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As an attendee to today's webinar, we'd like to extend a *complimentary* registration for you to attend the *2nd Annual Innovative Real Estate Strategies Conference*
March 5-6 | Hilton Orlando Bonnet Creek

Click here to secure your complimentary conference registration
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How to Use Passion Prospecting to Grow Your Business

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How to Use Passion Prospecting



**“TOP OF MIND
AWARENESS”**

with your A+ and A clients
in order to create
that special feeling.

How to Use Passion Prospecting

How?

Make clients feel so good about what you do for them they want to reciprocate over and over.

Emotional Reciprocity

Put yourself in that position for a moment. . . strong feelings?

How to Use Passion Prospecting

**We touch our
A+ clients nearly
100 times a year!**

How to Use Passion Prospecting

Client Service – Client Communication

Client Contact Breakdown

Event	A+	A	B	C	D	Prospect/Drip
Newsletter	X	X	X	X	X	
Event Invitations	X	X	X	X	X	X
Christmas Letters	X	X	X	X	X	
Christmas Card with picture	X	X	X			
Calendar	X	X	X			
Valentine's Chocolates	X					
Monthly Calls	X					
Quarterly Calls		X	X			
Quarterly Market Update Conference Calls	X	X	X	X	X	X
Annual Update/Review (scheduled in-person appt.)	X	X	X	X (offered)	X (offered)	

How to Use Passion Prospecting

Client Service – Client Communication

Birthday Gifts	X \$30	X \$25	X \$20	X \$15		
Birthday Calls	X	X	X	X		
Client Anniversary Gifts 5 th , 10 th , 15 th , 20 th , etc.	X \$30	X \$25	X \$20	X \$15		
Client Anniversary Calls	X	X	X	X		
Wedding Anniversary Gifts 5 th , 10 th , 15 th , 20 th , etc.	X \$30	X \$25	X \$20	X \$15		
Wedding Anniversary Calls	X	X	X			
Audios of Client Events	X	X (not local)				
E-mails	X	X	X	X	X	X
Other Occasions (new baby, illness, death)	X \$30	X \$25	X \$20	X \$15		
Random Acts of Kindness	X \$30	X \$25	X \$20	X \$15		

How to Use Passion Prospecting

Implementing an A+ Action Plan™

1st

Identify all current A+ clients

2nd

Identify all other clients who have A+ potential regardless of current ranking

3rd

Identify all warm A+ prospects

How to Use Passion Prospecting

A+ Action Plan

Take them to breakfast,
lunch, or dinner.

Ask for their input.
This will give them a
vested interest in your
success.



How to Use Passion Prospecting

Client Events



*Identify your
niche based on
your personal
interests.*

How to Use Passion Prospecting

First Growth Wine Event



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50 “I don’t think of work as work and play as play,” says Virgin Group founder Richard Branson, on the job at his Caribbean home. “It’s all living.”



How to Use Passion Prospecting

Visit www.peakadvisoralliance.com
and click on Free Tools to download
the “A+ Action Plan” exercise.

How to Use Passion Prospecting

Questions???



How to Use Passion Prospecting

Upcoming Event with *Financial Advisor Magazine*
& Ron Carson

Barrier Breaker Workshop

March 4, 2012

7:30 a.m.- 4:00 p.m.

Hilton Orlando Bonnet Creek

Orlando, FL

To learn more visit: www.BarrierBreakerWorkshop.com



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