



Database

8 X 8 + 33 TOUCH = MAGIC!

8 x 8 + 33 Touch = Magic!

Acknowledgments

This course is from a breakout session at KW Family Reunion 2015. Thank you to Chad Hyams for presenting this topic.

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Instructor: Presentation Requirements

Lesson Outcome

In this course, you will learn how to get results from your database using proven touch campaign techniques. These techniques will demonstrate how to build and sustain relationships with your leads which will result in business referrals, new business and repeat business.

Timing

This is a one-hour training course. When planning for the timing, allow for 30%-50% of the time for activities. Activities will help the participants understand the purpose and value of the training.

Suggested Activities for This Course:

- Discussions to have participants apply knowledge from course
- Prepare actual 8 x 8 plan
- Prepare actual 33 Touch plan

Before the Training Event Preparation

1. Confirm the training dates, location, and number of participants.
2. Ensure you have the following materials:
 - a. Instructor Guide
 - b. PowerPoint Presentation
 - c. Participant Handouts (one printed copy per participant)
 - d. Attendance Sign-in Sheets
3. All reference and resource materials:
 - a. *The Millionaire Real Estate Agent* (MREA)
 - b. Lead Generation 36:12:3, Power Session 4: Leveraging a Powerful Contact Database
 - c. Lead Generation 36:12:3, Power Session 5: Working with Mets
4. Read and study the Instructor Guide. If using case studies or scenarios, review ahead of time and select the most appropriate cases studies or scenario for your audience. Familiarize yourself with the Participant Handout.
5. Read all reference materials. Take the time to mark or flag the pages referenced in the instructor notes for easy retrieval during the training.

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6. Review audio from Family Reunion 2015 on this particular topic to gain further instructor insight on the content.
7. Ensure the room is set up properly (i.e., tables and chairs are arranged to maximize interaction, projectors do not block participants' lines of sight, flip charts are convenient to you and visible to participants, etc.).
8. Test the equipment.

During the Training Event

1. Arrive early. Give yourself plenty of time to get organized.
2. Circulate the Attendance Sign-in Sheet and be sure all participants sign-in.
3. Start on time and stay on track. Keep exercises within their time limits. End discussions when they cease to be productive. Lead participants away from digressions and tangents and back to the lesson.
4. If there are activities in the training, mentor participants during the activities. Walk among groups in class as they work on their activities, and answer questions and offer guidance as appropriate. Ensure participants are on track as they work. Give constructive feedback during the presentations and discussions.
5. Review Questions: Review the content of each lesson throughout the course to reinforce the learning outcomes for that lesson and to connect to upcoming material. As a general rule, review or discussion questions should be asked every 6–8 slides. Avoid YES or NO questions; use open-ended questions to draw participants into the material. Make sure all questions directly relate to and support the learning outcomes.
6. Cover the ground rules quickly with the class prior to starting the presentation.
 - a. Participate fully
 - b. Share responsibility for learning
 - c. Listen when others talk
 - d. Respect the opinions and attitudes of others
 - e. Turn off cell phones
7. Lesson Outcomes: At the beginning of each lesson, review that lesson's outcomes. Make sure participants are fully aware of the topics to be addressed in the lesson. At the end of each lesson, review the outcomes once again using review questions or an activity/exercise to ensure the outcomes were met.

After the Training Event

Have participants complete a Course Evaluation. Online course evaluations can be found at kwueval.com.

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Slide 1

8 x 8 + 33 Touch = Magic!

Get fast results from your database and these proven touch campaigns.

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Introduce the course – 8 x 8 + 33 Touch = Magic!

In this course, you will learn how to get results from your database using proven touch campaign techniques. These techniques will demonstrate how to build and sustain relationships with your leads which will result in business referrals, new business, and repeat business.

Discussion:

Ask: This course assumes you have a database, so how many of you have a database?

- Actually, everyone has a database. You have an address book, your phone, an Excel spreadsheet, and maybe even eEdge.

Ask: How many of you are using eEdge?

