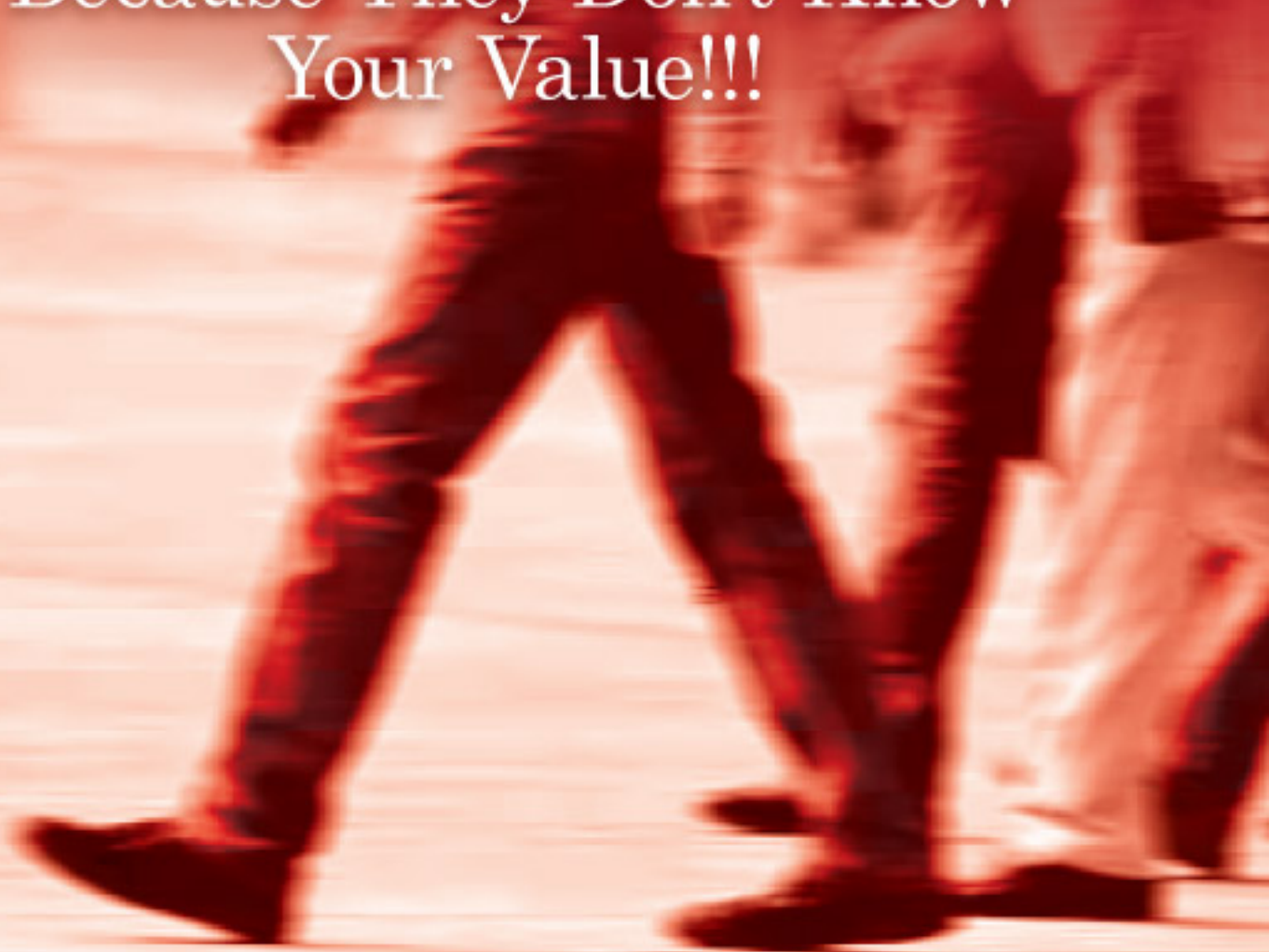




Marketing YOU

Don't Let The Client Get Away
Because They Don't Know
Your Value!!!



