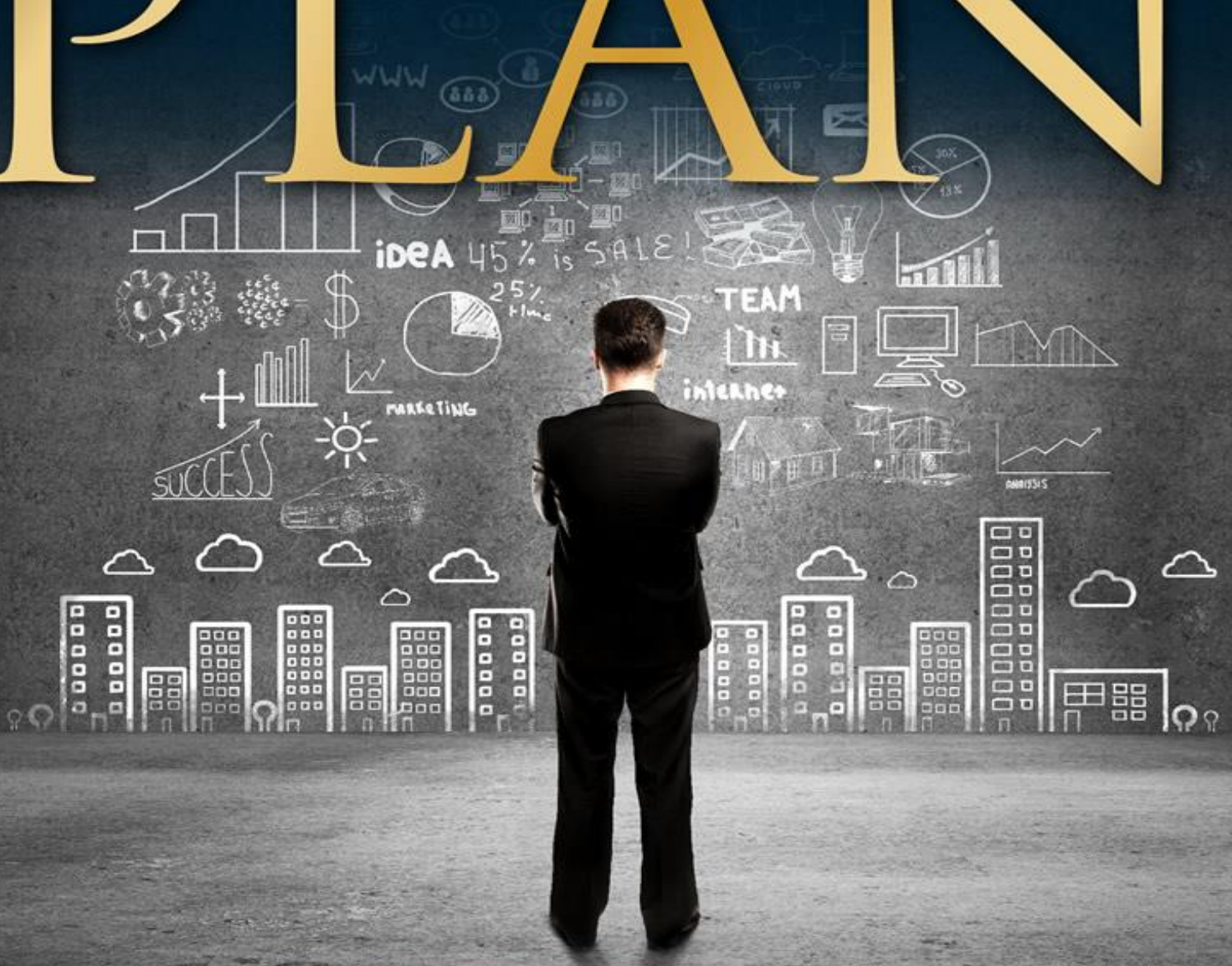


SUPERCHARGE YOUR REAL ESTATE BUSINESS WITH  
THIS PROVEN PLAN FOR LEAD GENERATION SUCCESS

# YOUR 12-MONTH LEAD GENERATION PLAN



**TIM & JULIE HARRIS**



## Your 12-Month Lead Generation Plan

How do you create a steady flow of referrals and repeat business? Create a twelve-month plan so are getting into action and out of planning mode. Many of you may think that the only way to generate leads is by buying them. I realize that if you have gotten your license recently and haven't been present in the real estate industry for several years, it is likely that you DO believe that the only leads out there are the ones that you buy. This just isn't true. There are many other ways to generate leads. What you are about to read is something that every agent can embrace. It doesn't matter if you got your license yesterday or if you are seasoned agent.

