



Are you a Secret Agent?

Are you hiding from the people that need your real estate services?

by
Natalie Danielson

PROFESSIONAL *Direction* INC

email: clockhours@gmail.com
www.clockhours.com

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Curriculum

Session Hours	Major Topics
1 15 min	Can Mom find you?
2 30 min	What do you need for Profiles Smile into the Camera
3 30 min	Creating your bio Tips to creating your bio Some words have greater point value
4 30 min	Send Prospects to your Online Office Links to get to you
5 30 min	Creating Profiles on Social Media sites.
6 15 min	Where are your prospects The Art of Staying in Touch
7 15 min	Why do prospects turn into clients Create a relationship
8 15 min	Your future success

Are you a Secret Agent?

Are you hiding from the people that need your real estate services?

This 3 clock hour course is designed to teach real estate agents how to develop an a powerful presence so that their future prospects can find them online. They need to have a good working database and stay in touch with prospects to build their business.

The most successful real estate agents in the industry are not “secret.” You can find them anywhere and everywhere. If you “Google” their name, you will find their website, youtube videos, the company website and bio, their social media presence and their contact information.

Successful agents, though, also know the power of their sphere. Those people in their world are their best source of business. It is important to identify those people that are their fans and keep in touch with them on a regular basis.

Are you a secret agent? Most experienced agents in the industry have had at least one old friend, family member or even doctor ask them if they are still in the real estate business. This is usually a wake-up call that there has not been enough communication with potential prospects that are so close! Learn from this class to never be a “secret real estate agent!”

Course Objectives

As a result of taking this class the agent shall be able to:

- Know that prospects will “Google” you to find you.
- Make sure you have profiles on websites.
- Create a powerful bio / profile
- Identify ways to stay in touch with prospects
- Understand the importance of creating a relationships with prospects

Can Mom Find You?

How accessible are you to potential, current clients, family and friends? Do you want people to be able to find you? You may have changed companies or your office has moved to another location. What if one of your past clients has decided to sell their house? How will they find your contact information? What if your current buyer client drives by a home that she likes and wants to email you from her smart phone? Can she find you?

Can Mom find you? If your Mom lost your phone number, could she find you, her successful real estate agent son or daughter, on the internet? We rely so much on our smart phones and databases, that many of us don't have the phone number of those people we are closest to. But, it is a good reminder that your friends and clients don't have your phone number always handy.

If a past client, friend or even a family member wanted to find your phone number, your address, the real estate company you work for, the company address or website... how would they do that? Most likely they would go to www.Google.com. Almost 90% of all searches on the internet take place on Google.com.

Ok, then ...go to Google and "Google yourself." Do what is often referred to as an "ego search." Search for your name, nick name and your maiden name. If you search your name in Google.com you might find millions of people that show in the results with the same or similar name. What shows up? What about when you plug your own name into Google. Do any of those links go to you? Are there people with similar names that show up on the first page of Google in an obituary?

Search your real estate company and then search for yourself on that company website. It is amazing how many agents don't have photos or even email addresses and phone numbers on the corporate website! I think only about 20-30% of the real estate agents even have the corporate page current.

There is no phone directory for cell phone numbers. There is no complete directory of real estate agents. There is no directory for websites. So, it is important that you are able to be found on the internet.

Many agents have a pile of excuses for not being connected online. But, none of the excuses hold water! This is a new world and it is imperative that you get yourself profiles and get "found!"

Google yourself and see where you show up. Search on your computer and another computer you do not use regularly.

What do you need for Profiles?

When you are a real estate agent, you have basically your own business. You are self employed working under a firm license. Your business primarily comes from your marketing efforts and your personal referrals. The only way your business will grow is if you expand your marketing efforts and build relationships. The relationships you build are like business friendships. Every

It is a good practice to have a file folder on your desktop that contains information about yourself. You might include a current resume, photo, a list of links, and short bio. Then, when you need to create a profile you will have the information at hand.

Everyone should have a current resume. It can be basic or with a designer look. But, real estate agents need to always have one ready in case they are asked for one from a client, a current designated broker, or to use to fill in information on a form.

You may be among the many people who have a difficult time putting their qualifications on paper. Just think how resume writing has become big business.