Inside

- How to Market Yourself Effectively to Gain More Clients
- Create High Confidence--Even if You're New!
- How Not to Brag and Still Show Clients Your Value
- How to Create True Value-Added Services and Promote Them
- How to Create a Foundation for all your Personal Marketing
- How to Create a Professional Portfolio
- For Managers: 2 Training Sessions on Market Yourself





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What's Inside

It's a shifting market. So, I've pumped up this resource with several things to help each agent maximize each of his/her contacts with potential buyers and sellers. They include:

1. *Value Added Services*

The six attributes of a value-added agent—and how to prove you are one. This is so important in a shifting market, because studies show that commissions are falling downward. Agents don't know how to prove they are 'value-added'. And, unfortunately, many agents think they are providing 'value-added' service, when the public is judging them as sub-standard. (Managers: This also makes a great training course for agents, too).

New competition means agents must be much better at proving they are 'value-added. Internet-based real estate companies are touting that 'you don't really need a 'full-service' agent. All they do is paperwork and negotiate.'

Agents must prove today that they do more than just show homes and complete paperwork. This resource is the best method to prove all the hard work you do for buyers and sellers—early enough in their relationship with you that you can create loyalty.

2. *PR—Free and Underused*

'Proving you are worth it' documents for you to customize. These include a press release template and a sample press release.

3. *The On-Purpose Bio Strategy*

Sites to put your biography and testimonials to assure your potential clients can not only find you, they will be attracted to you! (Get your material from completing your Professional Portfolio first)

4. *Trainings for managers to use with their agents*

For managers: Two complete training series. In the Resources section, I've added 2 complete training series they can use to help agents market themselves and build great Portfolios. Managers have a huge opportunity to **retain their agents** by using this tool to help agents gain the confidence they need to sell in a challenging market.



About Carla Cross, CRB, MA

From her three decades as a high-achieving real estate practitioner, Carla Cross has built a reputation as *the* contemporary authority on creating exceptional productivity and profits from people. She's been called "outspoken", "creative", "practical", and most often, "real world". Since 1987, Cross has shared her systems for peak productivity in her presentations to thousands of real estate professionals, from Australia to Canada. Her coaching program, Carla Cross Coaching, helps real estate professionals achieve goals through her unique 4-step performance program and systems support.

Acknowledged Productivity Expert

Carla has appeared on CNN, MSNBC, dozens of radio programs, and has written hundreds of articles for newspapers, newsletters, and real estate magazines. She's also been featured as a real estate expert in *Cosmopolitan!* (no, not the cover!).

- She's been a presenter at 17 National Association of Realtor® Conventions—in management
- She's appeared on CNN and CNBC, as well as dozens of radio programs
- She's written over 300 articles that have appeared in major real estate magazines
- Carla is a National Association of Realtors National Realtor® Educator of the Year
- She's a Washington State Realtor Educator of the Year
- She's a former master level CRB instructor, one of only 14 managers nationally chosen to teach the prestigious CRB courses, authorized by the National Association of Realtors® to lead to the Certified Real Estate Broker designation; author of several CRB Managers' Courses
- Many of her products (including *The Complete Recruiter*) are endorsed as best of kind by the National Assoc. of Realtors' Managers Council (CRB) and The Council of Residential Specialists (CRS)
- Because of her acknowledged expertise in productivity and training, Carla has been chosen to write several sales, coaching, and management training workshop programs for the largest real estate franchises in the world, and her resources are used all over the world



Popular Real Estate Resources

The author of 6 nationally published real estate books, Carla is the creator of popular programs for hundreds of thousands of agents and managers, systems to increase productivity and profits:

- The Complete Recruiter
- What They Don't Teach You in Pre-License School
- Up and *RUNNING* in 30 Days, 4nd edition
- The Business Planning System for the Real Estate Professional
- Beyond the Basics: Online Business Planning Systems for Salespeople and Leadership
- The On Track to Success in 30 Days System
- Managers: Putting On Track to Success to Work
- Advantage 2.0
- Business Planning for the Real Estate Owner, Manager, and Team Builder
- The Ultimate Real Estate Trainer's Handbook
- Knock Their Socks Off: Tips to Make your Best Presentation Ever
- Your Complete Power Listing System
- Objection Busters for Buyers, Sellers, and Recruiters
- How to Create a Course with Sizzle, Substance, and 'Sell'
- Up and Running in Real Estate—a revolutionary online training/coaching course

Specialties

- Management: Recruiting, productivity, coaching, training, retention strategies/systems
- Keynotes, seminars on high productivity systems for agents
- Business planning workshops for agents/companies-retreats
- Company/Association retreat facilitation for business planning, teamwork, management

Carla Cross Coaching

For new agents: *Up and Running in Real Estate* (online coaching; see www.upandrunninginrealestate.com)

For experienced agents: *Career Achievement* (individual)

For managers: *Leadership Mastery* (individual)

Each program is highly developed with Cross's unique 4-step performance system, supported by her resources. This 'formula', developed by Cross with her musical performance background, enables clients to attain goals much faster, with more confidence, with a very high level of support '24/7'.