First, you need to understand that your business is built in the same shape as a wheel. Here is an example. Agent A, was one of the nation's top producing agents. Her business was dependent solely on over the phone prospecting. There was nothing wrong with that; she was extremely good at it using the classics – FSBOs, expireds, and her center of influence. Everyday she would make a certain number of calls to her contacts. She was very successful and enjoyed a very lucrative business. She came to a point in her career that she herself called “60 days of hell.” The worst had happened and she had come down with laryngitis. Her doctor told her that she couldn't talk if she wanted to recover properly. Because her only source of business was over the phone prospecting, she was completely dependent on her voice. This meant that she was not able to stop doing her work over the phone or her business would have suffered significantly. Because Agent A was unable to stop making those calls and allow her voice to rest and recover from the laryngitis, eventually she came to a point where she **could no longer talk at all**. This situation continued for more than a week and she decided that she would never repeat the mistake of being what we like to call a **one-spoke wonder**. What is a one-spoke wonder? This is an agent that only maintains one source of business.

The idea of your business as a wheel is this: imagine a wheel rolling down the road. If that wheel is limited to just a single spoke and it encounters even a small bump in its path, that wheel is going to break and collapse. A single-spoke wheel has no structural integrity. If you are an agent that limits yourself to one source of business, (as with our Agent A above) you will eventually find that your business lacks structural integrity in terms of your ability to generate new leads and new business.

Agents that are buying business from various sources will find that this spoke is even more precarious because they are dependent upon an outside source and that source is not dependent upon **you**. Some agents that have been buying leads from various portals will

have noticed that the quality in many cases has gone down while the cost has gone up. As far as being a reliable spoke that you are able to control, these portals, (over the past 36-48 months) have proven to be somewhat unreliable because of the inconsistency of quality, pricing, and other variables that are outside your control. You must not allow yourself to be dependent solely on buying leads from these portals.

You may remember that in 2006-2007, the “big thing” in real estate was social networking. Agents would depend on the idea that social networking was somehow the very greatest thing and Facebook and tweeting were the ultimate thing for business. It was all a fun experiment in marketing when it was new and had not yet become overly saturated. Social networking was, at the time, very good at generating business. When it was new and novel, people were taken in by it. Now, just a few years later, the consensus is that social networking has become overly saturated and too many people have already done it. People aren’t paying enough attention to it anymore. This means that social networking is something that should still be a part of your business, but it won’t be a main (or only) spoke for your lead generation. This doesn’t mean you should not use social networking. You **should** use it, but it should be one of many spokes, not the only spoke in your lead generation wheel.

Your goal should be to have at least **seven strong spokes** in your lead generation wheel. Any top-producer that is truly and consistently successful in the real estate business will have a minimum of seven core spokes. You need to build the security and integrity that comes with having many spokes so that, for example, when it comes time for you to take a vacation, you aren’t completely out of business when it comes to lead generation.

The core spoke for your 12-month lead generation plan should be **Centers of Influence** and **past clients**. This book is going to give you a step-by-step, month-to-month plan and will outline exactly what to do to build your core spoke – centers of influence and past clients.

Those agents that have become overly dependent upon email or newsletters to keep your relationships strong are seeing over saturation in this area as well. Many may find that they have been lulled into believing that passive activities with your centers of influence (such as dropping off items at people’s houses, sending emails, sending newsletters) will be effective at generating business for you. Will these activities work on some level? Yes. But will they work at the level you are hoping they will? Probably not. Why not? These activities are not the magic bullet you’re hoping for because you are not the only agent engaging people with these kinds of activities. You aren’t the only one that sends Forget-me-Nots in April and pumpkin pies in October.

**How can you create a steady flow of referrals and repeat business?** You need to follow our 12-month plan and remain committed to this plan. You must get into action and out of planning mode.

**FACT:** When you look at that awesome listing that just hit the market and you look at the listing agent and ask, “How did THAT agent get THAT listing?” It is almost always because the seller already knew the agent.

You’ve all experienced it. A sign goes up in your area that’s from an agent that doesn’t routinely sell anything anywhere near that area. How did this happen? It happened as a result of that agent’s center of influence and past clients.

**GOAL:** Be that agent that gets that listing. Stop wondering how THAT agent got THAT listing.

**FACT:** Everyone loves repeat and referral business. The prospect already knows you and trusts you. If you could choose who your next buyer or seller will be, wouldn’t you always choose someone you already know? Wouldn’t this be far superior to a cold lead or a purchased lead?

