
NEVER ENDING REFERRALS

JOIN THE M.O.V.E.MENT

ARE YOU READY TO MASTER YOUR #1 BUSINESS ASSET,
YOUR DATABASE?

SESSION 1

SETTING THE FOUNDATION

- E to P and The Forgotten Middle 3
- Your N.E.R. Opportunity (Gap Analysis)
- Living the 4 Laws of the Database
- Your N.E.R. GPS
- Doing the Database Two (#DTD2)
- CRM Workout - Grouping/Tagging DTD2 Style
- Action Lab

SESSION 2

WHO ARE YOU BEING FOR YOUR DATABASE?

- Succeeding with YOUR Natural Behavior
- Market of the Moment Scripts
- F.O.R.D. a Deep Drive
- Ranking Your Relationships
- Your Nurture Bucket
- CRM Workout - Categories/Tags
- Action Lab

SESSION 3

BUSINESS TO BUSINESS & SOCIAL MEDIA

- Feeding Your Database Quality Mets
- B2B and Your Database
- 5-Star Script
- Social Media for the Database Warrior
- C.A.R.E. Model
- CRM Workout - Campaigns
- Facebook Custom List Tactics
- Action Lab

SESSION 4

CLIENT PARTIES & EVENTS - IT'S NOT ABOUT THE PARTY!

- Mega agent Interview with Seth and Alyce Dailey
- Action Lab

SESSION 5

8 TOUCHES TO A LASTING IMPRESSION

- Why the 8x8 (aka 7 to Cement)
- Winning the Positioning Battle
- Eight touches to Impress
- Intro to 36+ Touch
- Action Lab

SESSION 6

BECOMING THE TRUSTED ADVISER & LOCAL ECONOMIST OF CHOICE!

- Message, Method, Mission, and MOFIR
- The Local Real Estate Economist
- Total Market Overview
- Items of Value
- Marketing to Build my Reputation
- 36+ Touch Lab
- Action Lab

SESSION 7

GEO-FARMING: THE OTHER DATABASE

- Myths about Geo-Farming
- The Farm-U-Lator
- 7 Steps to Build Your Reputation
- Results in Days or Weeks, not Months or Years
- Skills of a BOLD Farmer
- Action Lab

SESSION 8

VIDEO COMMUNICATION & PUTTING IT ALL TOGETHER

- Database Warriors Schedule
- Mindset of a Database Warrior
- "Why" Video
- C.A.R.E. for Video
- Affirm your N.E.R. GPS
- Action Lab

kwMAPS
COACHING

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