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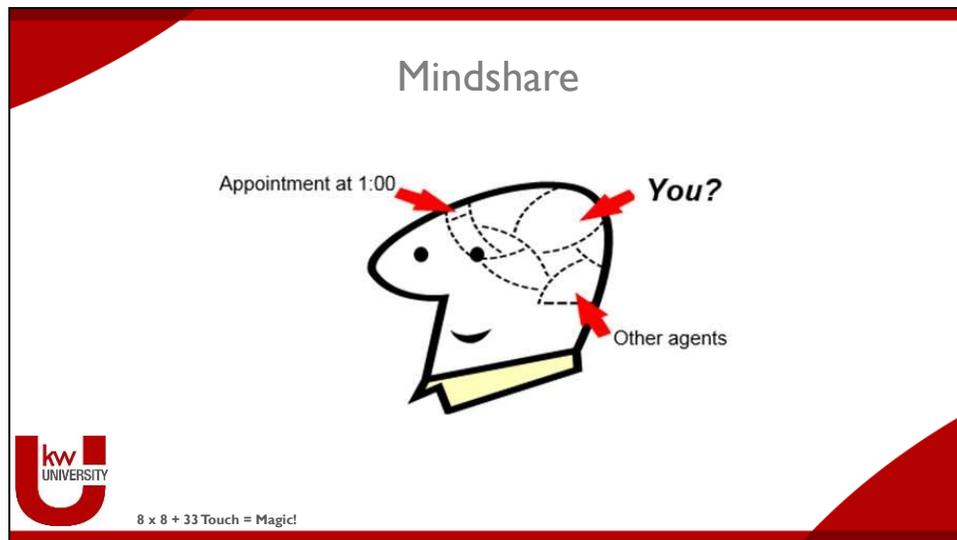
Slide 2



Magic! There is NO magic to this—there is work, and it just looks like illusion if others make you think it is magic.

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Slide 3



What is mindshare? How to get it?

Reference:

- MREA, p. 134

The human mind is under constant bombardment of advertising and marketing and becomes saturated—it can only hold a finite amount of information at any one time.

According to NAR (National Association of Realtors) research, 76 percent of all sellers contacted only one agent and 16% contacted just two.

For buyers, the numbers are as follows: 59 percent of all buyers interviewed just one agent and 22 percent interviewed just two.

There are tons of agents out there, and they are all vying for buyers' and sellers' attention. People have a limit to what they are able to remember.

How do you win that mindshare?

Discussion:

Ask: Has anyone ever experienced a time when you thought you “owned” a buy or seller’s mindshare, only to find out you did not?

Instructor – have example ready if no one volunteers example

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Slide 4



- **Seth Godin** is an author, entrepreneur, marketer, and public speaker. He is the author of 17 books.

Marketing continues to be *not* about you, your product, and all the other awesome things that you are and have.

It's still about *them*.

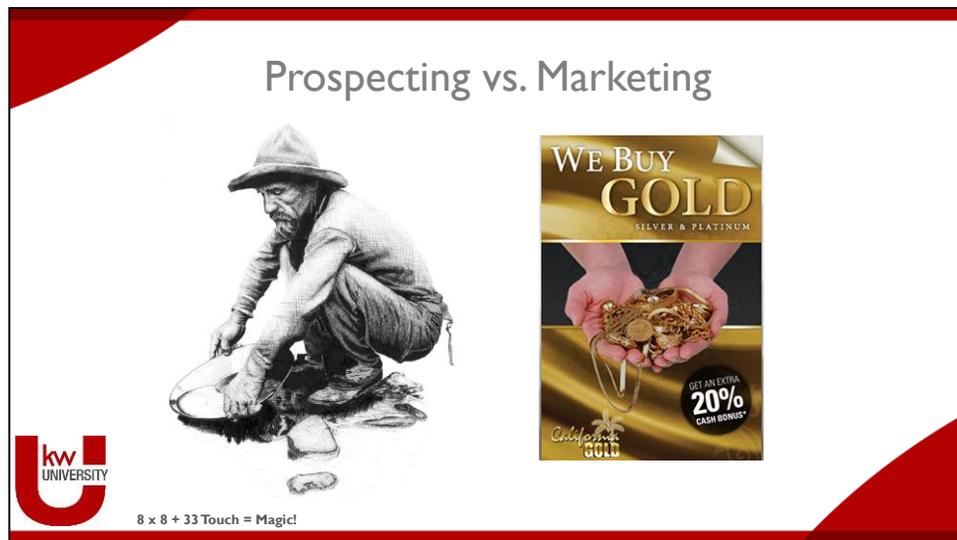
As a matter of fact, with technology increasingly getting in the hands of more and more consumers, it's correspondingly becoming *increasingly* about them.

