BUILD YOUR BUSINESS

THE SIZE OF YOUR DATABASE WILL DETERMINE THE SIZE OF YOUR BANK ACCOUNT

IGNITE POWER SESSION #2

Instructor Edition

In this chapter …

- Build Your Database
- Grow Your Database
- Organize Your Database
- Communicate With Your Database

Instructor:

Timing: *3 hours*

Take-Aways of This Chapter:

An agent's database is the most important business tool; it is imperative that the new agent establish this practice right away.

- *Understanding what a database is*
- *Understanding of how a database will benefit business*
- *How to set up and organize a database*
- *How to systematically communicate with your database*

IMPORTANT!

1. ***Daily Report Out – Instructor, you MUST do this every class! It is essential to the participant's success to establish this habit and for you to hold them accountable.***
2. *Daily Calls – every class will include Real-Play calls*
3. *Feeding Your Database*
4. *Organizing Your Database*
5. *Create a Campaign*

Note:

This is an activity-heavy power session.

For today's class ***make copies*** *of the example Database Spreadsheet hardcopy for all Cappers in Training to use to replicate an online database. (Find this in your Toolkit on the Ignite course page on KWConnect.) This is a paper database and meant to help the participants build the habit of creating and working with a database for the success of their business. There is also a link to an Excel spreadsheet in the Toolkit. And for those who are comfortable, have them use eEdge in class!*

Remember that the student benefits from doing the actual work in class with your guidance and support! You are the hero who helps them achieve!

You will be showing and discussing one video in this Power Session. Have it loaded and ready to go.

Table of Contents

Today's Expectations

Cappers in Training

1. Build the most important tool you will ever have as an agent—your database of contact names and information.
2. Lead generate for business—make calls to find ready buyers and sellers.
3. Add new contacts to your growing database.
4. Organize and categorize your contacts for targeted marketing.
5. Put your contacts on marketing campaigns—to stay top of mind for when they are ready.

Ignite Faculty

To maximize your learning, your Ignite Faculty is committed to:

1. Show great role-model **videos** in class.
2. Devote the majority of time on **activities** in class.
3. Role Model what it takes to be highly successful. Guide and support the Cappers in Training by holding them accountable to their **Daily 10/4** and pre-work **Mission**, and during the **phone call** activity make calls along with the class.

Instructor:

Cover this page thoroughly and make sure everyone is ready to move forward! They are expected to do a lot in this classes and are expected to have completed all Pre class Missions. Ignite has been designed with their success in mind, which means there will be a lot of "DOING", not just listening and learning. Doing is where the learning happens! Remember there are expectations for you too! Help students be successful! Be sure to review the videos in the Mission prior to class.

Action Reveal

Instructor:

Hold students accountable for this work.

Ask for a show of hands of those who completed the pre work.

Students must have completed their eEdge Profile for the exercises in this session.

If they have not, allow a few minutes to complete.

Ask for feedback and aha's on the videos (they take about 30 mins. total to watch.)

Ask:

Did everyone bring their contacts list and their laptop or tablet to work on?

IGNITE

Mission 2

Complete this **Mission** prior to attending Ignite Power Session 2

Click the icon to access videos and reading assignments.

DONE √	1. Tell the world who you are – with your KW presence KW White Pages is your online contact information.
☐	Read and complete: ***Complete Your KW White Pages Profile***

DONE √	2. Communicate easily with customers – with your automated marketing Learn about and activate your KW eEdge web presence and database.
☐	Read and complete: ***Activate Your eEdge Account***
☐	Read and complete: ***Fill Out Your eEdge Profile Information***
☐	Read: ***Create a Contact in eEdge***
☐	Add yourself to your eEdge database as instructed by the article
☐	Read and complete: ***WolfNet IDX Setup***

DONE √	3. Give customers a cool, easy way to find homes – set up your KW Mobile Search App Learn about and activate your KW Mobile Search App for yourself and your customers.
☐	Read and complete: ***Download Your KW Mobile Search App***
☐	Read and complete: ***Share Your KW Mobile Search App***

DONE √	4. Follow up – with previous Power Session
☐	Complete activities from the Action Plan in the previous Power Session

DONE √	5. Grow Your Database – with your current contacts
☐	Bring your contact list and your laptop/tablet with you to the next Ignite class

*Access videos from KWConnect.com, Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.