**FACT:** A minimum of 10% of your database should be buying or selling with you every year, assuming that you speak with them regularly. Many of our coaching clients track closer to 40% of their business to their ever-expanding database. You can only get those results when your regular communication is systematized.

This means that stopping by with a pumpkin pie once a year does **not** qualify as regular communication. If you want to reach the minimum of a 10% return or better, you **must** be extremely consistent.

### **Do the Math**

If you have 100 names on your list, then yearly you should have ten deals from them. This is almost one per month. If you don’t, then you either don’t have a great Past Client and Center of Influence plan or you aren’t working your plan consistently. Email is not enough.

When you build your list to 500 people, you can create as many as 50 or more deals per year when you follow your plan. Harris Real Estate coaching has many coaching clients who have achieved this, but they didn’t do it in 30 days. And these agents didn’t achieve this with one pumpkin pie or with one thank you card. They did it by remaining very consistent with their lead generation plan.

### **Your Expansion Plan Should Start TODAY**

Consider your theme to be **ACTS OF KINDNESS** instead of as **prospecting**. This is outreach to people whom you already know and love, and should hopefully already know and love you. Just this simple change of mindset can completely change the way you feel about your plan. If you have a natural resistance (as is often the case with many salespeople) to making direct contact, it’s because you are experiencing fear. You may believe that if you call these people or stop by, they could reject you or harbor negative thoughts about you. Perhaps you think that you might appear to be desperate or that you’re

bothering someone. All of these kinds of thoughts are at their base, **ego-based thoughts**. These thoughts are just thoughts. They are not reality. You may not realize it when it is happening, but your mind is creating obstacles. As a result of these obstacles, you are being prevented from being of service to others. Don't allow yourself to become paralyzed by all of the "what ifs" such that you never make the effort to achieve direct contact.

Instead of worrying about how to move beyond or conquer your doubts and fears head-on, use a more constructive strategy and reframe your thinking. Constantly ask yourself the question: **How can I be of service to others?** This should be your most prominent thought each day. This mindset is the best way to remain committed to making contact with a positive attitude. You will no longer have to worry about your ego-based fears because making contact isn't negative; instead it becomes **an act of kindness** on your part.

For example, decide that you are going to make five over the phone contacts each day. That thought alone cause you to feel some reluctance. Now, in your mind, reframe that same task. This time, know that you will be completing five acts of kindness each day. How does that change the way you feel about that task? With positive mindset you are thinking of how you can help people that are past clients and within your centers of influence. If you know that you are able to offer something of value to the people with whom you are making contact, then you can become really excited and look forward to making those contacts. The steps in your lead generation plan are all designed to be acts of kindness. These are things that will result in people feeling grateful to you.

### **Setting up Your Database**

Use Mojo Sells to organize your database and create specific folders. This creates efficiency and organization. This system is excellent for organizing your database into specific, easy to use folders that allow you to fine tune your database.

You can input all of your past clients, people from your sphere of influence, and adopted clients into Mojo. You may not realize that Mojo is not just a CRM, but it is also an auto-dialer. When you're going to make five (or more) over the phone contacts per day, load these phone numbers into Mojo. You should schedule time everyday to complete this task. Once those numbers are in your Mojo database, you can go to the website, push a button, and Mojo will start dialing for you.

Combine your use of Mojo Sells with the site [www.contactually.com](http://www.contactually.com). This uses the same idea as Mojo Sells (although it is not an auto-dialer). Contactually links with social networking so that if you are calling your centers of influence and past clients, it will pull information from recent social networking updates and provide you with personal information that your contacts have been posting.

These are just two examples of good systems for organizing and enhancing your contacts. They are easy to use so you have no excuse for not putting them to work for you immediately.

**Who should you add to your list?** You should add past clients, people from your sphere of influence, and adopted clients (these are buyers that bought your listings – you can get their names, numbers, and address from the settlement statements on your contracts) onto your list. You can also have “spin-off lists” dedicated to a specific neighborhood or farm list, and/or ancillary contacts such as mortgage and/or title people.

**Commit to adding at least five new people per week** to this list from your closings, your clubs, meetings, and your general travels. Remember the difference between 10% of 100 and 10% of 500. Building your list means building more deals. The only way you will get a large number of deals is by constantly adding new people to your list.

**Update this list weekly as part of your job.** Updating is critical. You must commit to never allowing your list to become outdated ever again. This is something that agents often learn over time, much to their regret. Don't wait. Become proficient at this part of your job **now**.

### **How to Set up Your Communication Plan**

The top-producing, most successful agents in the country, agents that are most worthy of emulating, don't only use one form of communication. Direct contact **is** the most important, but it is not the **only** form of contact. *In addition* to phone contact, we are presenting you with the systems and companies we believe to be the most helpful for you to build your communication plan.