A good marketer knows this and adjusts to the ever-changing terrain without losing sight of what needs to be done to get people's attention.

- Reference: (<http://socialmediaimpact.com/top-10-best-quotes-seth-godin-pr-marketing/#sthash.iOJWBkpc.dpuf>)

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Slide 5



References:

- MREA, p. 138
- Lead Generation 36:12:3, Power Session 5:Working with Mets, p. 21

Generating leads and building relationships will take a large variety of prospecting and marketing.

Prospecting is proactive and direct—you will find them. Make contact through phone calls and visits to ask for business. Telemarketing and face-to-face touches are effective methods of prospecting.

Marketing is proactive and indirect—you attract them and they find you. Use letters, postcards, emails, personal notes, newsletters, reports, etc. These will need to be purposeful and systematic to establish the customers' mindshare.

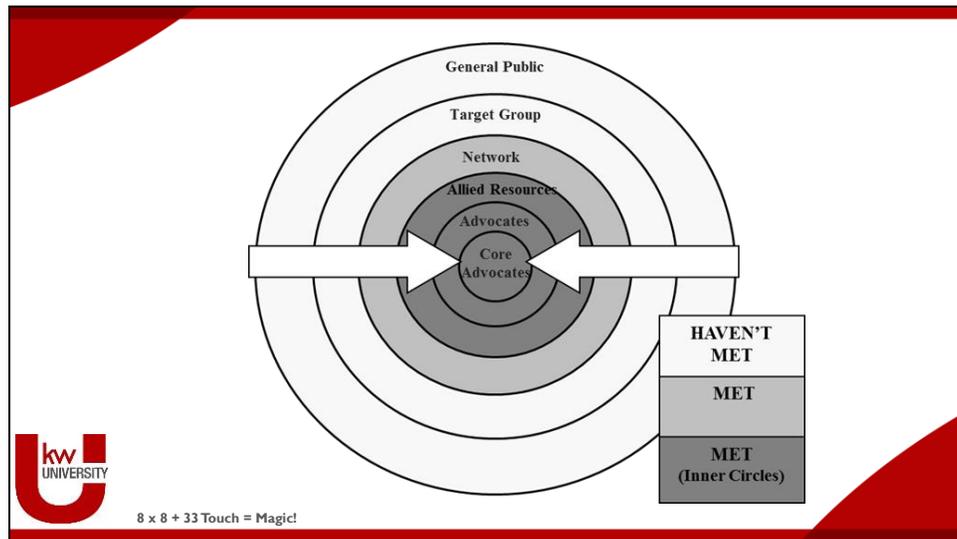
Think of it as diversifying your lead generation portfolio. The multiple methods and sources will not only bring you more business in prosperous times, but will also diversify and help protect you during uncertain ones.

Discussion

Ask: Can anyone give me examples of prospecting and/or marketing efforts that were successful? How about unsuccessful?

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Slide 6



Reference:

- MREA, p. 137
- Lead Generation 36:12:3, Power Session 4: Leveraging a Powerful Contact Database, p. 18

This is the Strategic Model for Generating Leads and Building Relationships.

Leverage your database to help you establish and maintain regular communications to continually build your relationships with your contacts so they will continually move toward becoming a Core Advocate.

General Public – the people out there whom you have not met and who do not know you. You will need to use a large variety of prospecting and marketing sources to generate leads in this category.

Target Group – people you have not met and do not know you, but these are people with whom you would specifically like to do business. Because of this, you will need to implement a very specific marketing campaign to generate leads.

Network – these are people that you have met. You will need to continue to market with this group to maintain and deepen relationships.