kw UNIVERSITY

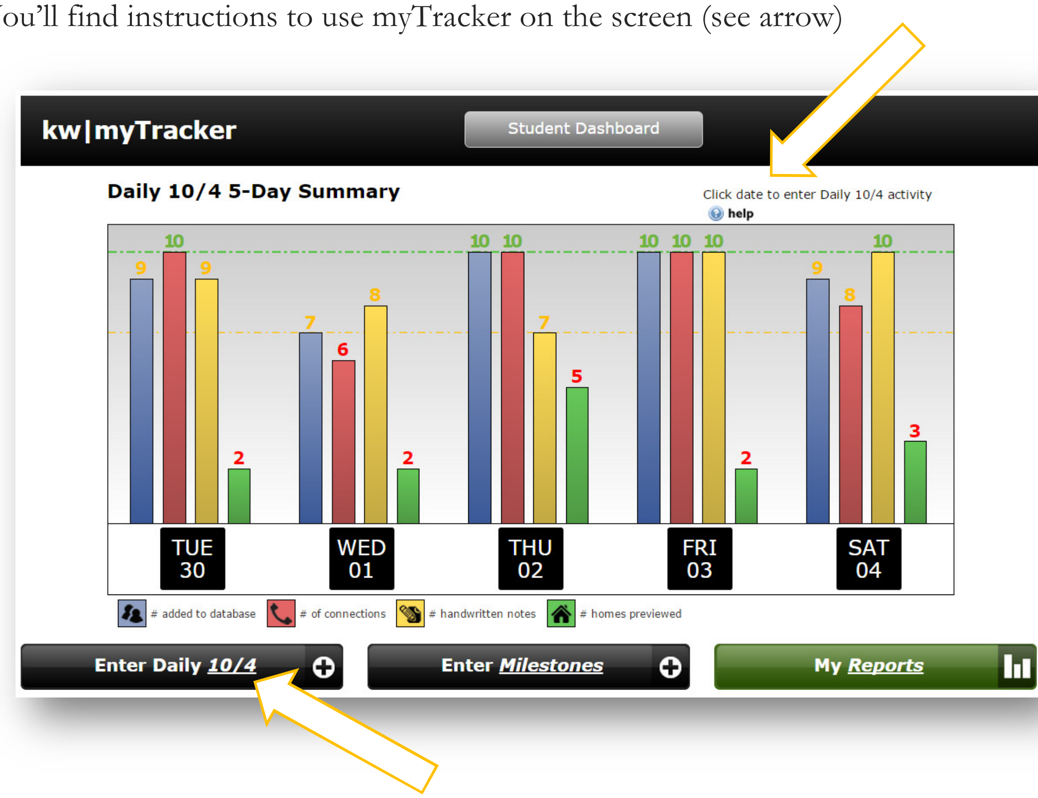
Daily Report Out – Daily 10/4

Report on Your Daily 10/4 Activities

The **Daily 10/4** is your most important business activity!

1. Using your smartphone, tablet, or laptop, go to Daily104.com (www.Daily104.com). You will be asked to log in with your new KW login if you're not already logged in.

You'll find instructions to use myTracker on the screen (see arrow)



2. Click on "Enter Daily 10/4" in the lower left corner and enter your activities for the day.

Instructor:

***Ask**: Have all of you filled in your Daily 10/4 on myTracker?*

If not, allow a few minutes to get the data entered.

*Have students report on the Daily 10/4. **This is to be done EVERY class!***

1. Students should have entered their activities into the electronic myTracker—show the leaderboard results in the classroom (on a projector if you have one.)

2. In addition, have each student either fill in his/her numbers or you can fill the numbers on a white board or flip chart that is displayed in the classroom, Techniques such as competitions will promote productivity and comradery in the classroom—refer to your Ignite Instructor Tools for ideas and inspiration.

Capper in Training	10 Contacts Added	10 Connections	10 Notes	Homes Previewed
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				

Instructor:

- *Ask each Capper in Training to report on their Daily 10/4. Record them in this table, or better—on a white board or flip chart in the front of the room.*
- *They tell you how many of each, and then the cumulative amount.*
    - *For example, they added 10 contacts on Monday and 10 contacts on Tuesday. So, one Tuesday they would report 10/20 for 10 today and a cumulative of 20 for the week.*

Your Turn – Lead Generate for Business

Instructor: Remind participants that ***Real-Play*** *is money-making activities done* ***in the classroom*** *with the support and guidance of you and fellow students. Remind them that you are serious about them being successful in this business!*

Scripts for today are on the next three pages. Remind them to practice these scripts DAILY!

Daily 10/4 Real-Play

1. Begin by saying an affirming message out loud.

   "I always come from contribution. People will welcome my call."

2. Get your phone and your list of contacts and call people you know (Mets) and any referral names you were given by your Mets.

3. Use scripts provided: the same one you used on Day 1 and a new script for calling referrals.

   - Goal #1: Call for 15 minutes and make **contact** with as many people as possible.
   - Goal #2: Ask for **referrals** from each contact.
   - Goal #3: Offer your **KW Mobile Search App** to each contact.

   Reminder: Comply with federal and state Do Not Call (DNC) and spam laws and the policies of your local Market Center.

4. Record your results below.

Results

Name	Phone Number	App √	Referral Name	Result of Call
1.				
2.				
3.				
4.				
5.				
6.				
7.				

Time: 15 minutes

Scripts for Calling

Use the scripts you learned on Day 1 (next page). If you're calling a referral, use this one.