Some real estate agents seem to balk at having to ever discuss their previous life prior to becoming an agent and don't want to be so public about themselves. But, our past contributes to who we are today and can help build bridges with your prospective customers.

Update your resume with the most current information and dates.

Smile into the Camera

There is that time when you had your photo taken and it looked just right. It might have been a professional shot or one taken by a friend at a picnic. A profile photo does not have to be purely professional.

When I look through my yearbook it seemed that practically all the girls and a percentage of the boys had long hair parted in the middle. There are literally hundreds and hundreds of them as I page through. All the headshots were professionally done by a photography studio. If you were to go on an online dating site you would be privy to a large number of photo head shots. As you browse through them it doesn't take long before you start making judgments about the people. One profile photo and you seem to have their number and attitude.

If I was to take a hundred photos of real estate agents and put in a book, you would also have trouble choosing those you know. It might be difficult to choose one from another? You would start to sort them into categories and start to make some judgments about them. It is human behavior and no matter who you are or what you look like, there are always fans that far outweigh critics.

Most real estate agent photos fall in to several categories.

- Glamour shot... looking for real estate business or...?
- Goofy look picture... Is that you?
- No face... dog, flowers, or drawing
- High School photo... you never age?
- Action Pose... the gold medal goes to?
- Distant photo... is that you out there in the field?
- Gawd... I hate being photographed!
- Available?... did you use your online dating photo?
- Which one is you? Lets fit the whole gang in the photo!
- Yes, that is you in that photo.

Find the "edit" key on your computer and learn to do simple edits including cropping, adjusting the contrast and sizing.

The most important aspect of a profile photo is that when a prospect sees the photo, they know immediately that it is you.

Your profile photo is NOT a permanent photo. Some agents spend a lot of money having a photo taken and have a sense of relief thinking, "That is over... All done!" But, no... you need to change your profile photos periodically. Possibly, change them with the seasons. You create energy on your social media when you change your profile photo. Knock ... knock... that is the mug that your viewers will see on your social media sites.

Find 1-3 profile shots that you might use on social media and gather them on your desktop.

Who are you?

People choose to work with you because they know you, like you, and trust you. That can only happen if there is some kind of relationship.

Do you know what makes you stand out from all the other real estate agents? Seriously, there are thousands and thousands of real estate agents competing for the same business. There is NO shortage of real estate agents.

In the past, one strategy was to have all the agents under some of the franchises wore “career apparel.” For example, I wore a Century 21 gold blazer so that in the sea of gold I was hard to find. Today, it is important to be truly yourself and honor those parts of you that make you unique.

Are you clear as to why your clients chose you to represent them? Do you know why someone would refer you to another person thinking of buying or selling real estate? What are three good reasons someone would choose you as their agent? It is important to tell your sphere WHO you are and WHY they chose you or refer you! Tell them in every communication something about you and repeat it every time. Should they work with you as an agent because you have an attention to detail, are successful, work all hours of the day and night, enthusiastic, have knowledge of that type of property, return phone calls immediately, are creative, powerful advertising, years of experience.. what?

Think about it in a different light... You know that there are agents you would not want to list or buy a house from.... Why? Think about those reasons... Sometimes it is easier to see the other side of the fence when evaluating your assets.

*“You have something to give your prospects, that without you, they can never get!”
a twist of a quote I heard from Leo Buscaglia*

Ask these questions of yourself. How does your personality attract business and help build relationships?

Who are you?

What do you have to offer that they can't get elsewhere?

What sets you apart from the others in your field?

How do you want others to see you?

What about your background has an effect on your business, today.

Creating your Bio

It can be difficult to write about yourself. So most agents just resort to a short bio that is just basic. There are thousands and thousands of real estate agents. They almost all consider themselves professional. Most of them have been in the business more than 5 years. Most agents have received some kind of award.

If someone were to read your bio/profile aloud at your office meeting omitting your name, would anyone in your office be able to tell that it is your bio? You may want to say that you have a keen attention to detail, have grown up in your market area, or have a background in construction but those descriptions do not necessarily point directly to you. Think about a characteristic you have, an accomplishment, or an award. For example, you might be the tallest person in the room, won an award for the high jump or you might have climbed Mount Rainier. You might drive a unique car, annually sponsor a major event, or have a teddy bear or a dog as a mascot on all your marketing. Many people think of themselves as “boring.” They imagine their lives as just like everyone else... but often a short conversation can bring out personal information that can be surprising.