See www.carlacross.com for more details, or call 425-392-6914 to arrange for a complimentary coaching consultation for individual coaching programs.



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- My Professional Credentials Assure your Peace of Mind
- My Letters of Recommendation Illustrate Satisfied Customers and Clients
- Special Services I Provide to Serve the Needs of my Customers and Clients
- For Buyers: My Commitment to You Assures You'll Find the Home You Want
- For Sellers: My Customized Marketing Plan Assures Results: A "Sold" Sign on Your Property
- Speaking Personally
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- My Company Advantage

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Bonus Section

Ready-to-use forms and processes to put in your Portfolio to prove you're worth your commission

- After the Sale Survey (use it and gain testimonials)
- Mallory's Report Card (another method to gain testimonials)
- For Managers: An Outline for your 'Book of Greatness' in your Office Entry
- Press Release Template
- Sample Press Release

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Resources

- Managers: 2 Training Sessions to Help your Agents Market Themselves (read to use right now)
- Additional resources from Carla Cross Seminars, Inc. and Carla Cross Coaching



The Audio CD

On the Audio CD (sent to you)

- Introduction
- **Step One:** Assess Your Professional Strengths
- **Step Two:** Develop Evidence of Your Claims
- **Step Three:** Develop Your Statement of Purpose (Mission)
- **Step Four:** Decide What Your Buyers and Sellers Want
- **Step Five:** Assemble the Sections of Your Portfolio

Or, the audio may be included in your download resources.





Section One

Introduction



Why 'Marketing YOU'?

You market your listings. But, do you market yourself?

Marketing YOU

What does it mean? It means providing various marketing vehicles that portray the best 'you': who you are, your business habits, your exceptional services, how you work, and what others think of you.

Why do we need to market ourselves?

Because most clients think we are all alike. And, studies show clients have a very low estimation of the professionalism of real estate salespeople! So, we need to create vehicles to prove we're just not one of the crowd.

Not Marketing Yourself Means Clients Draw Their Own Conclusions.....

Unfortunately, most agents don't market themselves. Instead, they wait for potential clients to discover how unique, different, honest, trustworthy.....and on and on....they are. But, the client doesn't have the time nor the patience to discover an agent's great qualities.

How Are You Going to Gain Trust FAST?

When I ask, agents tell me they will *demonstrate* to the client they are honest, trustworthy, etc. etc. etc. But, most clients either don't have the time to stick with the agent, or, they don't even want to form a relationship with the agent (think Internet communications...). And, some clients just might not come to those conclusions on their own!

You'll Just Brag.....Not.....

Obviously, you can't just state to the client that you are 'honest'. Well, you can, but that statement doesn't come across as honest!



We Believe What Others Say About Us, Not What We Say about Us

Marketing studies show that we believe others' testimonials (or negative comments!). So, one of the ways you will market yourself is to let others speak for you.

Vehicles to Market YOU

In this resource, I've listed several methods to market yourself:

- Press releases (you have strategies and a template in your bonus section)
- Internet bio and evaluation sites (I've listed several for you)
- Social media
- Professional Portfolio
- Brochures, both hard copy and online
- Audios
- Videos
- Blogs
- Books

The Difficulty of Writing Sparingly

Many agents try to start their personal marketing with a brochure. But, it's very difficult to distill the whole 'you' into a few words. Most brochures end up sounding like clichéd platitudes. And, the hard copies tend to stay in the office or the trunk of your car!

The Best Way to Create your Marketing YOU Foundation

The best method to create a foundation and generate a 'theme' and brand yourself is to create your Professional Portfolio. This resource focuses on doing just that. You have plenty of room to create, plenty of leeway to choose what you want in the Portfolio, and, it's inexpensive! What could be better?

Let's get started!



