

A Special Bonus for 3-Steps Ultimate™...

How To Create A Superstar Success Book

Inside This Report...

Here's a simple, step-by-step guide for demonstrating your credibility, impressing clients, and winning every listing presentation by giving compelling VISUAL proof of your success...

By: Craig Forte

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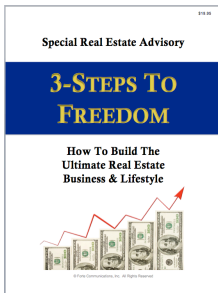


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www.AgentInnerCircle.com/Stan

How To Create A Superstar Success Book

Did you know that the ONE single hurdle you have to overcome with any prospect is to PROVE you can do what you say?

And VISUAL PROOF is by far the most powerful.

That's why you MUST create a "Success Book" if you want to win more listing presentations and dominate your competition.

What is a "Success Book?"

Here's everything you need to create yours...

A Success Book is an actual notebook that you create which demonstrates your professionalism and your ability to get results for your client. It's a compilation of all of your best present and past marketing efforts, your qualifications, first-hand accounts from your clients, and a pictorial essay showing why a client would do business with you over any other agent. You should consider making at least 6 copies of the book, bound in a notebook format.

So, what will a "Success Book" do for your practice? Two things:

- **Your Success Book will separate you from all of the agents who have only a brochure and business card.** Cards and brochures don't demonstrate your ability to "perform," and they tend to get tossed out at the end of the day;
- **Your Success Book is a living, breathing demonstration of your credibility.** Of the top 25 professions in America, real estate agents are rated in the bottom 5 when it comes to "professionalism." People are naturally skeptical. Your Success Book will educate your prospects and clients on the unique difference of your service. It will also help bridge the link of common interests between you and your prospects. It could be your high school attended, college, community service, or other association or activity. Finding common interests helps bridge the credibility gap.

6 Sections of a Superstar Success Book

Start collecting information from every listing and sale you have closed to place in your Success Book. Collect information that reflects the use of your marketing abilities and your own personality. Make it unique. Create a file to place items about you and your practice to go in the book. You can make your files in the same format as the 6 sections below: Items for your file include:

- Photographs of all homes that you listed and sold;
- An Activity Log: description of the owners, the home address, subdivision, reasons for client moving, any particular challenges to the sale. Tell the story behind the listing or sale;
- Positive testimonials from clients who used your services successfully;
- Marketing materials on homes you sold: brochures, listing sheets, advertisements, signs, flyers, etc.
- Your resume, Unique Selling Proposition, your guarantee, or anything else special about you or your practice.

Now go out and buy a few 1 or 2 inch notebooks from a local office supply store. Buy the kind that allows you to slip a cover sheet in the front (it has a clear laminate with top opening). This way, you can create a cover on your computer, photocopy it (maybe a color photocopy), and slip it in the notebook for your cover.

Here's a tip: The cover could be a big 8" x 10" (or larger) color photo of you standing next to a "sold" sign in front of a gorgeous home. Remember, pictures really speak! Also, use a strong client oriented headline on the cover of your book, such as, "*Jill Escrow's Proven Secrets To Selling Your Home Fast.*"

Then, you can either buy dividers, or have custom laminated dividers made for your notebook at a local print shop. If you're using color photocopying for samples of ads or photographs (for example), consider buying a few plastic holders from your office supply store. The end result will look very professional, and make a positive impact.

Section 1: Your Personal Background

This section details who you are as a person and professional. On the first page, however, get your client's interest by typing on a full sheet of paper your Unique Selling Proposition or your Personal Philosophy Statement. Make it client oriented. You can also include your guarantee. Make it the first thing a reader sees when opening your book. Even though the section is about you, make it relate to their needs or desires. This is important.

On the second sheet, place a well produced copy of your resume. Then include photocopies of diplomas, advanced real estate or other education, certificates of accomplishment, community service awards -- anything that speaks about your credibility. Remember, this section can also create a common interest with your prospect. Include photographs of special awards or associations.