REFERRALS

Hi ____, my name is __ with Keller Williams Realty. Your name was given to me by a close friend of both of ours, *(your Met's name),* and *he/she* said that I should give you a call. Is right now a good time to talk for a couple of minutes? Excellent!

(Your Met's name) said that you were thinking about *(buying/selling)* a house in *(time frame for buying/selling)* and asked if I would please give you a call. *He/She* and I both want to make certain that you are in great hands and that you have the very best, so that's why I'm calling.

Since everyone likes to know what houses are selling for, I'd like to share my real estate app with you. You can see what's going on anywhere, from your street to any place in North America! It's free, there's no cost to you, and I can send you a text to link to it. Does that sound good? Great!

If they are buying …

Have you seen anything you like thus far? Great!

Are you working with any other agent? No? That's good.

If they are selling …

When are you planning to move?

Have you listed your house with another agent? No? Excellent!

Continue …

The next step is for us to get together. I can answer all your questions and explain how the entire process works. It will only take about 20 minutes. Can we meet today or would tomorrow be better for you?

If no thanks …

I understand. Just so you know, I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it. I'd appreciate that.

Thank you for your time today, and please let me know if there is anything I can ever do for you.

1. New to Real Estate

Hello, this is _______! Do you have a moment? I'd like to share the exciting news that I have become a real estate agent with Keller Williams Realty.

With this new partnership, I have all their knowledge working for me. Plus, my clients get all my enthusiasm and hard work. I thought about sharing this with you because I knew you would be someone to help me grow my business.

Continue with Rest of Script.

2. New to Keller Williams

Hello, this is _______! Do you have a moment?

I'd like to share some exciting news with you. Usually, I'm the one helping people make a move. This time, I'm the one who moved! I've moved my real estate business over to Keller Williams Realty, and just because my company name has changed, the level of service I offer to clients hasn't. My clients will continue to get all my enthusiasm and hard work. And as you already know, I'll do whatever it takes to help people. May I count on you to help me grow my business?

Continue with Rest of Script.

Rest of Script

First, I'd like to share my real estate app with you. You can see what's going on anywhere, from your street to any place in North America! It's free, there's no cost to you. I can send you a text so you can link to it. Does that sound good?

And, I'd like to ask: who might you know from work, your neighborhood, or a group you belong to who's interested in buying or selling a home or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it.

I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

3. Remind Them You're in Real Estate

Hello, this is _______! Do you have a moment?

It's been awhile and I'd like to apologize for not staying in touch. I've been busy growing my real estate business and working with great clients like you. I wanted to share with you that I have a personal goal to help ___ *(#)* families get into the home of their dreams this year. As you already know, I'll do whatever it takes to help people. May I count on you to help me reach my goal?

Continue with Rest of Script.

4. New to the Area

Hello, this is _______! Do you have a moment?

I'd like to share some exciting news with you. I have moved to _____ *(new town)* and I'm with Keller Williams Realty, and I thought about connecting with you because I knew you would be someone to help me get my business going in _____ (new town). May I count on you?

Continue with Rest of Script.

Rest of Script

First, I'd like to share my real estate app with you. You can see what's going on anywhere, from your street to any place in North America! It's free, there's no cost to you. I can send you a text so you can link to it. Does that sound good?

And, I'd like to ask: who might you know from work, your neighborhood, or a group you belong to who's interested in buying or selling a home or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it.

I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

Your Turn – Stand Out with Handwritten Notes

Instructor: *Have participants write two notes to the people they just called. Congratulate them for making progress on their Daily 10/4 already!*

Note: If anyone forgot notecards, ask to borrow a few from a fellow student, or (optional) have participants buy notecards from the Market Center. Stress how important this step is.

Daily 10/4 – Handwritten Notes

1. Write a note to **2 – 3 people** you called to thank them for their time.

METS

> Thank you for taking the time to chat with me today. It was great to catch up with you and let you know what I've been up to with my business. I'm thrilled to be with Keller Williams and I am available to you at any time, to be an asset and resource to you, your family, and your friends. Please call me whenever a question or need comes up. I'll stay in touch. I appreciate you and I wish you all the best.

REFERRALS

> Thank you for taking the time to chat with me today. It was great getting to know you and I look forward to helping you. Please know that I am available to you at any time, to be an asset and resource to you, your family, and your friends. Please call me whenever a question or need comes up. I'll stay in touch. I wish you all the best!

2. Enclose a business card in each note, stamp, and mail from your Market Center.

Time: 5 minutes

Get Your Head in the Game

At the end of day one of Ignite, you committed to adding 200 new contact names to your database, correct? Let's get into the whys and hows of growing a database by putting the topic in perspective.

If you use email—and who doesn't—you undoubtedly are inundated with notices from companies whose websites you've visited or ordered from, right? (Think Amazon, Zappos, Groupon, etc.)

When you buy groceries with a membership card or shop at Target with their branded credit card, do those companies give you coupons or send you messages about upcoming specials?