### **Use Mojo Sells to CALL your database regularly.**

You can use the auto dialer in Mojo to find out who is home right now so you can have a direct conversation. You can avoid a lot of frustration by using this feature.

Take the total number of people in your database and divide by 20. Why 20? There are 20 workdays in every month once you remove the weekends. The resulting number will tell you how many people you should call per day in order to make contact with every single person on your list at least once every month. This will be easier if you have a smaller database, so if the resulting number is unreasonably large, divide by 40 so that you will talk to everybody every 60 days. If the number is still too big, divide by 60 and you will talk to everybody once per quarter. You need to calculate how many calls is reasonable for you based on your schedule and other requirements on your time. However, fewer than five people per day is simply not enough. Remember that your goal is to contact everyone on your list by phone once per month. Doing so less frequently means that you will miss out on opportunities.

Remember that the more often you make contact, the easier your calls will become. By calling more often, you will anticipate positivity in offering something of value to people that you have gotten to know and with whom you have built a good relationship.

**Use [HappyGrasshopper.com](http://HappyGrasshopper.com) to regularly EMAIL your database.**

You aren't only making contact via phone; you are engaging in a combination of actions, including email. Using HappyGrasshopper.com is a great, inexpensive way to systematize and automate, (and even "set it and forget it") once you upload your database. The most common set up is to set your account to email every three weeks. These will be professionally written quotes, emails, and videos that go to your database. Once you've set up your system and your emails start going out, it won't be unusual for you to get a lot of positive response. Your job is then to call those leads and enhance the relationships. HappyGrasshopper is an excellent, systematic way to develop your outreach in the email component of your contact list.

**Use [BombBomb.com](http://BombBomb.com) to send specific videos to your list.**

This site has many different applications without a lot of expense. BombBomb allows you to custom build small, two-minute (or shorter) videos. These videos should be topical. For example, you can make a series of videos about a topic that is pertinent to your area. Is there low inventory in your area? Create a series of videos that talks about how to buy and sell without ending up making yourself homeless or owning two homes. These videos, whatever the content, should carry the message of how important it is to hire a professional agent – an agent like **you**.

You can also use BombBomb for lead follow up and for prospecting. Give your contacts something of value such as interest rates or changes in your marketplace. You can also send a more general message like, "Hey, I was just thinking about you," then mention something personal about that contact, "I just wanted to reach out to you and let you know that if you have any questions about today's local real estate market, I hope you'll think of me so that I can answer any questions that come to mind. I'm here to help you and your friends with all of your real estate needs. By the way, I love referrals! Who do you know that could use my help?" Any kind of personal touch to your contact will enhance your direct verbal communication in the future and will cost you a minimum of time to accomplish.

**Secret: Avoid dependence on electronic communication!**

Don't think you can get away with just emailing people or sending text or Facebook messages. We aren't suggesting you give up using electronic communication, just that you must not allow this to be the **only** way you communicate. Remember that the top-producing agents are the ones that are picking up the phone and making direct contact.

**Use Facebook and other social media as a supplement, not as a stand-alone spoke.**

We mentioned earlier that social media is not the way to make direct contact because it is an over saturated medium. This doesn't mean that you should not use it at all! Instead, use it as a **supplement** to enhance your over the phone prospecting. You must keep in mind

that although you may have thousands of connections to your Facebook page, only a small percentage of these connections **will actually see** what you post on your page. This isn't necessarily because those connections aren't interested in what you're posting, it's because Facebook has chosen not to show those people what you posted.

It's important to remember that Facebook and other social networking sites must be considered an enhancement for your other strategies. For example, if you are making a general rather than a personal video with BombBomb, you can also post that video on Facebook. If you are holding a community event, you can advertise that event of social networking sites. You can also use social networks to talk about home sales. Don't use these sites for broadcasting your message. Instead, customize your message more specifically to your target audience. It's simple to find out via Google what the top stories are in your area and talk about those stories. Talk about anything that is housing related or human interest related. These are the sorts of things social networking is most useful for. It is no longer that "magic bullet" that it once was for making contacts.

**Remember:** You can use Contactually.com in conjunction with social networking sites to stay up to date with what your contacts are posting. This also means that you will have **more** to talk about during your over the phone communication.

#### **Learn the F-O-R-D memory jogger script.**

The letters spelling **FORD** stand for: F – Family, O – Occupation, R – Recreation, D – Dreams. Memorize this mnemonic. This will help you to frame your conversations and make it much easier for you to ask for business in a natural, conversational manner. Why is this so effective? There is a law of reciprocity in casual conversation. For example, "Hi Jim. How is your job over at XYZ Corporation?" Jim will then respond with, "It's going great! I'm so glad I took that job. How is your real estate business going?" This is the ideal result of this type of conversation.

