

How To Close-Out your Real Estate Week and Succeed at Converting More Leads



The most important asset of a Real Estate Professional is their **Mind** and in order to stay on top of their Career they need to add **Structure** to their **Day** and to their **Week**. "**Closing Out Your Week**" is the best investment you can implement as a procedure - so let us learn how to go about it. Real Estate is a Business of **Follow-up** and **Appointments' Creation** and when you learn to **download your mind** consistently you will convert more deals and remain **centered** in your Career. **#8WeekSuccess**

► Handout - Please Silence your Phone - and Be Here Now!

- Please Make Sure you are in **Possession** of **This Workshop's Handout** with a **Pen/Pencil** and take **Good Notes**.
- There are **blanks** you'll need to fill in - the Screen Text that is "**Red and Bold**" is what you are supposed to fill in.
- Please **Be Engaged, Focused, and Diligent** - Trust yourself and your ability to **learn**. The Notes you take during my Workshops are as important as this Handout.

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► Big Picture Thinking - Ponder these Quotes on Business Planning:

- "**Planning** is the _____ of the **Future** into the **Present** so you can **Shape** your **Goals Rigorously.**" – Key
- "**Good Fortune** is what happens when **Opportunity** meets with _____." – Thomas Edison

► The Main Idea

- Real Estate Transactions and Systems are _____ to learn nor **Challenging** to Manage.
- What brings out _____ in Real Estate is the involvements of _____; Buyers want what they want; Sellers Listen only when they feel like it; and then you have to add Mortgage Lenders; Home Inspectors; Appraisers; Brokers; Escrow; Dues; Taxes; and So On.
- When you ground your _____ with **Predictable Systems** and **Habits** you tackle that Stress _____ and make it fade.

► **Reflect On this Quote**

“If you want to make an easy job seem mighty hard, just keep _____ doing it.” -- Olin Miller

► **Reality**

- Real Estate is an _____ **Endeavor** and can be quite **isolating**;
- Real Estate Agents are in the **Business of** _____ **NOT** Houses; and it is this fact that throws the biggest monkey wrench in the running of a successful career;
- It is also this fact that gives agents their _____ and true **relevance**...

► **Consider**

- Running a Real Estate Business that requires _____, _____, Leads Management, and Transaction Management is **not easy**;
- But it is What Successful Real Estate Business Agents **must master**;
- Structuring your Business with _____ **systems** becomes key to growing your Real Estate Career.

► **Fact**

- As an industry, our Real Estate Professionals _____ more transactions and potential closings due to _____ systems;
- A River of Leads is lost to the competition due to the lack of _____, **Incubation**, and **Patience**!
- As a Realtor you do not create Sales per se – you make sure you _____ **the conditions** for them to occur with you and around you!

► Close Out your Week - Definition

- To **Close Out** your Business Week is to account for all the business actions you have taken; prepare _____ To-Do lists; Track your Leads' behavior; and to finally ' _____ **Your Mind**' into an active series of future Activities;
- When activities are left to float in our Minds we miss Opportunities; We Lose potentials Clients; and we fall prey to _____;

► Pick Date and Time

- This Activity must take place **Once a** _____ and should **never be put-off**;
- It is best to block out _____ **minutes** on a Friday Afternoon from 3pm to 4pm or a Saturday Morning from 8am to 9am;
- Be aware that if this is the first time you do this it may take you a bit longer; we are _____ looking for perfection – we are looking for this to become a _____ **habit**.

► Pick The Space

- If you do this in your Office, Close your door with a _____ Sign; Consider getting a Headset to shut out all external ambient noise;
- Keep the Space _____ with No Distraction – Not even Music; You are trying to help your **brain** help you by being able to _____ its content;
- You must have your **Computer, Smartphone**, a _____, and do your best not to answer the phone; or have any distracting application on your computer like Facebook or Twitter!

► Attitude

- We **Procrastinate** the most when we are in a _____ – So prior to doing this important activity try to be in a _____ **Mood**; Watch a Silly Video on YouTube and Laugh – it will do the trick. Not too many though!
- Share your work or call a colleague you respect, preferably a _____ and let them know what you are Up to. Make sure you surround yourself with **Positive People**!

► The Lined Notepad

- The **Lined Notepad** plays the biggest role – you are going to _____ every fleeting thought about activities you were supposed to do but forgot or delayed mentally;
- You are going to jot down any _____ you know should be the proper _____ as you go through your Contacts and Communication;
- Do not worry at this stage about any chronology, _____, or classification.

► The Reverse Chronology

- When you go through your Emails and Text Messages start from the _____ to the **Oldest**;
- If you do this weekly you will know when to stop - the first time you do this go 2 to 3 weeks back;
- MUST:** Some of the emails and texts you will encounter have no value, Notifications, Spam, or articles that you know you will not have time to read – _____!!!
Hoarding Information could be hurting you!