Section 2: Testimonials from Elated Clients

This section actually shows real people who have successfully purchased or sold a home using your services. How do you do this? By including photocopies of actual letters from clients. You should request a testimonial from every client to use in your book. Here are a few tips for getting great testimonials:

- Request that clients send you a letter describing the satisfaction they received from their perspective. Ask them to include specifically what they were looking for, any concerns or frustrations, and how your services helped them buy their home.
- Make sure your testimonial describes the clients particular selling or buying situation. This is very important. For example, "Bob got transferred to St. Louis, and we had to sell our home within 45 days so we could move and get our children into school on time."
- Ask them to name specifically what strategies or actions you took that made the difference in their satisfaction. What stood out for them? Specific benefits work best.
- Always make your testimonials benefit-oriented! Remember the difference between features and benefits. Features are what something IS, benefits are what something DOES. Make sure the testimonial addresses a benefit -- what your service did for someone. For example, "We were so relieved to have Mary working for us. She sold our home so fast that we had all the funds available for a down payment and closing costs on our new home in New York."

- The strongest testimonials come from people who actually identify their full name and location (city, state, etc.). Better yet, if you're comfortable with this strategy, ask some of your clients if prospects considering your services can call them to discuss your service. One caveat, don't bombard clients with telephone calls from too many prospects. I've had this happen. Spread them out.
- Don't forget to get permission from your clients to use their testimonial. Include a statement, "I fully authorize you to share our name, location, and experience with others considering your service." Make sure the letter is signed by the client.

Section 3: Show Your Home Track Record

This section should include photos and descriptions of actual homes listed and sold. Here's another TIP: Consider combining sections 2 and 3 to show a photo of the home, a description of the situation and result, then a testimonial from the client. This strategy combines all three elements of successful marketing: a "real" home (photo), a "real" situation (desire), and a "real" satisfied client (person). Items you want to consider for this section include:

- Owners name, address, city, state, profession, unusual interests, etc.;
- Photo of home (with a "sold" sign in front). You can also describe the neighborhood, schools, or special features.;
- Selling Situation: what motivated them to sell their home (moving for promotion, or building a new custom home). Also describe any challenges here. Demonstrating you're a problem solver will create a strong impact on prospects.
- Selling Statistics: Market time, financing type, # of showings in a certain time period, and comments from prospects and other agents about the home.
- Testimonials in your client's own language and in quotes. Remember, testimonials should reinforce benefits of doing business with you.

Section 4: Your Marketing Plans and Strategies

The first part of this section should be your Marketing Plan, such as, "*The 28-Step Marketing Process*" -- described in detail from a client benefit perspective. Go beyond the written marketing plan description. Show prospects how you implement your marketing plan, by using sample ads, letters, photos, brochures -- anything to make a visual impact of your competence.

Here's another Great Tip: For each of the "28 Steps," state the percentage of your homes that sell as a result of that strategy. For example, under "Enter your home in MLS", put 85%, or whatever the statistic really is. (The percentage is probably the # of co-broker transactions you complete as a % of total transactions. These come from MLS, Agent Home Tours, and Previews.) Make sure the strategy described is one only licensed agents can perform. This will be important to use in prospecting FSBO's and others who think that agents are unnecessary.

Include sample home listing sheets, brochures, advertisements, photos of open houses, floor plan or elevation renderings.

Note: when showing photographs, use a high-quality color photocopier. The cost for color copying is coming down, and color makes a greater emotional impression than black and white.

Section 5: Currently Listed Homes

Place a listing sheet with a color photo for your listings. If you're new, ask other agents if you can place their listing sheets in this section. They shouldn't mind -- you're promoting their properties.

Section 6: The Final Impact

Whether you used this on your front cover or not, create a large 8" X 10" photo of you standing next to a big, bold (red) "SOLD" written across a For Sale sign in front of the home. Pick a home which is architecturally beautiful in a great setting or neighborhood. Even if you didn't actually sell the home, get the permission of the owner and create the impact! Don't forget to use a strong headline or caption with the photo.

Final Thoughts About Your Success Book

Remember to keep your Success Book up to date. Create a system to remind your assistant to revise the book with interesting transactions. Make sure you track who receives your book. Use your success book in every situation you can imagine. Here are a few ideas:

- Absolutely use it in every listing presentation, or give it to buyers considering your services. Leave your book with listing prospects -- **there's no way another agent will take that listing as long as that book is sitting on their kitchen or coffee table;**
- Give it to FSBO's when prospecting to "*give them ideas on how to sell their own home.*" They may see the value of you selling it for them just by reviewing your Success Book;
- Always have a few copies present at your open houses. If you meet a prospect who qualifies, give them a copy of your Success Book to review over the next few days. Then, you can call them to follow-up. At the least, it gives you a reason to contact them again. At best, it will solidify a listing or buyer;
- Your book can be used for promoting you to the news media, builders, or just about any prospect. How do you market your services without you being there? By making certain the books are always circulating in the market!

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