

IGNITE

SPARK 4:

YOUR DATABASE IS

YOUR BUSINESS

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WARNING! Real estate agents who violate The Telephone Consumer Protection Act (TCPA) and the National Do Not Call Registry face potentially catastrophic legal damages. Do NOT use or leave artificial or prerecorded messages, and check the National Registry and your internal registry before you dial.

Table of Contents

What is a Database?	3
Three Levels of a Millionaire Database	4
Develop Your Database: Engage it with a Touch Campaign	5
Turn Aha's to Achievement.....	6



What is a Database?

- What is the purpose of your database?

- What makes a database valuable?

- What other industries use a database for prospecting and marketing?

- What makes targeted marketing effective?

Three Levels of a Millionaire Database

LEVEL 1 Essential	LEVEL 2 Effective	LEVEL 3 Exceptional
<ul style="list-style-type: none">1. Name2. Contact info3. Past business and past contact record4. At-will communication	<ul style="list-style-type: none">5. Obtain permission6. Collect personal information, insights, and preferences7. Segment and group based on 1-68. Purposeful and consistent communication	<ul style="list-style-type: none">9. Automated, custom communication built around triggers

Notes:

Develop Your Database: Engage it with a Touch Campaign

<p>Leads</p>	<p>People who you have the right to at least have a one-way conversation with.</p>	<p>TOUCH CAMPAIGN 19 to Connect</p>	<p>4 Touches Quarterly phone call 12 Touches Monthly e-mail, newsletter, market report, video 2 Touches Promotional direct mail, such as a magnet, calendar, market report, etc. 1 Touch Annual event, party, movie screening, get-together</p>
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Notes:

<p>Contacts</p>	<p>Connected by permission or because you know them. They are interactive and value based.</p>	<p>TOUCH CAMPAIGN 36 to Convert</p>	<p>4 Touches Telephone calls 26 Touches Bi-weekly email offering some type of information of value to the consumer 2 Touches Events, get togethers, parties 4 Touches Promotional direct mail, such as a magnet, calendar, market report, etc.</p>
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Notes:

Turn Aha's to Achievement



How has your **thinking** changed?



What do you **feel** differently about? What was meaningful for you today?



How will your behaviors be different going forward? What **actions** will you take?



What **tools**, models, or systems will you use? How will they make you accountable?