Why do companies do this?

Instructor: Another example …

Bed Bath & Beyond *– like grocery stores, they use coupons and "store cash" to customers to entice them to come back, buy more, and shop more often. They also send mailers to nearby addresses of potential customers who can obviously get to the physical location. In addition to a website and mobile app that both offer special coupons and company information, they still opt to send coupons in the mail because it works!*

Even if you did not take advantage of a sale or coupon in a given email, in what way was that "touch" still effective?

Instructor:

Tell: *Reminds you that they are still in the business and your place for that shopping need. You can do the same with touch campaigns, which we will cover a little later.*

Instructor:
Explain how Targeting Marketing Campaigns are successful in Real Estate.

***Tell**:*
This Power Session will cover how to build your business with a database so you can target the correct audiences and be smart with your marketing dollars.

What is a Targeted Marketing Campaign?

Targeted marketing first identifies a specific segment of an overall market and then tailors a marketing plan to the habits and preferences of that market segment—is an important strategy for success.

For example, the company Glaceau began to market its vitamin-enriched water to men and women between the ages of 18 and 49 who indicated that they were interested in health and fitness. Because of this targeted marketing, the Glaceau Smartwater brand grew approximately 28 percent in less than a year.

Why do companies, governments, and many other entities keep detailed information on people? The answer is … **data is valuable**!

"Information is power."

How does this relate to your business?

Instructor:
*Ask how this relates to them as real estate agents. The goal is to have them **self-discover** the value of having contact names and information and target market to them!*

Your Database Is Your Business!

What Is a Database?

Database	A tool that centrally stores customer and prospect contact information which is regularly updated with new details and events, can be organized and sorted as needed, and is continually added to in order to increase your business.

Your Database on Steroids – eEdge!

eEdge: Database Management System	Automated system designed to work with the contacts in your database and your KW websites to help you generate business, online and offline, with "set and go" marketing campaigns, and more.

Your Database Is Your Most Valuable Business Asset

- Your database is much more than just a list of contacts: It's a living record of all your business relationships—current and potential.
- Your database is a tool to nurture and manage those relationships—to schedule and track every interaction you have with each person in it.
- Your well-tended database produces leads. A powerful database managed by a powerful schedule produces a predictable flow of leads. And from a predictable flow of leads you can expect a predictable flow of business.

The size of your database will determine the size of your bank account.

Instructor:

***Tell**: Ignite helps you establish the habit of generating leads three hours a day. After all, you need leads in order to have sales, closings, and income. And that's what you intended, right?*

According to the National Association of Realtors survey 2014 …

88% of clients would use their agent again, *only 12 % do.*

Question: Why is this?

Instructor:

NAR also tells us that, on average, people move every 10 years. With 10 years between transactions, agents who don't leverage systems to stay top of mind with their contacts end up experiencing clients who use a different agent. Eventually in your career, you are going to hear an agent complain indignantly that a friend, family member, neighbor, or past client used another agent. If you were to ask that agent if they had used a system to regularly contact their database to remain top of mind, what do you suppose their answer would be?

Databases make customer information easy to handle and can help improve service and strengthen relationships.

- Mailings, emails, telemarketing and customer service activities are much more straight-forward when you have instant access to the contact details of all your customers and prospects and information about all your dealings with them.
- By knowing your customers better and keeping in touch regularly, you can improve your sales

Goal of Daily Lead Generation with a Database

1. First and foremost always prospecting for NOW business—people who are ready to buy now or in the immediate future. This means:
   - Meeting new people
   - Asking for business from your existing database
   - Asking for referrals from everyone you talk to
2. Leveraging your database marketing campaigns to stay top of mind with everyone in your database.

To keep a steady flow of business, you must do both!

Question: How will you know when a buyer or seller makes the decision to buy or sell?

Instructor:

***Tell:** You won't!*

Instructor:

Ask this question and provide the answer.

The goal is to stay in dialogue with them regularly enough so that one or both of the following occur:

1. You are the first to contact them shortly after they make the decision to buy or sell.
2. You are top of mind so that if they take action before your next scheduled touch to them, you are the one they think of and call!

You Are Most Efficient When You Have a Well-Organized Database

Instructor:

Find this video online on Ignite on KWConnect, under Instructor Resources for this Power Session.

Play the video and ask for aha's.

Video

Activity: Running a Business with a Database vs. without a Database

- Watch the video **"Benefits of an Organized Database".**
- What are your aha's?

Time: 10 minutes

Make It Happen – Maximize Your Database

When you have names in your database …

you have people to generate leads from!

And, as we saw from the video, when you have a well-organized database, your lead generation goes smoothly and successfully. This is why you agreed to add at least 200 new names to your database by the end of Ignite!

