

[www.brokeragenation.com/**bombbomb**](http://www.brokeragenation.com/bombbomb)

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**Checklist:**

* Get a [**BombBomb**](http://www.bombbomb.com/?bbref=BROKERAGENATION) account: www.goo.gl/hFj5w7
* If they ask for a promo code it’s: BROKERAGENATION
* Activate your [**weekly reminders & ongoing virtual coaching**](http://www.brokeragenation.com/bombbomb): www.goo.gl/o70hnc
* Do the exercise below & get started :-)

**Ready to get started?** This is your new plan for the next 12 weeks!

Watch this video to create your calling list for the next 90 days: <http://www.brokeragenation.com/bombbomb-day1>

Take the number of contacts in your database and divide that number by 12. For example:

* 100 contacts ÷ 12 weeks = 8 (I rounded down).
* 200 contacts ÷ 12 weeks = 16.
* 300 contacts ÷ 12 weeks = 25.
* My database has \_\_\_\_\_\_\_\_ people in it. (Now divide that by 12 = \_\_\_\_\_\_\_\_).

\*This is the number of people you will call per week for the next 12 weeks.

* For the next 12 weeks I’ll contact \_\_\_\_\_\_\_\_ people per week.
* Now take your contacts printed out, staple them together & break them into 12 groups [(like I did in the video](http://www.brokeragenation.com/bombbomb-day1)).

\*See how this breaks your database into smaller manageable sizes so you can be consistent with it over time?

Ok so let’s say you have a smaller database of 100 contacts (100 contacts ÷ 12 weeks = 8 people per week), you’ll take whatever your number is (in this case 8) and those are the only 8 people you will try and reach this week – don’t worry about the rest.

* Call them Monday. Use a script below if they answer. If they don’t…
* You try calling Wednesday. If they still don’t answer, don’t leave a voice mail…
* Try calling Friday and for any still not reached you send a BombBomb video :-)
* Move onto the next group the following week and do this for 12 weeks.
* That’s the basic idea. Now lets go deeper…

This is also a exercise to clean up your database and form a new habit of calling consistently… go ahead and be as aggressive if you want, but those who stay consistent over time will always win in this game.

\*If you don’t have a database – great! Search your friends list on social media (see the contact tabs or contact info), look at the contacts in your phone, and whoever you know by 1st name, etc… use this as a opportunity to start building a database from scratch. Put them into [BombBomb](http://www.bombbomb.com/?bbref=BROKERAGENATION) as a contact (or a simple excel sheet till you know where you want to import them later).

* Pro tip: Whatever database you use, your contacts should be saved as “lists or groups”. If all your contacts go into a database it becomes unmanageable if you don’t identify people into smaller lists such as: past clients, sphere of influence, buyer leads, seller leads, investors, agents, vendors, etc.

**Now pick a reason to call…**

How do you call people 3-4 times a year (every year) and not feel like a pest? Think of it as a seasonal promotion, a reason to be reaching out, a way to reconnect.

For the next 90 days you pick a script (below) and stick with it.

After your 12 weeks do it again only with a different script. By the 3rd or 4th round you can start the cycle all over using the 1st script you started with because it will have been 270-360 days since they last heard that script!

Come up with your own scripts and mini promotions. Like: inviting them to seminars, a client appreciation party, VIP pre-construction events, or anything else you can promote.

I typed out some scripts that will get you thinking. Pick the one you like and modify to fit your needs & language.

**House Values:** “… Hi ContactNAME, it’s AgentsNAME I hope I caught you at a good time? [pause for answer].

Ok great ContactNAME… I’m just calling because we’re updating the local house value reports and I was curious if you were interested in seeing that… or might know someone who is?.. because we do this every year…” [end with a real conversation, get missing info, etc. Don’t be a #Robot].

\*Updating the house value reports is simply this: every time a home sells it changes the local values right? So every time you do a CMA you are updating and delivering a report to that individual. We are just making it sound like you are already updating reports so they don’t feel like they are bothering you. It’s really just to get a conversation rolling :-)

\*\*If they say “we rent” talk to them about buying. Offer a list of homes that carry monthly for the same price they currently pay in rent, or switch to the financing script below.

**Buying call:** “…Hi ContactNAME, it’s AgentsNAME I hope I caught you at a good time? [pause for answer].

Awesome ContactNAME… I’m just calling because I’m updating my MLS buyer alerts and I’m reaching out to my sphere to see if you know anyone that could benefit from watching the market?.. Even if they’re just thinking – that’s ok.” [pause for answer] & [end with a real conversation, get missing info, etc. Don’t be a #Robot].

\*You’ll get many “no sorry I don’t…” and that’s ok because what you are really doing is building local mindshare and cultivating your database for future referrals anyways. The people who are ready now is just a bonus. The tip of the iceberg. Reminding them who you are and what you do consistently is the #1 key to referral business. Keep planting those seeds & building relationships because it pays off BIG time :-)

**Financing:** “…Hi ContactNAME, it’s AgentsNAME I hope I caught you at a good time? [pause for answer].

Awesome… I’m just calling people I know because our mortgage partner is currently offering [pick one: refinancing, purchase + improvements, 0 down lending, etc] and I thought I’d run it by you incase you are interested.