This is a typical short bio for a real estate agent. It might sound familiar.

“Jane Jones has been in the real estate business for the past ten years. Currently she represents ABC Realty selling primarily residential homes in the Greater Seattle Area. She has received the President’s Award the past two years.”

Wow... that pretty much sums up the basic bio for just about 80% of the real estate agents in Seattle.

Try to spice up your bio to really reflect who you are.

“For the past ten years Jane has been driving in her red car around Lake Sammamish putting up SOLD signs! As award winning real estate agent with ABC Realty, her passion is to successfully list and sell primarily residential real estate. Her attention to detail and keen knowledge of the area sets her apart and is a benefit to her clients both sellers and buyers.”

“It takes preparation, perseverance, and a positive attitude to climb to the top of Mt Rainier. Jane takes those skills along with her keen knowledge of the real estate market to her career as an agent with ABC Realty for the past ten years. From the peak she can see the Puget Sound market area where she has been successful receiving President’s Award for the past two years.”

“When Jane is not selling real estate in the Greater Seattle area, she can be found as a volunteer for Children’s Hospital, a hospice volunteer, and at the concession stand for the baseball team in Issaquah. She takes great pride in her community and gives her time for local organizations. She knows the real estate market for the past ten years and is an award winning real estate agent with ABC Realty.”

Those bios of Jane are around 50 words. They better describe the agent.

How can you write a bio that sets you apart from the other 10 thousand or more agents?

Tips to Writing a Powerful Bio

Choose 5 words that people would use to describe you... your personality, your way of doing business, the way others describe you. Think of words that are more action oriented, positive, and truly describe you.

Use your name inside your bio. Don't let your reader search for your name. Make sure your reader knows whether to refer to you by your full name or your nickname.

Write your bio in third person as if someone in an advertising or PR agency wrote it.

"Enthusiastic" is the one word used most often to describe Natalie Danielson."

Keep your bio concise, short, in small paragraphs. We just don't have time to read anything in depth anymore. Your reader will scan your bio.

Make sure that your bio includes what you will do for your customers. What do you bring to the table? If you have experience, then explain how they benefit.

"After two decades of teaching real estate classes, Natalie has collected a plethora of humorous stories that she shares in her classes."

Add something personal in your bio that has nothing to do with real estate. If you have a pet, then say something about the pet. If you can sing, then state your favorite song.

"Her Chicago twang can be heard..."

Don't forget about your achievements. It can even be an award you won as a kid. It makes you more interesting. The list isn't as important as what they are and how they contribute. I lead walking tours and won an award from a non-profit organization.

"Natalie is an award winning tour guide."

Find information in your bio that would help connect you with your prospective clients. It can be other hobbies, places you have been, your passions.

Go read your bios and see what you can do to "spice" them up and give your prospects more information about the real "you."

Some Words have a Greater Point Value

When you start to read bios you see some of the same words used over and over. An example might be the word, “Professional.” If you ask an agent today a few words to describe themselves, so many will immediately throw out that word. But what does it really mean? Another word that could be considered as overused would be “responsible” according to a LinkedIn survey.

Here is just a random list of words that might get you thinking about how someone might describe you.

Creative	Factual	Genius	Responsible	Hardworking	Unforgettable
Truthful	Talkative	Talented	Humorous	Unassuming	Compassionate
Terrific	Magical	Achieving	Authentic	Devoted	Sincere
Unique	Honest	Careful	Knowledgeable	Amazing	Joyful
Respectful	Marvelous	Genuine	Generous	Graceful	Friendly
Calm	Gifted	Determined	Passionate	Amusing	Incredible
Fair	Authentic	Tremendous	Bighearted	Skillful	Negotiator
Tough	Understanding	Attentive	Captivating	Fresh	Bright
Fabulous	Super	Lively	Powerful	Empathetic	Worldly
Detail orientated	Strong Presence	Strong willed	Straight Forward	Patient	Sensitive
Expressive	Tactful	Eager	Wise	Easygoing	Likeable
Intelligent	Intense	Imaginative	Clever	Adventurous	Benevolent
Ambitious	Thoughtful	Geeky	Saucy	Energetic	Legend
Cheerful	Dazzling	Decisive	Harmonious	Impartial	Exuberant
Instinctive	Comfortable	Confident	Adaptable	Boundless	Enthusiastic
Mature	Painstaking	Steadfast	Successful	Stimulating	Succinct
Upbeat	Vigorous	Vivacious	Willing	Zany	Zealous
Shrewd	Productive	Receptive	Resolute	Honorable	Warm