It is important to remember not to simply jump right into discussing business. Follow the order of **FORD**. First talk about family. Occupation is not the first topic; it is the second. This order is especially useful for introverts that find it difficult to talk to people that they don't know very well yet. Talk to people about their family. Remember that for the most part, everybody likes to talk about themselves. If you can become someone that is genuinely interested and that asks questions so that your contact is able to talk about themselves in a comfortable manner, that person is going to really get to like (and even love) you. This is all because you're giving that person the opportunity to talk about his or her "favorite" topic – themselves.

FORD works just as well in person as it does over the phone. Practice it no matter where you are. If you're at the barbershop or the nail salon, with the mechanic that services your car or your piano tuner, you don't have to be talking to a prospect to practice using FORD. Remember though that everyone you talk to actually **is a potential prospect**. You can practice FORD with your family as well. Practice until you become very skilled and natural using it. Then when someone responds with, "How is your real estate business?" you can



respond with, “It’s great! I’m so glad you asked! I’m so blessed to be able to help so many people this year. Who else do you know that could use my help?” This conversation will occur much more easily and naturally once you have fully learned to use FORD.

### **Your Long-term Expansion Plan**

Schedule and attend three to five center of influence events per week in which you can get to know people and be yourself first. Be the real estate agent second. Two of the events should be business oriented such as BNI or Toastmasters. Some can be personal, hobby related, or based on your own curiosity. Photography club, book club, adult soccer leagues, hiking club, etc. and charitable organizations are perfect for this.

Update your database every time you meet someone new. Get all of their information so you can include them in your email, calls, and pop-ins. Always adopt the client from the other side of the transaction.

Use our memory joggers to expand your existing list if you’re one of our coaching students.

Wear your nice looking nametag when appropriate (virtually everywhere), so people ask you about real estate. Don’t be a secret agent.

### **Developing Your Monthly, Quarterly, or Seasonal Center of Influence and Past Client Event Schedule**

Make a decision regarding which events you would like to commit to and perfect those events. Decide if these events will be monthly, quarterly, etc. depending on what is happening in your marketplace and what **you** want to create and/or participate in. Commit to each of these events **in advance**. That means that you have a schedule of events to which you have committed for the next **twelve months**. This way you have a plan; you know which events you are doing instead of constantly looking for what you are going to be doing next.

The following list gives you many ideas for your communications through each of the twelve months of your yearlong plan. Don’t limit yourself to just these ideas. This list is designed to be a starting point to get you out of planning mode and into action. Remember that these ideas are meant to be utilized not just on Facebook, but also for your calls using Mojo Sells, HappyGrasshopper customized email, and your videos that you will be posting via BombBomb. Use each and every resource we’ve outlined.

**Remember:** Always include this question in your conversation, “Do you know of anyone that I can help to buy or sell their home?” This keeps your focus on who you can help.

**Secret:** Whenever possible, when you are setting up your events, involve people from your database who own businesses that you can tie into your own events. For example, if you

have a friend who owns a bakery, have that friend cater your buyer's seminar with their bakery goods. This will make your relationships and your events that much stronger.

**Secret:** After any major disaster (tornadoes, floods, hurricanes, etc.), always do an outreach to your database using email, direct calling, and video. Although you can't predict or plan these events, they present an opportunity to show that you care about your contacts.

### **January**

If you are the kind of person that likes to have parties in your house or at a private clubhouse, host a Happy New Year Party.

You can reach out to people to remind them that they should winterize their homes and whom you recommend for this service. Or if you live in a Florida resort market, then talk about how it is high season right now. When you speak to people, ask if you can email them a great article you found that talks about New Year's resolutions. Offer people a free CMA that they can use anytime this year.

### **February**

Tax reassessment time is looming and people will be thinking about upcoming taxes. Encourage people to use their free CMA to fight their tax bill. This point in particular is more of a communication outreach point rather than an event, but you can also host an event with this as your topic.

How do you do go about this? Send your past clients and center of influence (via Facebook/HappyGrasshopper/BombBomb/email/direct call) a message offering to send current comparables as well as a how-to guide for how to lower their property taxes. You can get this by checking your state treasurer's or auditor's website for a guide on how to dispute property taxes over assessments. Be sure that in the course of pursuing this service for your clients that you ask them the reason they want to reassess their house. Are they planning to sell their home in the Spring or sometime this year? This provides a huge value to your clients. By being a communication point, it won't be threatened with cancellation because of winter weather!