\*The mortgage industry is always leveraging promotions. Find out what’s legal in your area and what they are offering. Use it as a way to re-connect with something real estate related :-)

You can use the 3 calls above year-over-year and your people will be fine with that. [Industry surveys](https://www.google.ca/search?q=nar+Profile+of+Home+Buyers+and+Sellers&oq=nar+Profile+of+Home+Buyers+and+Sellers&aqs=chrome..69i57j0l5.1799j0j4&sourceid=chrome&es_sm=93&ie=UTF-8) (www.goo.gl/XJwuyu)show that they actually want it.

**Bonus call 1:** A client appreciation event is a great way to connect but you don’t want to spread out the calls over a 12 week period, so consider that as a 4th option and call them all in a week or two: “… I wanted to invite you to our (BBQ, movie night, pumpkin giveaway + a million other ideas) and was hoping you could make it”. Sending a mass BombBOmb video is perfect for this. Make one generic video and send to everyone with one click!

**Bonus call 2:** Birthdays. Ever notice facebook shows you peoples birthdays? Hundreds of people will post “happy birthday”, some will text and few will call. #MakeTheCall (or send a video).

**The plan:**

Starting with week one…

This Monday you’ll call the 8 contacts (or whatever your number is) and only reach a few (don’t leave messages), on Wednesday call the ones not reached (again don’t leave messages) because by Friday you call the few remaining and simply send a friendly BombBomb video that isn’t too sales pitchy. For example:

**Selling video:** “Hey NAME I tried calling a few times this week because we’re updating the house values again… but more importantly I was just reconnecting, I’ll catch ya next time. If you know anyone simply reply – thanks!”

**Buying video:** “Hey NAME I tried calling a few times this week because we have some exciting new listings for home buyers and you never know when you reach out to people… anyways I was just touching base, talk to ya next time.”

**Financing video:** “Hey NAME I called a few times this week because our mortgage partner has a [pick one: refinancing, purchase + improvements, 0 down lending, etc] program and I was just reaching out to my friends to see if that would help you… hope to catch you next time”

Next week move on to the next group. This forces you not to skip any! Playing favorites is too easy and you’ll be surprised how many people will respond when you simply reach out to them.

Keep doing this till all groups are done.

At the end of the 12 weeks you have just reached your database and now you can start over again. Remember this is a relationship building business. It’s been 90 days since you last contacted group one. They need to hear your sweet voice again :-)

It’s ok to take a month off, but set your phone to remind yourself to start again in 30 days.

You know you need to touch them a few times a year by voice right? This is a simple method used by top teams across the country and BombBomb empowers you with video to build that face-to-face relationship so they know you, like you & trust you.

Example plan for the year:

* 3 months of calling with the house values call.
* 1 month off.
* 3 months of calling with the financing / lending call.
* 1 month off.
* 3 months of the buyer call.
* 1 month off.
* + the bonus birthday calls as prompted.

How can you fail? Only by not doing it! It’s really simple when you think about it, so time block this into your phone right now.

* Block off 3 hours a week: Monday, Wednesday & Friday from 10-11 for calling.

\*Don’t get all opinionated on the days & times. Do whatever works for you. I’m writing this for agents all over the country with different sized databases & different ambitions. Some will need 2 hours, some will need 5 days. Do whatever works with you. #JustDoIt

* Pro tips:

Make sure to fill in any missing info. Some contacts will be missing email or address… make sure to ask for that and send them a thank you video or if missing the mailing address, get that and send them a hand written note. Before you do your calls mark the ones missing info so you remember to ask for that (Oh hey I noticed I don’t have your mailing address… what’s the best address to deliver our (notepads, magnets, other swag you use). No phone number? Send a video asking for it “Hey ContactsNAME I was going to call but realized I don’t have your number… what’s the best number to reach you at?”

Have an accountability partner and at the end of the week text a picture of your call sheet showing the list scratched out and marked up (with coffee stains if you wanna look cool).

Proof & accountability for the next 12 weeks will certainly help form this as a new habit!

This is self-development and the success will happen after time, so don’t quit after the 1st week, month or year because it’s the most cost effective and easiest business you’ll gain: #REFERRALS

Have your list ready every week. This is the main tripping block for most and it’s so silly. All you need to do is print your list and staple the pages together. Take your number (I used 8 as an example) and draw a line between each group of 8 and you should have 12 equal groups.. That’s it, those are the groups you’ll call every week. Once one week is done move to the next. **Start today, good luck & have fun!**

**PS:** I have more videos & ideas here: [www.brokeragenation.com/get-started](http://www.brokeragenation.com/get-started)

**PPS:** I could use a referral…

Do you know any office leaders who would like me to run a office challenge / seminar? I’ll help them set up a local or regional group challenge using this plan.

It’s virtual so I can help any brokerage and any number of agents in the world.

Please email [coaching@danwood.ca](mailto:coaching@danwood.ca) or call /text 905-903-5442.

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Connect with me…

Danny Wood

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