

The Millionaire Real Estate Agent

Book Club

Session #3: The Lead Generation + Database Models

P. 133-152, 185-192

Discussion Guide:

- Host shares Aha's from the previous session.
- From the reading, emphasize and discuss:
 - Mind Share
 - Allied Resources
 - Prospecting v. Marketing
 - The Four Laws of Lead Generation
 - Build a database.
 - Feed it every day.
 - Communicate with it in a systematic way.
 - Service all the leads that come your way!
 - Systematic marketing to your database
 - 8x8
 - 33 Touch
 - 12 Direct

- What would it take to build a database of Mets or Haven't Mets in their market to reach that goal? How many contacts would they have to add to their database each day to reach that number?
- You might mention the Daily Challenge of Ignite, which is about making 10 new contacts each day. Done faithfully, that's 2,500 Mets added each year (10 contacts x 5 days a week x 50 weeks = 2,500 Mets). Note: Prepare these numbers in advance and write them on a whiteboard or flipchart. You might also choose to subsequently work the lead generation model for a big step on the path to MREA, say \$100,000 in net income and the appointments per month to achieve that goal.

Questions to Ask:

1. What were/are your preferred lead generation techniques as a rookie?
2. Have your lead generation tactics changed as you've progressed in your career?
3. What proportion of your business comes from buyers and what proportion comes from sellers?
4. When building your marketing plan, what were the determining factors (time, money, effort)?
5. What prospecting and marketing categories would you add to the ones in the book right now, considering how many new resources have been created since the book was originally published? Would you remove any?