



Wow – we are getting great feedback from members who are using the **Most Special Day** birthday messages from the 7 Essentials program. And when I take a closer look at what the members who are reporting multiple referrals from this program are doing, they're doing some very specific things. They are doing four things that you may want to do, and I would encourage you to do exactly what they're doing.

1. Of course, they have birth dates for as many people as they can in MyClients right at the start. Even if they have 300 people in their database and they only have 40 birthdays, they start with those 40 people.
2. And then what these successful agents do is they send out a simple email or they make a phone call. So let's talk about the email. They'll send out an email to their entire database of people they don't have the birthdays for and the email is just a simple question:

*Hi Mary,*

*I have a special birthday gift for you that I would love to email to you. Can you tell me when your birthday is?*

*Thank You,*

*Joe*

That's it – a short email expecting a reply.

And the next thing that some people are doing is, if they don't get a response from the email – which by the way most members are reporting a 50% response from that one email – they call them or have a team member call them. If a team member calls they would say:

*Hi Mary - Bob (your name) has a special birthday gift to email you and s/he asked me to call you and confirm when is your birthday?*

Just that simple question via a phone call is resulting in 100% of the people sharing their birthday. Now I'm sure there might be a person or two who says, "I don't want to give it to you!" You wouldn't want to send them a birthday message anyway. Either way, if they don't reply to the email, you should call them and get their birthday and get it into MyClients.

3. And another suggestion is this – on their birthday, always call their client/contact after they receive the email from you. Your call is simple and goes like this:  
*Hi Mary - Happy Birthday! Isn't it cool that you share the same date in history as (Talk about the email message we sent them).*

This usually starts a nice, simple conversation.

4. The best agents are also taking the birthday messages and they're posting them on Facebook. This is a very powerful way to make your presence on their Facebook page. And I promise you that many people will take notice of your brilliant message.

So do these four simple things:

1. Get started right away with the birthdays you have;
2. If you don't have birthdays, you can email them or make a phone call;
3. Always call AFTER you've sent out the email to them; and
4. Repost the birthday message on their Facebook page.

These four simple things can be done easily and they are fun and they honor the person who is celebrating the **Most Special Day of the Year**. And it will get you into a high quality, referral conversation. So go for it and turn your birthdays into conversations, because it's in these casual conversations where most business opportunities occur.