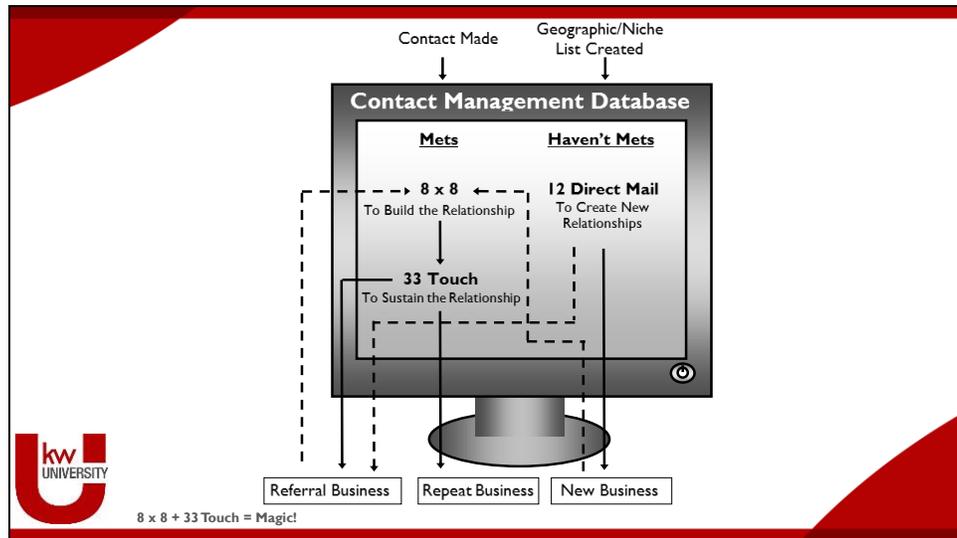
Allied Resources, Advocates, and Core Advocates – comprise a very select subset of your network. These are people you expect to do business with or receive business leads from every year. You will market to them as well as meet with them one-on-one several times a year (at least).

Your strategy should be to generate leads and move people into your inner circles.

The goal is to prospect and market yourself to these groups in such a way that as many as possible will, over time, place you in their “mind share” position.

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Slide 7



References:

- MREA, p. 143
- Lead Generation 36:12:3, Power Session 4: Leveraging a Powerful Contact Database, p. 32

Okay, in the beginning of the course, you were asked if you had a database. Now, let's talk about a contact management database.

Your contact database should be the heart of your lead generation program.

The size of your real estate sale business will be in direct proportion to the size and quality of your database. Now, do you see the importance of cultivating and maintaining your database.

You need a great 8 x 8 and 33 Touch (12 Direct) because it ALL funnels through there!

So take a look at your database, divide it up into two groups: people you have met (Mets) and people you have not met yet (Haven't Mets).

Let's look at the Haven't Mets first: using 12 Direct mail campaign will help create new relationships.

With the Mets, use the 8 x 8 to build the relationships and 33 Touch to sustain the relationships.

Prospecting and marketing to these two groups will result in new business from the Haven't Mets, and repeat business and referrals from the already Mets.

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Slide 8



Do not always rely on email. Many messages end up in spam folders. Our targeted customer may be receiving the same email from 10 agents, and many people do not open half of their emails anymore.

Snail mail—stand out! Imagine how important and valued a customer would feel to see a personalized letter or note in the mail.

Remember: “Direct mail is the least effective method of lead generation if you don’t follow up. It’s great if you do”, Doris Carlin. (Lead Generation 36:12:3, Power Session 4: Leveraging a Powerful Contact Database, p. 40)

Discussion:

Ask: How many emails do you get a day? Do you read all of them?

How many personalized letters or notes do you get a day? How unusual is that in today’s technology-heavy times?

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Slide 9

8 x 8

- High-impact
- High-saturation
- Puts you **#1** in the minds of everyone you add to your Met Database

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References:

- MREA, p. 146
- Lead Generation 36:12:3, Power Session 4: Leveraging a Powerful Contact Database, p. 35

What is the 8 x 8?

The 8 x 8 is a systematic way of establishing relationships and cementing in their minds who you are and the opportunities your business represents for them.

How it works: once a week for eight weeks you will make a meaningful contact. 8 touches in 8 weeks.

