



COACH SUPER MIKE™

Taking Real Estate Agents to Pinnacle Levels™

Training Topic: Sphere of Influence™

A Sphere of Influence is simply a data base of all of your contacts. You will utilize this data base to stay in touch, ask for referrals and to cultivate new business throughout your career. Please follow the steps below to create your Sphere of Influence.

1. On a pad or in a word document, create categories. At the top of each page, please write the name of each category. Use one page for EACH category. Here are some examples:
 - a. Friends
 - b. Family
 - c. Neighbors
 - d. Church
 - e. Sports
 - f. Current occupation
 - g. Previous occupations
 - h. Volunteer groups
 - i. Local businesses
 - j. School contacts
 - k. Cell phone contact list
 - l. Face Book/Social Media friend lists
 - m. Vendors- grocery store, barber/hair dresser, dry cleaner, gas station attendant, business owners, waiters/waitresses, etc.
 - n. Any other categories that you may think of
2. Fill in contacts- Under each category, list every single human you know.

3. Obtain contact information- Contact each person and get their:
 - a. Full name
 - b. Mailing Address
 - c. Email
 - d. Phone Number

Example:

<u>Category: Friends</u>			
Name	Address	Phone	Email

4. Enter all of this information into your data base and/or CRM of your choice: Top Producer, Chime, Kunversion, Boomtown, etc.
5. In manageable batches (25-50), mail them your card with a personal hand written note.
6. Contact them 3-4 days later to check in and confirm they received your note and business card. Remind them that you are in real estate and ask if they know anyone looking to buy or sell in near future!
7. Enter any notes about your conversation in your database and schedule a follow up call.

IMPORTANT ITEMS TO NOTE:

- IF you have not selected a computer database program or CRM, simply keep this on paper for now until we can select one.
- Message (social media), text, call and email your contacts and use the tax records to fill in all information above.
- Use anywho.com, theredx.com, etc, to obtain phone numbers if needed.
- BE AS THOROUGH AS POSSIBLE with your list. Your list should have 300-500 contacts, if not MANY more! Think of EVERYONE HUMAN you know!
- This task may take you weeks or a few months. It is a VERY CRITICAL part of your business and should be completed with persistence!