To maximize your database, you will follow **three steps:**

1. **Contact**
2. **Classify**
3. **Campaign**

1. Contact

Instructor: *Explain the Keller "lingo" of Mets, Referrals, and Haven't Mets, as defined in The Millionaire Real Estate Agent.*

Who – As Defined by *The Millionaire Real Estate Agent*

1. Begin with the people you know and who know you—**Mets**, or Sphere of Influence. This includes family, friends, neighbors, former coworkers, school mates, team mates, etc. This group is your source of new business, repeat business, and referrals.
2. Add **Haven't Mets**—people who don't know you ... yet! You will connect with them to ask about helping with their real estate needs. This group is a source of new business, and you'll learn more about how to find these later in the course.
3. Add **Referrals**—Remember, you'll be asking everyone from your Mets group for a name, or several names, of people they know who may be thinking of buying or selling in the near future. Referrals may be hot leads and are golden!

Sources of Haven't Mets

Instructor:
Explain what a geographic farm is.

Ask for other ideas.

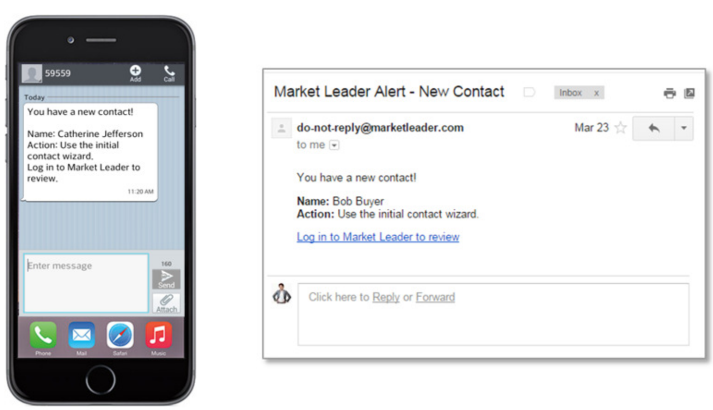
- Your neighborhood or geographic farm
- Sports team mailing lists
- House of worship rosters
- Club or Organization membership lists
- LinkedIn contacts
- Facebook/Twitter/Blog followers
- Geographic farms (targeted neighborhoods)
-
-

Another Source of Haven't Mets

Technology Tip

Both eEdge and your branded KW app will instantly notify you in your preferred format—email, text, or both—when someone registers on your website or app. This notification includes a link to the inquirer's contact information.

Instructor:
Point out the instant notification features of eEdge, their KW website, and their KW App.



Receive immediate alerts from your website and mobile app.

Goals for Contact

1. **Ask for their business.**
2. **Ask for referrals.**
3. **Provide value and gather more information to build and nurture the relationship.**

Instructor:
Review these three goals for Contact.

Keep in mind why you want their information—to build the relationship. You'll want as much data as you can gather for each person.

- Name
- Address
- Email
- Phone numbers
- Social media
- Marital status
- Children
- Pets
- Own/Rent
- Length of time in current home

In fact, not having all the information is a great reason to make another call and ask.

Database Spreadsheet

For today's class your Ignite Faculty has provided a paper version of a database spreadsheet. (This is also available on KWConnect under Ignite Sessions.) You will use this spreadsheet during your activities today. After the class you can upload this information into any online database you choose to use for your business.

Instructor:
If you have not done so already, pass out copies of the example Database Spreadsheet (find in the Toolkit) to the Cappers in Training. There is also an electronic version in Excel on the Toolkit. They can use the paper or electronic version for the activities in class. And encourage them to use eEdge!

Your Turn – Feed Your Database

Instructor:

No excuses! They can use the printed or electronic version of the Database Spreadsheet. Have them enter whoever they can think of. Suggest they get names from their cell phone and social media contacts. The point is to get them to start a business database!

Contact: Feed Your Database

Now that you understand the importance of feeding your database and the Daily 10/4, let's do it.

1. Add at least 10 contacts using the Database Spreadsheet.
2. Include as much information as you can for each contact. If you don't have all means of contact—for example, the records below have some "holes" of missing data—get it!
    a. Remember, this always makes for a great opportunity to reach out and ask for the information.

	A	B	C	D	E	F	G	H	
1	First Name	Last Name	Email Address	Address	City	State	Zip	Phone	Com
2	Bruce	Wayne	blackcape@gmail.com	1007 Mountain Drive	Gotham	NY	94515	212-228-2283	
3	Clark	Kent	ckent@dailyplanet.com	334 Clinton St	Metropolis	IL	62960	618-359-4444	
4	Jean	Grey	phoenixforce@yahoo.com	1407 Graymalkin Lane	North Salem	NY	10560	914-746-3649	
5									

Time: 15 minutes

Aha's from Activity

Instructor:

Debrief activity. Ask for aha's.

- ______________________________
- ______________________________

2. Classify

After speaking with a contact and asking a few questions about their needs, the next step is to **classify them according to their needs** in your database. Are they a buyer, seller, or both? Are they a member of a particular group you're targeting—a neighborhood, a religious group, or a sports team?