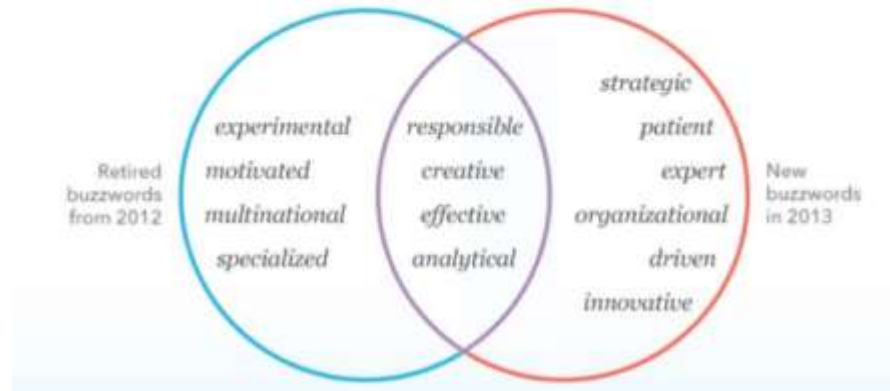
Some words are overused and don’t really describe a real estate agent because of that. “Professional” is one of those words. LinkedIn.com looks at words people use in their summaries and profiles and every year releases a list.

LinkedIn.com Buzzwords

LinkedIn's top ten most overused "buzzwords" for 2013.

- | | | | | |
|-----------------------|--------------------------|--------------------|----------------------|-----------------------|
| 1. <i>Responsible</i> | 2. <i>Strategic</i> | 3. <i>Creative</i> | 4. <i>Effective</i> | 5. <i>Patient</i> |
| 6. <i>Expert</i> | 7. <i>Organizational</i> | 8. <i>Driven</i> | 9. <i>Innovative</i> | 10. <i>Analytical</i> |

Some stayed, some got added, and some went away...



	2015	2016	2017	2018
1	Strategic	Specialized	Specialize	Specialized
2	Organizational	Leadership	Experienced	Experienced
3	Motivated	Passionate	Skilled	Leadership
4	Driven	Strategic	Leadership	Skilled
5	Passionate	Experienced	Passionate	Passionate
6	Track Record	Focused	Expert	Expert
7	Responsible	Expert	Motivated	Motivated
8	Extensive Experience	Certified	Creative	Creative
9	Dynamic	Creative	Strategic	Strategic
10	Creative	Excellent	Focused	Successful

Consider the words that you use on your bio's and profiles!

Send Prospects to your Online Office

Where is your office? The online virtual office, I mean, where you can interact with your prospects?

It would be your website. You need to have a website. You do not need some expensive website with lots of SEO (search engine optimization). There are many developers who will sell you some fabulous site that they promise will get to the top of Google. That all sounds good but do you need a fancy office in a high rise with a neon light? No. You need an office that works for you.

So if you don't have a website then start one now. You can start free and then go to a developer to make it better. Maybe your office has a website company that they are working with. You might decide to go in that direction. Money is the issue. A website can cost you an arm and a leg and just like a desk chair and lamp, it won't make you money unless YOU bring prospects in to sit down.

Your Online Office... Website

- Will have a detailed bio of you.

- You will disclose your firm licensed name on every page.

- There will be photos of you and not just "stock" photos of strangers

- There will be current information that you post regularly

- There will be a blog where you will update what you are doing in the industry

- There will be a contact page

- And, if affordable, an IDX feed so consumers can access listings. But this is not necessarily required.

Some agents use the software for a website from their company. This can be great and easy to navigate... but many of those agents get lost in the process of development. And, it is important to find out what happens with your website should you change companies!

Look at your online office and see if it is current.

If you do not have one, then start one today!

Links to Get to YOU

The internet is like a big trade show online. There are so many booths, lots of noise, and crowds of people. What you want is for your prospective customer to find you, learn more about you, and be able to contact you. Where do you want to take them?

