



CLUBWEALTH®

Recruiting Campaign Action Plan

- **Become a master of knocking out projects. Block some time off, turn off the phone and just get stuff done.**
 - **DO NOT BE A PERFECTIONIST. Perfection is the enemy of progress. Get these projects to 85% - 90% perfect and then knock out another one. That last 10-15% to perfection will absolutely CRUSH your hopes and dreams and cause you to be someone who never gets anything done.**
1. Recognize people DO NOT MOVE because of \$, because of tools, systems, tech, branding, etc... They may say they do and on the surface that may be the reason why but people ultimately move because they are **DRAWN TO YOU**. They see the type of life they want to live in you and they believe you can help them get where they want to be.
 - Which means you have to get and stay healthy.
 - Invest in yourself. Invest in coaching. Invest in activities that will sharpen you and help get you to who you want to become. Spend your time around people who think bigger than you do and can show you how to get where you want to be.
 - This is why I love Club Wealth and coaching so much because your coach is literally who you want to become.
 2. Be **crystal clear on practically what you have to offer** and paint the picture of what it's like for them to be apart of what you're offering.
 - Your pitch needs to be compelling. It needs to be powerful and inviting. It needs to be about them and not you. It needs to show them what their life could be like if they were with you. It needs to be very transparent and trustworthy. Don't let it be ambiguous.
 - When people finish meeting with me I ask what questions do you have and 99% of the time they say really you covered it all... I came with a list but you've covered it. I totally get it. I like it.
 - Make a website that's easy to share with videos/graphics and story
 - Make a brochure to walk them through when you get together.
 - Get testimonies from others about what it's like to work with you...
 - Here's mine (show on the screen)
 3. Have a **great on boarding process**.
 - ***** The people who come into your company will all be asked how the move went so if you don't nailed this you should quit now
 - Moving companies is generally scary! Just think of the last time you walked into a new room where everyone knew each other, and you were

the new kid on the block. Nobody likes that experience... And just think how many agents you know who made a move because they were promised the moon and 6 months later, they are hating life because things constantly are changing and none of the things, they were promised are coming true...

- It needs to feel peaceful to make the move to you, so show them in advance what it looks like to move to you and how they're going to use your systems and tools.
 - Show my onboarding websites and explain the process. Put them at ease about the anxiety of moving.
4. **Define your target audience** for recruiting. Get their info into your CRM.
- Who's your target? 0-5 deals? 4 to 8 deals? 20+ deals, etc... Pull them all in and craft your message to that group.
 - MLS is how we did it. We didn't know about Marketview broker and couldn't afford the other options out there. If you've got a couple hundred a month check out Marketview Broker.
5. Create a **land air and sea recruiting campaign**.
- Use text message as the base/initial contact.
 - Use Facebook ads and videos for brand awareness.
 - Use teaching videos to get them comfortable with you.
 - Use team member testimonies and email to bring confidence to the move.
 - In your email drip let it be very catchy and long lasting. Do one testimony, one offering, one training and rotate. Shut off the drip if they respond so that they don't realize it's a robot.

UNDERSTAND THIS:

- Have a clear public campaign to welcome them to the family and **help them feel included. Maslow's hierarchy of needs says people will not perform at the highest level if they do not feel cared for and like they have a place that they belong.**
 - Show the pyramid
- Be extremely honoring and blessing of your current set up and Brokerage. If they are happy where they are, give them the best wishes. If they are interested in hearing what you have to offer then set up a meeting. Make the meeting happen as quickly as possible. The longer you wait the less chance of them making a move.
- Tag them in your CRM showing if they are interested or dead or if you have met with them, etc. so that future attempts are appropriate.
- On average they say it takes **14 connections before an agent makes a move. Invest in that relationship so that when the time is right for them to make a move you are the obvious choice**
- After you meet with them turn on an appropriate drip and send a nice follow-up message.

6. **Set the appointment!** Fast! And make it great
 - Once someone is interested to hear more don't spill the beans. Set up a time to grab coffee and connect with them. And make that time as fast as possible. If they say next week say yes but how about 4 today... or tomorrow... The faster you meet the more likely they are to come over
 - At the meeting talk about the **MOST IMPORTANT THING** on their mind, which is My Myself and I... Spend the first half of your time getting to know them, hearing their story. Connecting on various things. Becoming friends.
 - Then shift gears to business and what led them to show up to the meeting. Find the pain points.
 - Paint a clear picture of what you're offering and what it'd be like for them to come join you.
 - But also fully recognize you haven't made deposits in that relational ATM yet. There's a slim chance they are ready to make a move that day. This meeting is making a deposit. Don't be greedy. Don't be pushy. Be very open handed and excited for them no matter what they are thinking they'll do.
 - I can't tell you how many agents I met with 6 months prior. We had great meeting, but they weren't ready yet. They watch us from afar. I try to touch base and encourage them along the way and then something happens with their broker or team leader and guess who they call....
7. Once they switch make sure that the **on boarding process is really good.**
 - Welcome them and make them feel special.
 - We need to gift boxes.
 - We also do a 10-day email drip along with an online training school. We have a backup training school website to help them with all the things that they forget along the way.
 - This is super important because all of their friends will be asking shortly after how they like the move and if you don't nail this it's going to hurt you significantly.
8. Make sure your **culture** stays really strong after they come over
 - Public recognition constantly. You've got to become the absolute biggest champion in their lives because you're rooting for them to become all they were created to be.
 - Excellent training **CONSTANTLY** but bite sized so people can grab it
 - Peer groups are game changers
 - Always communicate that you're there for them and available.

RINSE AND REPEAT.