The 8 x 8 is a combination of:

- Personal visits
- Phone calls
- Items of Value (IoV) dropped off or sent
- A handwritten note

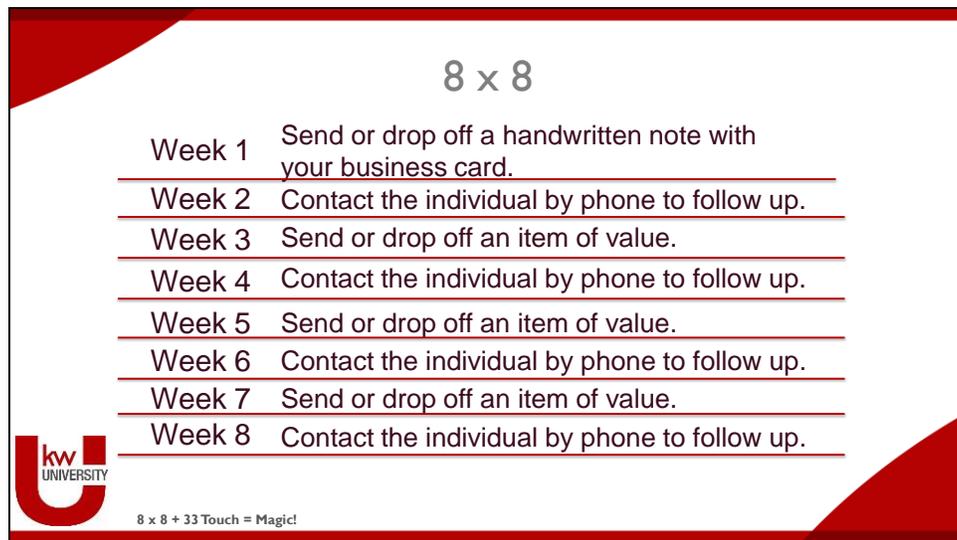
Discussion:

Ask: What are examples of meaningful contact?

The purpose: to establish yourself as the number one real estate agent in their mind.

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Slide 10



The slide features a red header with the text "8 x 8" centered. Below this, an 8x8 grid lists weekly tasks. The grid is bordered by red lines. In the bottom left corner, there is a logo for Keller Williams University (kw UNIVERSITY) and the text "8 x 8 + 33 Touch = Magic!".

8 x 8	
Week 1	Send or drop off a handwritten note with your business card.
Week 2	Contact the individual by phone to follow up.
Week 3	Send or drop off an item of value.
Week 4	Contact the individual by phone to follow up.
Week 5	Send or drop off an item of value.
Week 6	Contact the individual by phone to follow up.
Week 7	Send or drop off an item of value.
Week 8	Contact the individual by phone to follow up.

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References:

- MREA, p. 146
- Lead Generation 36:12:3, Power Session 5: Working with Mets, p. 24

The 8 x 8 is about building relationships and winning the real estate agent “mind share” battle.

Here is an example of an 8 x 8 campaign: you can see the different touches for the 8 weeks.

You can adapt this program to your personal strengths, but you need to hold to the foundational idea of no less than 8 touches over 8 weeks.

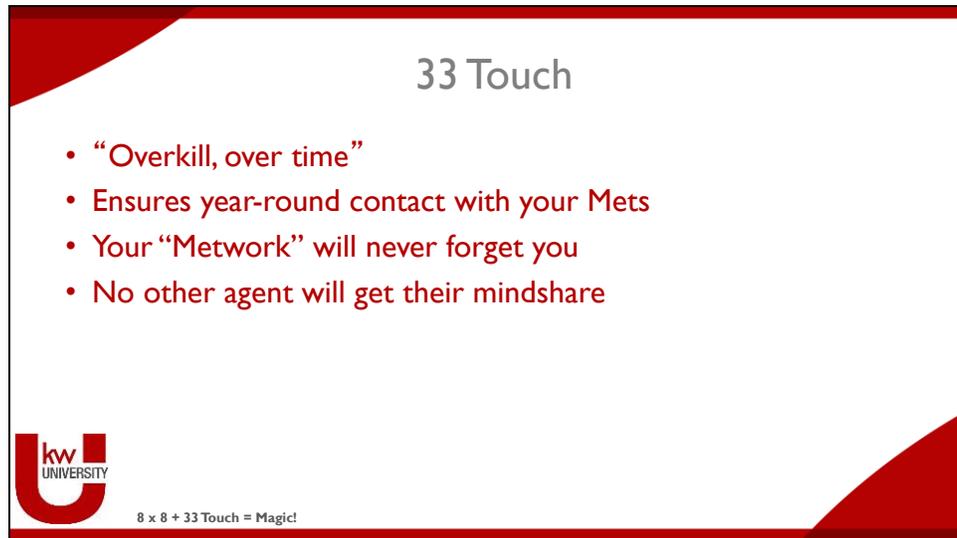
Make sure you set aside time every week to follow through with your 8 x 8 campaign.

