they know.





STEP 5

**CALL EVERY LEAD THAT YOU HAVE BETWEEN
DECEMBER 26TH AND THE END OF THE YEAR.**

TOOLS NEEDED:

- SHIFT BOOK (see Tactic 9: Create Urgency)
- BUYER QUALIFYING QUESTIONS LIST
- SELLER QUALIFYING QUESTIONS LIST
- LEAD PIPELINE TOOL



You will clarify their intentions. Verify exactly when they will buy or sell, which month and down to which week. Call them 1 month before they say they will be ready for a move to see if they can be motivated to start early.

*You will call every potential lead you have ever collected! **Ever!***

If you aren't already using the Lead Pipeline Tool, now's a good time to start!



LET'S REVIEW...

All of the people who said they would do something in January 2020, call them the week between Christmas and New Years. Spend at least 2 hours a day this week calling looking for new business.

You do not have to work all day during this week, you do have to spend at least 2 hours a day lead generating and on lead follow up.



NATIONAL EXPIRED POWER DAY

JANUARY 2, 2020

STEP 6

TOOLS NEEDED:

- SHIFT BOOK (SEE PAGE 186: BUYING POWER)
- EXPIRED LISTINGS DATA LIST
- EXPIRED LISTING OBJECTION HANDLERS SCRIPTS
- LEAD PIPELINE TOOL
- YOUR PRE-LISTING PACKAGE



Call the whole year of Expireds! This is a 6-hour lead gen day. You will make calls for 3 hours, take a 2-hour break, then 3 more hours of calls.

Create a sense of urgency to list now while interest rates are historically low. While other agents are still sleeping off the New Year you are working! Some agents may be able to out-skill you but they can't out-work you while they are in bed.



STEP 7

JANUARY IS DOUBLE TIME ON LEAD GENERATION ACTIVITIES!

*This is another opportunity for you to outwork those agents who are not starting the year off with an action plan. **Take their unfair share!***

The workers will win and the procrastinators will lose.

By doubling your energy and lead gen time, this will increase your skill level, daily habits, confidence and ultimately get you more business!

DO NOT SLACK OFF!



A FEW MORE TIPS...

CONTINUE WITH MONDAY POWER
DAYS FOR THE MONTH OF JANUARY.

6 hours of lead generation calls or
door knocking on Mondays and 3
hours every other day that week.

Imagine while other agents are
still goofing off, your business is
taking off!!

CONSISTENCY IS KEY!
YOU GOT THIS!

Keep your eyes on the prize, take
great notes, add to your database,
follow-up, check-in with your coach,
ask for help and most of all, stay
consistent!

**You got this, you just have to put in
the work!**



THANKS FOR DOWNLOADING THIS
SUPER HANDY GUIDEBOOK. :)

I'm so glad that I get to be a tiny part of
your business growth. This is just one of
the many many ways I can help you reach
your financial goals.

If you need more assistance, or you'd like a
totally free coaching session... just holler!

714-277-2458 | coachchanelrene@gmail.com
Book a complimentary call: www.chanelrene.com



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PRODUCTIVITY COACH

OPERATION: TAKE OFF!

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