For example, you will most likely have a profile on LinkedIn. But, you wouldn't send a prospective buyer that sees your "For Sale" sign to your LinkedIn profile or to Zillow. You would send that buyer to your website. Ergo, you need to have a website of some sort to bring your clients to. You need to open up the door of your office online.

Therefore, all your social media sites need to point in the direction of your online office.

If your only online office is the page on your company website, then that is the same as sending your prospective client to an office meeting and have them meet everyone in your office! That is why you should have some place on the internet that is truly your office.

When you create bios it is important to have links to take your prospective readers and clients to find you. Make a list of those links and the full URL so you will have it handy when you are creating a bio.

How many links on the internet do you have that go to you!

Creating Profiles

Google	Of course, you do need a Gmail account. This happens when you sign up for a Gmail email account. Start first by putting up a “profile” on Google. There you can include your photo, contact information and the links to websites and blogs. Google is probably the first place that prospective clients will go to find you. Google is the largest most powerful force on the internet.
Corporate site	Go to your corporate site and make sure that you have an updated photo and bio including contact information. You would not believe how many agents don’t do this! Most often this is a free service.
LinkedIn.com	This is like your resume online. You are walked through how to post your profile, links and photos. Then you can create links with others that you know. The most important part of your LinkedIn profile is the heading. Secondly, the summary is your bio and profile. It might be the only other thing that anyone will read. Make sure it is interesting, includes contact information and your website (even though you can enter it later in LinkedIn.. put it in the summary at the top.)
Realtor.com	Well, this is a no brainer... You might want to have a profile.
Zillow.com	In many cases your company gives Zillow the feed of the listings. Set up a profile with picture and contact information. Then go to each of your listings and make sure that you are showing as the listing agent. Do that regularly!
Facebook.com	Facebook could possibility be compared to enhanced white pages. Put a profile on Facebook using your real name and contact information. It is against the terms of service to put up more than one profile. You can also set up a Facebook Page for your business or hobby after you have a profile.
Youtube.com	This is the world’s second largest search engine and it is owned by Google. Video is a very powerful tool that you can use. When you have a google account (see above) then you can have a YouTube Account.
Pinterest.com	This site is growing fast with agents posting photos of listings.
Instagram	This is also one of the fastest growing sites. It is now owned by Facebook.

Yelp.com Yelp is a resource to use to find anything from directions to a restaurant to what to eat. But, your profile and reviews can connect you with many people.

Twitter.com Instant short communication social media site. Only 140 characters or less in a tweet.. but it can include links and photos. It is important to have on your mobile devices even just for security purposes. It has a short section for a bio

This seems like a long list, but actually it is quite manageable. You can sit and in an hour or so.. get to each site and update your profile.

Social networking is a powerful way to connect them throughout the world. Sites like bring people together giving them opportunity to connect. Combine these with instant messaging and you have a whole world out there communicating over that computer screen.

Make sure that your bios on all these sites include you licensed name and licensed firm name to comply with Dept of Licensing laws in Washington State.

How many social media sites are you utilizing? Do you have good bios on each?

Where are your prospects?

Roughly, about 80% of all your future business will most likely have some connection to you.

You business will come from:

- Past clients
- Family
- Friends
- Clubs/ organizations/ church/
- Activities you participate in... sports, classes, hobbies
- Non profit organizations you support

You need to have a good database! Look at the database that you currently are using. Make a commitment to update it weekly and add names regularly. You can have that database that has thousands of names of random people... but the core sphere is most important.

Robin Dunbar did research on primates to see how many other primates they socialize with. Taking this information, it was concluded that most of us have about 180-220 people in our sphere. This is referred to as your “Dunbar Number.” These people all know us by first name. They have your contact information and you theirs... though it might not be accurate.

The average Facebook user in the world has approximately 150 “friends” on Facebook. A study was done in England before the rise of social media and it found that of the participants, they each sent out an average of 150 Christmas Cards. Studies have been done smaller churches that when the congregation hits 150 it is a tipping point many just hover at that number.

So taking that number, make a list of the 200 people in your immediate sphere. Those you need to contact regularly.