### **March**

Think Spring – even if the weather doesn't agree with it in some areas! Hold a **Buy or Sell with Me, Adopt a Pet for Free** event in conjunction with a no-kill shelter or Humane Society. You will encounter many people that are looking for a home with a mind toward gaining the ability to have pets. Keep in mind that you will need to have in your promotion that anyone wishing to adopt a pet will still have to follow the guidelines set in place by the humane society/PetSmart/etc. You are agreeing to cover the adoption fees for any adopter that passes these requirements.

PetSmart is very active in pet adoption, and could be an option for a location to hold an event that **you sponsor**. Promote your event by sending a message to your past clients and center of influence via Facebook/HappyGrasshopper/BombBomb/email/direct call. This

event offers a great opportunity for you to post pictures of you with the adoptable pets to post in your communication.

When you work with PetSmart or your local humane society, and other shelters, they already have a lot of promotional material in place, and you are likely to meet people that you don't already know.

Realistically, there will be very few people that actually adopt animals as a result of this event. The true value to **you** is the number of new contacts you will make and your association with caring about animals that appeals to so many people.

### **April**

Hold an investor seminar, buyer seminar, seller seminar, or combination thereof. Use the theme, "Did your accountant tell you that you should be buying rental property?" or "Curious about flipping? Come to our home buyer and seller seminar!" Depending on your market, your message might be to reach out to people that want to invest in real estate. Promote this event by sending a message to your past clients and center of influence via Facebook/HappyGrasshopper/BombBomb/email/direct call.

When you make personal calls about your event, all you need to say is, "Hey, I was thinking about you since it's tax time. We took care of your property tax bill and I was considering your investment strategies. Have you considered investment properties –rentals, or even doing a few flips this year? Talk to me about your interest level."

Keep in mind that this isn't your first call. You've already helped this contact if you've been following your communication plan. If they are absolutely not going to buy a rental, you can still ask them whom else they know that might be thinking about purchasing rental property. It also doesn't have to be all about rental property, it could be a conversation about any kind of investing or asset protection, or about 529 plans.

You can even tie in a communication that is based around, for example, The Five Biggest Concerns People Have Around Tax Time. This could also be tied to an event in which you have a tax preparer on site that is there to help attendees with their taxes. This is another excellent service that you can provide and it is definitely something that your contacts will remember.

### **May**

Create a spring-cleaning inspired event. Hire a mobile paper/document shredding truck to come to your office, your home office, a clubhouse, or other location. Also hire a breakfast/bakery/food truck to come to your event. Invite the people in your database to a **Paper and Pancakes Shredding Event**. This will be after tax time when documents have already been sent in and people will be very receptive to the idea of a spring clean out. Market your event as a way to get rid of clutter and get a fresh start in the springtime. Tell people that you're ready to help them out by shredding documents that they no longer need

but that shouldn't just be thrown away. They can safely dispose of these documents at your shredding event.

You will be surprised at the great turnout you see at your shredding day. This kind of event is easy to organize and it is inexpensive to hire the trucks. Keep in mind that you don't even necessarily have to pay for everyone's breakfast unless that is what you want to do.

## **June**

June is an excellent time to have a Red Cross Bloodmobile drive. Celebrate the end of the school year with a blood drive at your office, at your local library, or even at your child's elementary school. Work with your local Red Cross to decide on the best location. Often the Red Cross will already have something in mind and **they will promote the event!** The Red Cross employs full-time telemarketers that are constantly promoting these blood drives and are doing so in many different mediums. This fact means that you are certain to have a great turnout. This also means that the people attending your event will **not only** be from your past client and center of influence list, but will include other people that you have never met and might otherwise be unlikely to meet.

## **July**

July is the perfect time to sponsor and/or participate in several different events. You can create one or all of these. Again, be sure to plan what you will be attending or participating in so that you know well in advance what you will be doing during the month of July. There will be many local Fourth of July parades, concerts, and celebrations to choose from in your neighborhood or surrounding area. Check with your local Chamber of Commerce to see what's already been planned. Find existing celebrations, call the organizers and ask them about what they need and how you can help.

If you participate in a parade, there are many options for you. You can actually march in the parade and hand out balloons, water bottles, candy, and/or American flags. You can rent, borrow, or use your own classic car or convertible to drive in the parade and throw candy to the kids. Be sure to put a magnet on your car that is clearly visible and says who you are. You can also consider handing out balloons with your logo or goodie bags with candy, your magnet, and/or business card, etc. Have fun with it!