Once you have completed the 8 x 8 campaign, these new contacts will go into your Met portion of your database.

You will now include this group in your ongoing 33 Touch campaign.

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Slide 11

A presentation slide with a white background and red decorative corners. The title "33 Touch" is centered at the top. Below it is a bulleted list of four points. In the bottom left corner is the Keller Williams University logo, and in the bottom center is the text "8 x 8 + 33 Touch = Magic!".

33 Touch

- “Overkill, over time”
- Ensures year-round contact with your Mets
- Your “Metwork” will never forget you
- No other agent will get their mindshare

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References:

- MREA, p. 147
- Lead Generation 36:12:3, Power Session 5: Working with Mets, p. 30

What is the 33 Touch campaign?

The 33 Touch campaign is a systematic marketing and prospecting technique which ensures year-round contact with the Mets (people you have already met).

Once you have cemented the relationship with an 8 x 8 plan, the 33 Touch picks up where the 8 x 8 left off to nurture and sustain the new relationship.

Block off time in your calendar to make sure these important tasks are completed.

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Slide 12

33 Touch

- 12 Newsletters
- 6 Calls
- 1 Birthday Card

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You will notice the numbers on the slide do not add up to 33. The slide shows how you can use “work smart, not hard” philosophy and utilize existing tools.

- Use the monthly newsletters as 12 of the 33 touches.
- Schedule time to make at least 6 personal telephone calls
- Send at least one birthday card to the contact, maybe to the contact’s spouse as well.

Make 33 touches over the course of a year. These “touches” can be a combination of correspondences and calls.

Make time for this, it’s a basic and crucial job in your business—your ultimate success depends on it.

Activity:

Have the participants create their own list of possible 33 touches.

Have the participants take out a sheet of paper and number 1 to 33.

On each line, write an example of a 33 touch that they can employ. These do not need to be 33 different ideas. Ask for a volunteer to share their 33 touches and then ask if anyone has anything different.

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Slide 13

The slide features a white background with a red border. The title '33 Touch' is centered at the top in red. Below it, two columns of months are listed in red, each preceded by a bullet point. The left column lists January through June, and the right column lists July through December. In the bottom left corner, there is a logo for Keller Williams University, consisting of a red 'U' with 'kw' and 'UNIVERSITY' inside. Below the logo, the text '8 x 8 + 33 Touch = Magic!' is written in small red font.

33 Touch

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

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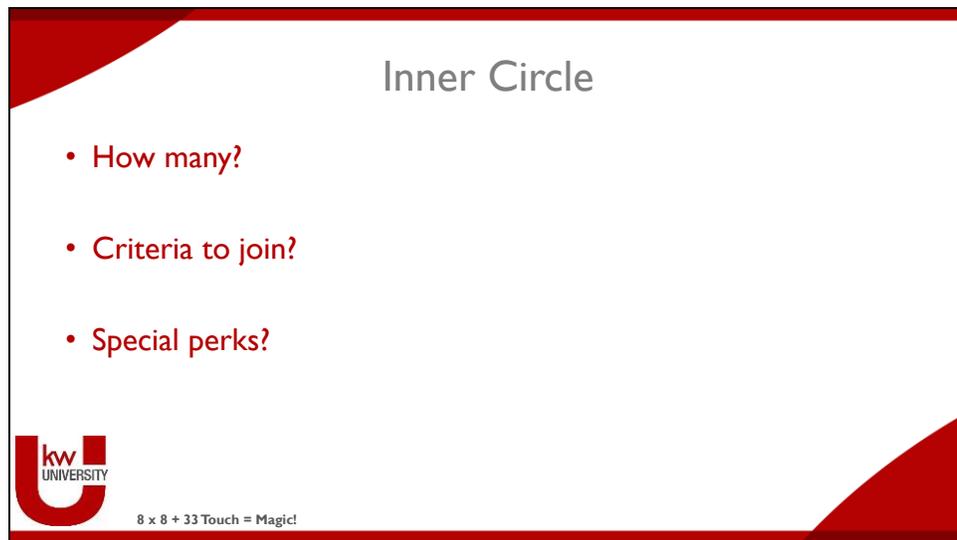
One thing each month.