Organizing your database will enable you to better service your customers and find new business. For example:

- Classify you contacts using Types
  - Example types are Buyer, Seller, Buyer/Seller, Agent, Renter, Investor, Vendor, etc.
- Classify your contacts using Groups
  - Create groups according to what makes sense for you. Examples could be Business Relationships, School, Sports, Open House Contacts, etc.
  - Groups will also help with targeted marketing. Knowing what group the contact is in will help determine which marketing campaign will best resonate with them.

eEdge: Database Management System

eEdge has the capabilities to classify and group your contacts to get the most from your database.

Instructor: *Explain the importance of categorizing each contact in the database. This makes it easier to target the messages to them. For example, they can send listings and helpful tips on buying to buyers, and send information about what homes are selling, how quickly, and for what price to sellers. It's a way of making each contact unique.*

Qualify

Instructor:
Explain why qualifying contacts is important. If they find out (by asking questions) that a person is looking to buy a home in the spring, they can know how "hot" the lead is, and be more aggressive about closing for an appointment with them. Remind them that most contacts will be Active—meaning will buy/sell sometime in the future, Hot—ACT NOW! or Inactive.

Your next priority is to **assess how ready and motivated this lead is**. The following are some sample questions to quickly determine their readiness and motivation for acting now.

- When do you need to be in your new home?
- What is your time frame to sell?
- Where are you going and when do you need to be there?

What will you do with a "Hot" lead?

Instructor:
Act on it immediately! Call and set the appointment NOW before another agent reaches them.

Spending Your Time Wisely

Some leads have more pressing needs than others, so by qualifying them right away, you can clearly see which ones require your immediate attention. For contacts with no immediate plan to buy or sell in the near future, put them on a drip marketing campaign to automate regular touching, so that you don't spend more time then absolutely necessary.

Your Turn – Classify Contacts

Instructor: *Have participants get to work with their database!*

Some may use eEdge. If you are not comfortable helping students, make sure you have someone knowledgeable of eEdge in the room to help.

Classify and Qualify Your Database

Now let's use your Database Spreadsheet to classify your contacts.

1. Classify by Type

- Categorize each of your contacts by **Types**. For example: Buyer; Seller; Buyer/Seller; Agent; Renter; Investor; Vendor; or Other.

2. Classify by Group

- Categorize each of your contacts by **Groups**. Again, this enables you to automatically target market to these people by group. Examples:
  - Family
  - Friends
  - Work Contacts
  - School
  - Sports Teams
  - Open House Contacts

3. Qualify/Status

- Qualify each of your contacts into a **Status.** Examples include: Hot; Cold, Active; or Inactive.

Time: 15 minutes

Instructor: *Debrief activity.*

Aha's from Activity

- ____
- ____

Instructor: *Remind them how important it is to put EVERY CONTACT on a campaign, and how eEdge is set-it-and-go technology!*

3. Campaign

Now that you've put contacts in your Database Spreadsheet and classified and qualified each one, it's easy to put them on a targeted marketing campaign. Here are Keller Williams Realty, it is called a Touch Campaign.

Targeted Marketing Campaign = Touch Campaigns

Touch Campaigns (targeted marketing) focus on a primary audience for a specific product or service, concentrating efforts on advertising to those most likely to respond. Targeted marketing is usually much more effective than mass marketing, which tends not to consider the qualities of the contacts who view an advertisement.

Evaluate your organized database and identify a primary audience who are most likely to respond to your targeted marketing efforts. For example, targeting newlyweds or families with children graduating from college.

eEdge: Database Management System

Keller Williams Realty has developed Touch Campaigns and included them in your eEdge system. There are campaigns tailored to buyers and sellers—with a variety of messages that automatically contact or "touch" your entire database in a systematic manner.

What Do the 8 x 8 and 33 Touch Consist of?

	What is it?	When to use it?
8 x 8	A series of 8 touches in 8 weeks. It includes a combination of: ▪ personal visits ▪ phone calls ▪ Items of Value (dropped off or sent) ▪ handwritten notes	To connect with someone for the first time in your role as a Keller Williams associate. Everyone you know or meet should go into an 8 x 8 first.
33 Touch	A series of 33 touches in a year. It can include the following: ▪ A combination of 14 mailings, letters, cards, emails, or drop-offs ▪ 8 thank-you or thinking-of-you cards ▪ 3 phone calls ▪ 4 personal observance cards (e.g., birthdays, anniversaries, Mother's or Father's Day, home purchase anniversary, etc.) ▪ 4 holiday cards	To nurture your relationships over time, after the initial 8 x 8 campaign. All Mets in your database should go on a 33 Touch eventually.

Instructor: *Remind them that ALL of this is already built into eEdge. They don't have to develop anything. The campaigns even remind them when to call or send a note card!*

Items of Value

Campaigns are meant to offer value to your contacts.

- What items do you think would be valuable to your contacts?

- How do you think these Items of Value would bring value and impact your contacts?