Another option for July is to hold a special **Veteran's Promotion** that will publicize your knowledge and potential expertise with VA Loans, etc. Get involved with Homes For Heroes and make use of Fourth of July celebrations to promote your special knowledge.

Host a Fourth of July party at your home, recreation center in your neighborhood, community center, or at your local library. To gain entry to the party, require that attendees make a donation to a Veteran's program. Find sponsors to donate holiday cupcakes, donuts, or edible treats of your choice. Keep this as local as possible to solidify your connections with the community.

## **August**

Don't let August become a lost month for you due to a lack of planning on your part. Children are getting ready to go back to school. Many people are trying fit in a vacation before school starts again. When other agents are on the beach and not doing much, for you August should be your month of **Open House Fest**. Take advantage of the lack of competition when everyone else is taking time off. Hold all of your listings open on the same weekend. List your team, your agent(s), your friends', and create a "tour of homes" feel to your open house weekend. If you don't think you have enough listings for an event like this, go to the other offices and agents that you are friendly with and include them in your event. Hold the open house together.

Have a raffle with prizes that include gift certificates to your favorite restaurants, etc. Having a raffle allows people to sign in without you having to coerce them into giving you their information. Require that people sign in to be entered into the raffle. Call all of those contacts the same evening to let them know that they won or if they didn't win, etc.

Your open house weekend should be sure to include the following list of requirements. Each house should have ten directional signs. Combine signs if you have two houses in close proximity. You should knock on doors and make invitations to the neighborhood on the day **before** the event. Insert brightly colored flyers into your local paper announcing your event. Hold an early sneak preview for neighbors and friends only and follow this with opening for the general public. You can do this by having the sneak preview on a Saturday with the public opening on Sunday **or** you can hold the sneak preview on the same day. The first two hours are the preview and thereafter the opening is for the public. How you do this depends on the house, the neighborhood, and your market.

Your Open House Fest should boost your fourth quarter production with both new buyer and new seller leads. Don't forget that many buyers also have a home to sell, but many agents (especially at open houses) won't ask them. You should be asking, "Which home in the neighborhood are you considering selling?" This isn't just busy work to get you through the month of August. This will help you enhance your fourth quarter lead sources and this is especially important for those agents that will soon be entering into colder weather season.

### **September-October**

This comes under two months because **Pumpkinfest** is a big event. Host a Pumpkinfest at your home, your neighborhood clubhouse, your local school or library, or recreation center. Start planning this October event early, during the month of September. Partner with people from your center of influence, local charities, and/or other pertinent contacts. This is likely to be a significant event in your year.

First, you must determine exactly when and where you will hold your Pumpkinfest. Once you have decided on your date and your location, find a local pumpkin source that will allow you to purchase pumpkins at a wholesale price. Typically you will buy pumpkins at approximate \$2.50 each and retail them for about \$5.00 so that your price will be at or below the price of grocery store pumpkins. (Give or take on the price depending on your

local market.) You will sell the pumpkins and **donate the proceeds to a charity**. Ideally this should be a charity with whom you are already involved or a charity that is important to a past client of yours. Remember that you can link up with well-established charities such as the Red Cross that will advertise and prospect for you – for free.

Be sure to advertise your Pumpkinfest well in advance in your local newspaper, and through email, postcards, social media, and all of the other outlets we have already outlined for you as above. Make certain that you personally call all of your contacts and invite everyone. Send a BombBomb video of yourself surrounded by pumpkins. This should be a fun event and it can be a very large event for you so that you plan well. It is this kind of event that allows you to feel more connected with your community – and in turn, your community will feel more connected with you.

### **November**

In early November, host a Thanksgiving Food Drive by partnering with an existing food pantry, another charity such as Foursquare, or with a local charity of your choice. Choose a charity that needs your food donations and that will also be willing to pick up the donated items. Have the people from your database bring their donations to your home or your office. There is nothing better than having your sphere of influence come to you, and this is a major point of doing this event in this way.

Promote this event by sending a message to your past clients and center of influence via Facebook/HappyGrasshopper/BombBomb/email/direct call. Then personally call to **thank everyone that participated** for their donation. This is another great reason to be calling people. Be sure to mention your next event, and that will be your Toy Drive in December.

The weekend prior to Thanksgiving is the time to express special gratitude to your top 25 past clients and select people from your sphere of influence. You **must** drop by each person's home to make a personal, face-to-face connection; otherwise your effort has very little meaning.

Choose someone from you database that owns a bakery, gift basket company, or other appropriate gift-able items for your chosen top 25 past clients. Ideally you will use your connections for your gifts, but if not, then you can simply choose a nice bottle of wine, a pie, or a candle, etc. The content of the gift is much less significant than the fact that you are making a personal visit and stopping by to show your gratitude.