Social media give you a number of ways to have databases of people that you know. For example, Facebook friends are part of your sphere. LinkedIn connections give you all their information in their profiles. It is time to go to those sites and get your information updated and check to see how many connections you have.

Do you have a workable database? How many prospects are on the list?

Do you use social media like Facebook and LinkedIn to keep track of prospects?

What is your biggest issue with your database?

The Art of Staying in Touch

Keeping in touch with your sphere is the most powerful activity you can do for marketing your real estate business. This is the key to success in real estate. Your value of your business depends on the amount of contacts and how often you connect with them.

There are many companies out there that will sell you some program that will automatically contact your database with some thing of “value” regularly. There are programs you can purchase to send out canned emails. You can even hire a virtual assistant to call your sphere from a foreign country. But, the power of keeping in touch comes from the personal contact that you have with these people in your sphere.

Though getting your name in front of person in your sphere is one aspect of keeping in touch, it is much more valuable to keep in touch on a more personal level. The day that we had to change our clocks for daylight savings time, I received numerous canned emails from agents to remind me to do it. I didn’t open a single one. But, I got one email that said... “Look what happened to me last year when I forgot to set back my clocks!” That email I opened and read... and to this day remember. That is a much better connection with your sphere.

There are tools you can use CRM’s that you can purchase to track your progress and let you know what you are doing to stay in touch. They might keep track of your last phone call, email, or letter. Some people get caught up in tracking and not enough time connecting.

Have a plan that you put together for a short period of time, for example, three months. During those three months plan to:

- Send an email twice a month to your list.
- Send out something in the mail each month.
- Connect weekly with ten different people via social media; whether you are commenting on facebook or liking their instagram photos.
- Meet with at least 2 people a week in your sphere... belly to belly! Make coffee dates or invite people to something.
- Send two gifts a month to people in your sphere randomly... a random act of kindness. Just mail a gift card, send an interesting book, send a birthday gift because you found out on Facebook when they celebrate!

If you do not have a person’s address or email... then ask for it! If you send out a card, create a contest and if they email back they get maybe a Starbucks card. That is worth it to get the email!

What do you use to keep track of your sphere?

Do you commit to keeping in touch with your sphere regularly?

What is the most difficult thing about keeping in touch?

Is it having a script? Not remembering what the last call was about? Not wanting to pick up the phone.

Why do prospects turn into clients?

Do you know why a prospect would choose to list or purchase a property using your services as their agent? You need to know that. Is it because you...

- Are licensed with a certain company
- Drive a nice car
- Have years of experience
- Have a colorful memorable brand
- Work with a team
- Have a good website
- Buy your clothes at Nordstroms
- Spend money on SEO
- Have your name on For Sale signs
- Send out a newsletter
- Send out a computer generated email.. “change your clocks”
- You mailed an annual calendar with your contact information.

Why would someone choose to work with you? Because they KNOW LIKE and TRUST you!

It is the bottom line of all sales transactions. You are not the only real estate agent they know! You are not the BEST real estate agent (there is always someone more successful, more beautiful, spends more money)

Your prospects have to like you! And for them to like you.... **You have to like them!!!!** You have to really like your prospective clients.

Many agents just plain forget that. Show people in your sphere that you like them!

Most real estate agents will tell you that if they are sued... they knew the client was a problem from the beginning. So choose people that you like!

Choose... CHOOSE ... your clients. Like your clients. Find out what their passions are? How old are their grandkids? What do they like to do?

Even though this is a “business” it is one that involved emotion. Your clients must trust you to help them sell or buy the largest financial investment of their life. Trust is the most important fact to choosing you to work with. Before you have trust you must be likeable!

Choose ten people in your sphere and make a commitment to get to know them better this month.

Create a relationship with prospects

There is a great advantage to knowing hundreds of people. Some people that are famous or popular can be seriously lonely behind the scenes. Knowing people is not going to create a relationship.

A relationship includes interaction. With social media, you can post all kinds of information that is fun and interesting. It can even go viral. But, if you don't connect with people that view your information you are like a television. You need to use social media and make it one step closer to your prospects by creating interaction. That means that you "like" their information as well as noticing when they "like" your information.

The next step is to take any relationship that you create online through emails and social media and take it one step further. Online to offline, sometimes known as OTO, is one way to actually create a relationship. This would mean calling, making appointments, inviting them to something.