Here is an example of 33 touches:

- 14 mailings –letters, cards, emails, and drop-offs
- 8 thank-you and thinking-of-you cards
- 3 telephone calls
- 4 personal cards (birthdays, anniversaries, Mother’s Day, Father’s Day, etc.)
- 4 holiday cards (Thanksgiving, Christmas, Hanukkah, etc.)

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Slide 14



Inner Circle

- How many?
- Criteria to join?
- Special perks?

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Reference:

- Lead Generation 36:12:3, Power Session 5: Working with Mets, p. 41

Every entry in your database is important; however some entries are considerably more important. This is your Inner Circle: your Allied Resources, Advocates, and Core Advocates.

Members of your Inner Circles are your sources of referral and transmitters of your reputation.

This is an exclusive and critical part of your business. A part you will need to continue to focus on establishing and growing.

Discussion:

Ask:

- How many people should be in your Inner Circle?
- What is the criteria for joining? They need to refer business!
- What are the perks for being part of your Inner Circle?

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Slide 15

“TOAST” Them or You’re Toast

- **T** Talk to them
- **O** Offer
- **A** Assistance
- **S** Send them something
- **T** Text them



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TOAST your Inner Circle or you will be toast!

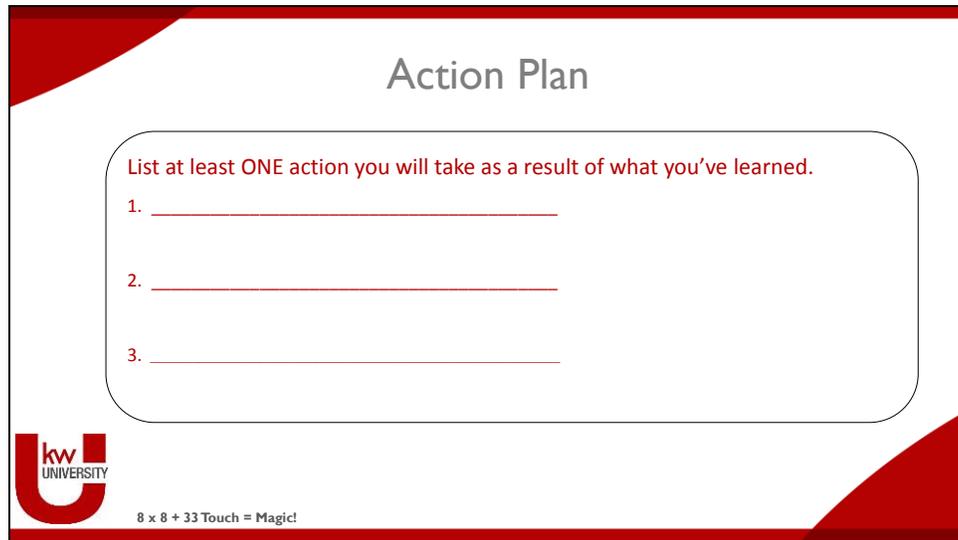
- Talk to them once a month
- Always offer them assistance (they are helping you)
- Send something—mail or email that is personal (thought of you when I saw this ...)
- Text them during the month to stay top of mind

Final Thoughts:

- Build your database
- Feed it every day
- Communicate in a systematic way
- Service all leads that come your way

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Slide 16



Action Plan

List at least ONE action you will take as a result of what you've learned.

1. _____
2. _____
3. _____

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Now that we have discussed this topic, it is time to take action!

Activity:

Write down three action items you are going to do when you leave this training.
Circle the ONE action that you are going to do first.
Create your plan to accomplish this ONE action item.

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Slide 17



Thank You!

Please complete an **evaluation** for this session.
Use any mobile device!

www.kwueval.com



Thank you for attending. I hope you have learned how important this topic is for your business.

Please complete your evaluation: go to kwueval.com to complete the evaluation.