Instructor:

Guide a discussion about Items of Value; new agents may not know what to deliver to their contacts and the benefits of these items.

Example Items of Value:

- *Market statistics*
- *Business journal articles*
- *Local points of interest*
- *Chamber of Commerce information*
- *Preferred vendor lists*
- *Homestead exemption form (in January)*
- *List of rebates for homeowners*
- *Interesting articles*
- *Local calendar of events*
- *Your local title companies can be great resources for information*

Touch Campaigns

Remind your contacts of your value by sending them relevant, useful information 41 times in 14 months.

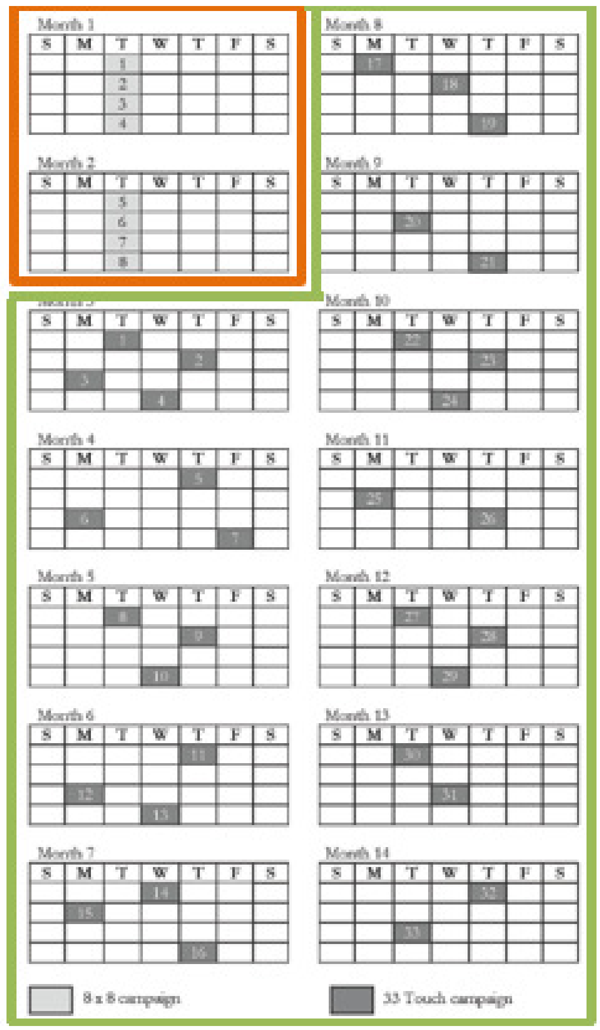
Instructor: *Explain how putting your Mets on an 8 x 8 then on a 33 Touch will span 14 months.*

8 x 8

8 touches in 8 weeks

33 Touch

33 touches in 12 months



Instructor: *Discuss name brands that are "top of mind" that people think of automatically. Potato chips? Lay's. Cola? Coke. Tissue? Kleenex.* ***Ask****: How did they get to be top of mind?* ***Answer****: With regular messaging through advertising. You can do it through touch campaigns.*

Stay Top of Mind With Touch Campaigns

Both campaigns contain a variety of ways to stay in touch with your contacts on a consistent basis through emails, and reminders for you to call, visit, or write them.

The goal for these touch campaigns is for all contacts in your database to think of you as their go-to person for all things real estate.

eEdge: Database Management System

KW's "set it and go" technology with built-in campaign messages make it easy, and you'll have the opportunity to launch campaigns later in this Power Session.

This is how you'll stay top of mind!

Your Turn – Stay Top of Mind!

Activity: Launching a Campaign

Instructor:

Have them decide which campaign for each contact based on the campaign information we have gone over.

Now that you have added contacts to your Database Spreadsheet and organized them into groups, put them on campaigns.

1. Decide which campaign would be the best for each contact you have entered on your Database Spreadsheet.

2. Enter the type of campaign on your Database Spreadsheet.

Time: 15 minutes

Aha's from Activity

Instructor:

Debrief activity.

- ____
- ____

Become a Database Master

Instructor: *Hammer home the point that their job is to lead generate for names every day, put them in their database and launch them on campaigns!*

The key is to add contacts as soon as you get them and put them on campaigns immediately.

Your Database: Lead Generation	When	Action
	As soon as you meet someone new	1. Get their contact information. 2. Add them to your database. 3. Follow up with a handwritten note. 4. Put them on an 8 x 8 touch campaign and follow it. 5. Follow the 8 x 8 with a 33 Touch.
	As soon as you get a referral	1. Thank the referral source and reward the action! Send a handwritten note. 2. Get the referral's contact information. 3. Add them to your database. 4. Call, classify, and qualify them. 5. If they are "Hot", get an appointment! 6. Put them on an 8 x 8 touch campaign and follow it. 7. Follow the 8 x 8 with a 33 Touch.

Your daily lead generation activities, paired with systematic touch systems, will yield results when implemented purposefully and consistently. Your goal is to "out-touch" all other agents.

