

Connect!

REAL RELATIONSHIP MARKETING IDEAS



Give Yourself More Chances to Succeed!

by CHAD RUEFFERT

Michael Phelps has won more medals than any Olympian in history. He did it by hard work, impressive talent, incredible dedication, and perseverance.

But he did it with one other trick as well. He entered more events than almost anyone else. In London, Phelps competed in seven events. In Beijing and Athens he competed in eight. If you want to win more, sometimes it's a good

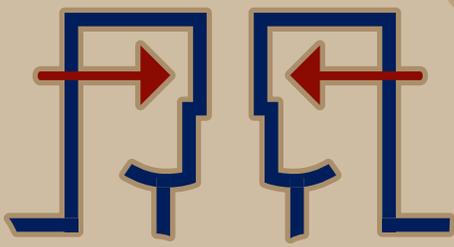
idea to play more. If you give yourself 23 chances to succeed, the odds are definitely higher that you will accomplish your goal. The same holds true in marketing. More communication leads to more listings, more sales, more buyers and more income.

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If you want “more” you need to do “more.” It’s simple mathematics. Each time you do “more” it takes you further along the equation to a successful result.

More Communication Results in More Reach

The more often and more varied ways you convey your marketing message, the more people you will reach. Start by simply increasing the ways you reach out and your audience will immediately become bigger. It’s nearly impossible to build your sphere of influence without some type of communication with new people or groups of people. The more people you meet, the more conversations you have, the more interpersonal interaction you engage in, the larger your pool of contacts gets.

More Reach Results in More Potential Customers

No one can buy from you unless they know who you are. The more people who know you, know what you do, and know how to contact you, the more potential customers you have. Only a certain percentage of people are entering into the real estate buying process at any given time. By simply increasing your reach, you also increase your potential customers.

More Potential Customers Results in More Actual Customers

In a recent article for RE/MAX, real estate coach Tom Ferry claims “the average agent makes one sale for every 49.5 new people they meet

with—new Internet leads, people at open houses, people who are referred to them, people at a cocktail party, anyone—equals one sale closed.”

More Sales Closed Results in More Income, More Security, More Freedom, More Control

More income in and of itself shouldn’t ever be your goal. There is always more income to be had, and therefore you can never fully reach that goal. But the benefits of a higher income are worthy goals. More security

Or in short: More Communication = More Success

It’s this equation that makes me feel like coming to work each day. I know that if I can help real estate agents communicate more effectively, efficiently and frequently, I can help them achieve success.

To achieve success every real estate agent should be constantly growing their sphere of influence, and consistently communicating

More Communication = More Success



for your family, more freedom to do the things you want to do, more control over how you spend your time and live your life. When your income allows you to achieve those goals, you’ve become a true success.

So let’s sum it up:

More Communication = More Reach = More Potential Customers = More Actual Customers = More Income & Success.

with them. Give yourself more chances to succeed! All actions have consequences. The act of doing nothing, of standing still, of stagnating, has perhaps the worst consequences of all. Take some action today!

Chad Rueffert is the president of Braintree Marketing, Inc., and the creator of the “From Your Friends” relationship marketing program. He can be reached at (719) 235-5084 or chad@fromyourfriends.com.

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