Each week you should be focusing on taking two online relationships and taking them offline. Make coffee dates, call them, invite them to something.

Your Future Success

If you want to know what the future will look like, take a look at the past. If you do the same thing you are bound to get some of the same results. This is your opportunity to change the path you are following and create your own future success.

In order to raise the level of success you are experiencing now you need to be found, have better bios, and connect with more prospects creating quality relationships. Then you need to make an intentional effort to connect with people so that you are no longer a “secret agent!”



Are you a Secret Agent?

Complete answers on this form. Mail or scan with evaluation to Professional Direction. It is important to make sure the agent participated in the course material for clockhours.

1. What are the first three entries that show when you google yourself? _____
2. Is it hard to find the real "you" when you google yourself? _____
3. How many other people have the same name that are listed in the search on the first two pages? _____
4. Do you have a recent profile photo? _____

Make a list of 3 things that characterize who you are? What sets you apart from the other real estate agents?

5. _____
6. _____
7. _____

What are two things you bring to your career from your background experience?

8. _____
9. _____

10. What is a reason that your clients would choose you over other agents? _____
11. What are three words that you think should be in your profile/bio that describe you? _____
12. Is there one event, accomplishment, award that sets you apart? _____
13. In the bio's for Jane, what is one word or phrase that stands out for you? _____
14. What is the number one overused word according to a 2013 LinkedIn survey? _____

15. Do you have an online office? A page on your office website? Your own website? _____
16. If you send a client to your website, what will they find? _____
17. The _____ is like a big trade show. All these companies and real estate agents have a booth.
18. How many social media sites link back to you at a website? _____
19. If you send your prospects to the page on your company website it is like sending them to your _____.
20. How many websites have a personal profile of you? _____

What are three sites online that you think are the most important to have your personal profile so prospects can find you?

21. _____
22. _____
23. _____
24. Roughly, what percent of your future business will have a connection to you? _____
25. Robin Dunbar did a study of the number of primates others socialize with. Taking that information he concluded that the average person has about _____ to _____ in their social sphere.
26. The number of people in our social sphere is sometimes referred to as the _____ number.
27. How many people are in your database? _____
28. How do you plan to increase that number in the next year? _____
29. What would you like to change about your database? _____
30. How do you keep track of your database? _____
31. Where do most of your prospects come from? A club, social media, family? Etc? _____

32. Keeping in touch with your sphere is the most _____ activity you can do for your real estate business.
33. A daylight savings time reminder email is much more powerful if it is _____
34. Do you get spam emails from real estate agents, finance people, insurance agents and like to read them? _____
- A good plan to connect with your sphere for the next three months would include the following:
35. _____
36. _____
37. _____
38. _____
39. _____
40. What is one way to get a persons email if you only have the home address? _____
41. What is the most difficult thing about keeping in touch with prospects? _____
42. A real relationship with someone includes _____
43. Each week is could help to take two online relationships and _____
44. If you want to know what the future will look like, look at the _____
45. You need to make an _____ effort to connect with more people.

Name _____ Signature _____ Date Completed _____

You must attach to the Evaluation along with tuition to get clockhours.

Professional Direction

email: clockhours@gmail.com

Thanks, Natalie Danielson, Professional Direction



Mandatory Evaluation

Did you read the material in the booklet on this date? YES / NO

Did you complete the quiz and attach answer sheet? YES / NO

Did you fill out and sign this form? YES / NO

Paid Visa/MC PayPal processes credit cards avail on website. YES / NO

Why did you choose to take this course? Topic? Time? Cost? Ease? Other?

A "clock hour" is 50 minutes. This 3 hour class should take about 2 hrs 30 min. How long did it take to complete the course? _____

Will the material you learned improve your performance?	
Were the course materials easy to follow?	
Were the course materials relevant to your profession?	
Were your objectives met by attending the class?	

What are 3 things that you learned from the course?

1. _____ 2. _____ 3. _____

Are you a Secret Agent?

Print Name CLEARLY	Signature	Company
Address	City Zip Code	Phone
	Email	
License Renewal Date		Date class taken

Thanks for taking this class! I really appreciate the agents that take clockhours from my school! I am always working on my classes and writing new ones!

Professional Direction
email: clockhours@gmail.com
www.clockhours.com