Keep in mind that it may require both of your weekend days to meet with everyone on your top 25 list. Plan your route by mapping out the order of visits and plan to spend some time with each of your chosen people. **Do not** just leave a gift on the front porch. The entire point of your special gratitude weekend is to reconnect and strengthen existing connections.

### **December**

December is another very busy month with many potential events for you. To begin with, have a **Toys for Tots Toy Drive**. This event is much simpler if you work with your local

police or fire departments. They will typically already have marketing set up for this event. Sponsor their pre-existing event by collecting for their charity at your office, your home, your open houses, etc. If you use your office or home as a drop off point on a particular Saturday you can even have the fire department appear with their fire truck to generate even more interest in your event.

Call and personally invite your contacts to donate toys to the toy drive. Send a BombBomb video of yourself from the firehouse or police station to promote the event. The whole point is to encourage your people to come to you. Not to mention, this is another opportunity for you to give something back to your local community.

Next, host a **Wrapping Paper Project** for your top 25 list, and you can include more people depending on your individual time and budget. Customize the size of this event according to your own desires. Purchase inexpensive wrapping paper and gift tags. You will also need a hole punch and ribbon. Print a small message saying, “Friends don’t let friends get **wrapped up** with the wrong agent! Who do you know that could use my help buying or selling real estate?” You can also say, “Stick with me” on your gift tag stickers. Tie your business card, your messages, and a sheet of gift tag stickers to your wrapping paper by punching a hole in the packaging and use the ribbon to tie it all together. Drop off these wrapping paper messages to each of the people on your top 25 list.

### **Bonus Event**

Rent a local movie theater and host a client appreciation event with a holiday “feel-good” kid’s movie as the feature.

More bonus ideas:

- Send your holiday cards **early**. Be the first to send yours!
- Say **YES** when everyone invites you to their events!

Also keep in mind that all of this is meant to be a guide, it’s up to you to customize according to your strengths and for your market. You should feel free to mix up which event you create during which month. Take what we give you and make it your own.

## **Final Thoughts**

The more activity and action you take, (not just during slow months) the more positive results you will achieve. There is an undeniable correlation between the effort you make and the results you will attain. Sending a lot of emails and meticulously organizing your database to be able to send these emails and doing online lead generation is not enough. We aren't suggesting that you abandon email and online lead generation. We **are** trying to get you into taking action on things you can do to generate leads that won't cost you money and that are ultimately very effective. Again, get out of planning mode and take action into being of service to your clients. If this remains the dominant thought in your head, **to be of service**, this will keep you motivated and will continually drive your other actions.

Go out into your community at least once a month, every month. Create and do things that compel you to become excited and proud of what you do. These things will help you break through any of the issues you may have with your mindset about generating leads. Your ego-based issues are what cause you to have ups and downs in your income. It's up to you to feel enthusiastic about your role as someone that is making a positive contribution to your community. In doing so you are also making a valuable contribution to the real estate community. All of these things will set the bar high for the other agents in your area. In this industry we are not meant to be takers, that isn't what we should be. The best agents are always there to help and to be of service. Become that agent by following the ideas we have presented to you.



# YOUR 12-MONTH LEAD GENERATION PLAN

There are countless ways to generate new business in the world of real estate but your Center of Influence is without a doubt one of the most important ones. Unfortunately, some agents have learned the hard way that without constantly working to expand your Center of Influence, you are doomed to run out of leads. If you allow a stagnant Center of Influence to be the basis of your sales, you will find yourself in deep difficulty. This book discusses how to expand your Center of Influence to help keep your business full of fresh new prospects. You will learn how to use the best language and strategies for building your new contacts as well as how to expand your Center of Influence long term. You will find out how to create a twelve-month plan that will catapult you out of planning mode and into positive action that will expand your Center of Influence and as a result, supercharge your business.



## TIM & JULIE HARRIS

Tim and Julie Harris have been leaders in the real estate industry since day one of their careers, having sold more than 100 homes their very first full year as REALTORS® (and every year thereafter). In 1997 they gained industry wide acclaim when they were honored by the National Association REALTORS®. Tim and Julie were the youngest agents to earn the RE/MAX Platinum award and Hall of Fame award. The Harris family went on to author several books including: *0-10 Million In ONE Year, A Step by Step Guide* and *Should I Short Sale My Home?* Harris Real Estate University is proud to have many of the nation's top-producing agents as coaching clients. Harris Real Estate University (HREU) is the nation's largest online real estate coaching organization. Everyday tens of thousands of agents from seven different countries participate in an HREU program.