What your Portfolio will Do For You

You're about to embark on one of the most important explorations you'll ever experience:

The uniqueness of you

Okay. So you're an adult. You know you, right? Well, kind of right. But, this resource will let you look at 'you' in a new light—a method to help you be much more successful in sales.

As John Wooden, the famous, fabulous, very successful UCLA basketball coach said, "*It's what you learn after you know it all that counts.*"

The Benefits of Exploring Your Skills, Talents, and Values

Why would you want to do this? For four reasons:

1. Banish 'call reluctance'—to assure that all that work you want to do to generate leads, keep leads, and 'close' leads pays off. Almost every salesperson has caught it? Call reluctance—that hesitation to make the sales call, because *we're afraid we're not worthy, not the best, not capable.....*
2. Differentiate yourself from the competition—whether you know or like it, we agents are in competition every day with other agents for the client's attention and loyalty
3. Help the client trust the best in you by being able to verbalize it and show it in the very best fashion
4. Provide *value-added* evidence that you're worth your commissions in this ever challenging market

Not only new agents and managers experience this lack of confidence and call reluctance. To some extent, all salespeople experience call reluctance throughout their careers. Most of the time, they don't have a process to eliminate it. Inside this resource is your process. You can count on it.



Conquering Call Reluctance and Gaining Confidence

The Secret to Conquering Call Reluctance

Think of a time in your life when you felt you were really worthy, prepared, excited about an opportunity. It may have been a golf tournament, a piano recital, or taking a test in school. Although you may have felt some trepidation, most of what you felt was *excitement*. You were excited to get in there and compete. Why? Because you were *confident*.

Where does confidence come from? Belief in yourself fostered by high self-esteem.



How to Gain Confidence

We all have within us talents, skills, values, and abilities that sometimes are hidden—even from us! This resource will help you uncover those abilities and traits—so you feel valuable to your potential client.

When you feel valuable, you radiate confidence. When you radiate confidence, you banish call reluctance. When you banish call reluctance, you act with self-assurance. When you act with self-assurance, your would-be client ‘catches it’.

How to Gain the Highest Trust from the Would-Be Client

You know the old saying, “We believe what we see, not what we hear.” Yet, so often, salespeople have gotten a bad reputation by merely making claims without backing them with the facts. With this resource, you can avoid getting the reputation as one of those *salespeople* (you know what I mean!).

No matter the market, it’s always important to work hard to prove you are competent. After all, the consumer is getting more and more conflicting information today. So,

Show It. It’s believable.



Your Secret 'Power Play': Translating Your 'Early' Talents to Real Estate Sales



What Does This Picture Have to Do
with this Program?

Everything.

Psychologists tell us that our values, talents, and thus, behaviors are pretty well established by age five.



You might guess that's my little sister and me in the picture. For whatever reason, we had musical talent and entertained (I hope) relatives, friends, and the public all through our childhood years. I started tickling the ivories when I was four. We never questioned our musical abilities. We just exhibited them!

We both have bachelors' degrees in music. What happened then? I went on to get my masters' degree in music theory, and my sister became-----an attorney (some would say that's an extension of creativity!).

So, what could musical talent and achievement have to do with real estate? Or, better yet, what are the attributes needed to be a performing musician that are attributes that contribute to success in sales?

Patience, perseverance, tenacity, listening skills, team play, confidence in presenting before others--to name a few.

Still, what use are these attributes to sellers and buyers? Those are all skills and attributes that benefit buyers and sellers in many ways. You can name them as well as I. However, you must 'translate' these for buyers and sellers. They can't do it themselves. This resource will take you through the steps to make that translation.

You need to be value-added to compete. It's always challenging to agents to differentiate themselves and capture the commissions they feel they deserve. Partly it's challenging because they don't realize they need to! This tool is the most important tool you'll ever put to work to do that. Why? It teaches you how to think about why you are capable, competent, and best for that particular buyer and seller. With commissions going downward, you have to ramp up your 'proof of value' to get loyalty and the commissions you want.

Sooner is better than later, but anytime is better than none! I wish I'd connected my background skills and talents to real estate benefits early in my career. Now, through this program, you have that ability. After all, your whole life, your family background, your early talents, interests, skills, and values affect how you handle real estate challenges and buyers and sellers. In fact, your life experiences much more greatly affect your business than does your sales or technical training in real estate. **Take advantage of it!**