► Main Email

- Your Email will _____ all kind of important communication; as you go through them ask yourself the following questions:
 1. **Is it _____ and Requires a reply?:** Write on your Pad that task;
 2. **Is it part of Deal I am working on?:** Create a _____ for that deal and move it into it;
 3. **Is it an event I must attend?:** Add it to your _____ and delete the email; etc...

► Going through Your Email

- As you go through your email inbox keep in mind the _____ you are communicating with, and ask yourself the following questions:
 1. **Is this person's contact information in my _____ Contact Manager? Should they Be?**
 2. **Have I added _____ about them, how I met them, their needs, or any important**

info?

3. Should they be in my mailing list for Newsletter and added to that Referral Database?

► Now to Text Messages

- Take your Text Messages seriously. Go through them from Newest to Oldest remembering the _____ behind the text;
- If a next action pops in your head, or a follow-up you must undertake, _____ down in your Pad – _____ **take the action Now!**
- Go also through the list of _____;
- Remember that a '**Mind Download**' is about _____ the action – not taking the action!

► Lead Generation

- Some of you are part of Lead Generation Systems - the first distinction you need to make is between '**Soft Internet Registrations**' and '**Internet Leads**';
- A **Soft Internet Registration** is someone who was forced to register at some point but is _____ **communicative** nor _____ to you;
- An **Internet Lead** is person who communicates via email but **does** _____ **want to talk** to you yet;
- Do _____ **these Leads** to your Main Contact Management System – continue using the Lead Generation System and the built-in _____ **campaigns** to incubate these relationships;
- Go through your L.M.S. and make sure you have placed them on a _____ as well as a Drip email campaign;
- From time to time _____ **of them** to see if they are responsive – not too often though, and write notes.

► Your Main Contacts

- Now Move on to your **Main Contact Management System** and scroll one person at the time; this is a list of about **200 to 500 people** you _____;

As you pass through the names, any question that arises or task you ought to take _____ **on your Pad**;

_____ and add **Notes** to Contacts if you deem it useful; see if you are connected to them on _____ etc.

If you do this regularly you will be adding _____ such contacts a week – These are people you are currently talking to, working with, or connect with often!

► **Newsletter Database**

Finally Go through your **Newsletter Database**; these are _____ **clients** you either helped Buy, Sell, or Invest in Real Estate;

These are the clients you _____ **Newsletters** to and Holiday Cards every 3 to 4 months;

Go through the list fairly quickly and if anything jumps to your mind _____ **in your pad** as a next action with that specific person.

► **Calendar and To-Do List**

Open your **Calendar** on your Computer, of course it should sync with your Smartphone, and look back up to 3 weeks for any tasks or projects you **did not** _____;

Should they be moved forward? Should you call someone to notify them of any shortcoming? Should you ask for _____ from anybody? How about yourself?

Do the same with any **Running To-Do List**. Make the necessary changes and/or jot down notes.

► **Your Tasks**

By now you should several pages on your Pad jotted down of _____, Put a number next to each of the jotted tasks, a 1= _____ through 5= Low Priority; then ask yourself these questions;

1. **Do I have the time to tackle all of these tasks?**

2. **Which are the Top 10 _____?**

3. **Are there any promises I made I know I am not going to be able to complete? What then is next?**

If a task requires preparation and a block of time place it on _____; if not add it to your _____ **to-do list.**

► Now to Your Stats

Work on your **Weekly Real Estate** _____:

Number of Buyers' Appointments held;

Number of Listings' Appointments held;

Number of Contracts written

Number of Closings for the Week;

Prospecting Stats:

Number of Doors Door knocked;

Number of flyers, postcards, newsletters mailed;

Number of prospecting clients interacted with by phone, in person, etc...

Share these Statistics with your Success Partners;

► You Are Done!

All of these steps may at first feel daunting – they are not! **You can do this;**

When you **Close-Out the Week** you create _____ for the coming weeks, and you relieve your Mind from Nagging you and Keeping you Awake because of **incompletions;**

I promise you – **“You will love yourself and feel more _____ each week you perform a Mind Download!”**

► Reflect On this Quote

“Much of the stress that people feel doesn't come from having too much to do. It comes from _____ what they started.” -- David Allen

▶▶▶ Easy Assignment

Take what you learned today about **Closing-Out** your Week and **Time-Block a Weekly Time** to **Download your Mind** and then **Plan your Week**.

Investigate what area of your Business could benefit from a little more **Structure** and **Systems**.

Consider these books: “**Getting Things Done**” by David Allen and/or “**Organize Tomorrow Today**” by Jason Selk.

▶ **Big Picture Being** - *Ponder this Idea on Keeping Stress at Bay:*

“We are so **Obsessed** with Doing many things quickly, and we forget that **We Go Fast** by learning to **Go Deliberately** _____. Good Productive Speed reveals itself with _____. So, Remain Calm, **Be Steady**, Check your Work, Keep a **Checklist**, and **Stress** will leave you alone.”



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