

LAUNCH SPRINT

There are 3 main objectives that you need to work on to get the most out of your connections made through the 30 Day Marketing Challenge.

1

Review the Modules as they come out and become conversationally familiar with the details. Next, look at your Prospect Tracker and see if there is anyone that you have spoken with that mentioned **MARKETING** in your conversations together. Next call them and ask them to have a “business building” conversation with them based on their 2022 marketing plans. The Marketing challenge will allow you to connect without being intrusive but at the same time build value and increasing rapport!

2

Speaking of Prospect Tracker, clean up your list! Get rid of the people who are not a fit for your brokerage, **HOWEVER**, they must be replaced with recruits who are anxious to grow! To replace them look at recent transactions, talk to your team leaders, ask your vendors who they think may be a good fit, and get your brand ambassadors involved! Take a **VERY CLOSE** look at what companies are pushing all of the marketing responsibilities off to their agents and invite them to be more effective in how they are spending their marketing dollars. Look at social media and see who is active and marketing diligently. Get and stay connected!

3

Over the next 7-10 days reach out or have your designated staff member reach out to everyone on your **UPDATED** Prospect Tracker and let them know they can still be part of the 30 Day Marketing Challenge. Use the dialogues provided or formulate your own. If you come up with an effective one **SHARE IT** in our online group! The most important part is to make connections and have fun sharing information about marketing! The key to growing your relationship with your recruits is to **ACT NOW** and share the benefits of the marketing challenge with them!