Stay top of mind with 8 x 8 and 33 Touch campaigns.

Putting It All Together

1. **Action Plan**
2. **Prepare for Your Next Class**
3. **Recall and Remember**

Action Plan

Action	Completed / Due Date
Continue to add contacts to your database.	
Create groups in your eEdge database for organization.	
Add all your contacts to your groups.	
Put all your contacts on a campaign.	
Prepare for the next class. Download the pre work.	
Find homes for preview.	

Bring your phone, laptop/tablet, and database to every class.

Prepare for Your Next Class

Prepare for your next class by completing the Mission prior to the next scheduled Ignite Power Session.

Download your **Mission** for the next class from Ignite on KWConnect.

Instructor: *Ensure that participants know how to access their next Mission!*

IGNITE

Complete this Mission prior to attending Ignite Power Session 3

Mission 3

Click the ▶ icon to access videos and reading assignments.

DONE √	1. Daily 10/4 – develop your lead generation habit
☐	**Complete** your Daily 10/4 daily!
☐	**Report out** – be prepared to report your Daily 10/4 results in class
☐	**Bring** a supply of notecards, business cards, and stamps for handwritten notes

DONE √	2. Catch up – if not completed in Mission 2
☐	**Complete** your KW White Pages profile
☐	**Activate** your eEdge account
☐	**Activate** and brand your KW Mobile Search App

DONE √	3. Make it happen with technology
☐	Review: ***KW Technology Setup*** ▶
☐	Read: ***Create a New Marketing Campaign*** ▶

DONE √	4. Find your business with lead generation
☐	**Watch *Internet Lead Generation*** (2:19 mins) ▶
☐	**Sign up** using your KW email on social media sites (LinkedIn, Facebook, Instagram, Twitter, Pinterest, etc.)
☐	**Join** your local chamber of commerce and other networking groups (sources of new contacts!)
☐	**Bring** your contact list and your laptop/tablet with you to the next Ignite class

DONE √	5. Follow up – with previous Power Session
☐	**Complete** activities from the Action Plan in the previous Power Session

*Access videos from KWConnect.com, Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.

kw UNIVERSITY

Recall and Remember

Instructor:

Allow time for Cappers in Training to complete this Recall Sheet. Ask for their answers before supplying the correct ones.

What are the benefits of a database?

A powerful database produces leads. A powerful database managed by a powerful schedule produces a predictable flow of leads. Only with a predictable flow of leads can you expect a predictable flow of business. It's also a tool to nurture and manage relationships—to schedule and track every interaction you have with each person in it. The size of your database will determine the size of your bank account.

Why is it important to put everyone in your database on a campaign?

To stay "top of mind" so when they think of real estate, they think of me. They come to think of me as a source of valuable information and they trust me.

What is an 8 x 8 campaign and when do you use it?

Instructor:

A series of 8 touches in 8 weeks.

What is a 33 Touch campaign and when do you use it?

Instructor:

A series of 33 touches in a year.

How many new contacts in your KW eEdge database by the end of Ignite? *200 new + your existing Mets.*

How many new contacts do you have today? ________

From Aha's to Achievement

AHA's

Instructor:

Have participants fill in their aha's individually, or brainstorm as a group.

What are your aha's?

BEHAVIORS

Instructor:

Ask: *How will you translate your aha's into concrete changes in your behaviors?* Example: **Aha**—I need to practice my scripts. **Behavior Change**—find a script partner and schedule time.

What behaviors do you intend to change?

TOOLS

Instructor:

Tell: *List out the tools you will use to achieve real behavior change.*

Examples: Accountability tool, timeblocking on calendar.

What tools will you use?

ACCOUNTABILITY

Instructor:

Tell: *Evaluate what kind of accountability will sustain your behavior change. Is this an accountability partner? Mentor? myTracker? Be realistic. The best accountability system is the ONE you will use.*

What does accountability for this look like?

ACHIEVEMENT

Instructor:

Ask: *Think of the results you want to achieve. What are you doing to get there? What do you have? What will you do?*

What will you achieve?

Enhance Your Learning

Instructor:
Explain the importance of these resources to "enhance" their learning. The videos, tools, and books mentioned are for serious learners!

Point out how important these can be to their success.

Watch on KWConnect

- Database Matters 4:40

Use Tools

Ignite Training Calendar

Get Ready to Preview Homes

Home Preview Checklist

Database Spreadsheet

Connect on Social Media

Keller Williams Facebook Page–https://www.facebook.com/KellerWilliamsRealty

KW Blog–http://blog.kw.com

Inman–http://www.inman.com

Your Market Center Facebook Page

Ignite Correction/Suggestion Log

Your Name: ________________ Market Center: ________________ Date: ________

Page #	Change

Scan and email any course corrections or changes to kwuhelp@kw.com.
Or mail to:

Keller Williams University
1221 South MoPac Expressway, Suite 400
Austin, Texas 78746