

Part 2- The Gift Basket

Schedule

- Feb 27-May 14th
- Sunday April 21 instead of 23rd

How did you do?

Did you take action on last week's lesson?

How did it feel?

How much is enough? Here are my numbers...

3500 invited (warm)

230 registered (6.5%)

The Big Domino

I have coached people in all kinds of industries, and they all have the same problem and make the same mistakes. (The Big Domino)

1. Agents
2. Investors
3. Chiropractors
4. Martial arts/ fitness
5. Doctors/Dentists
6. Attorneys
7. Business coaches

The first time I used this strategy I owned a martial arts school (brick and mortar business), I had a real estate investment company, and I was a licensed real estate agent. This gave me a unique perspective on how these seemingly very different companies could benefit from working with one another.

Talk to people that are influencers. Bring a “stacked” basket with you as a visual. (Think Easter Basket)

Here is a list of businesses you can start with...

1. Hairdresser
2. Massage
3. Nail salons
4. Members of the chamber (business owners- everyone contributes)
5. Local gym/fitness center
6. Martial arts
7. Dance
8. Gymnastics
9. Yoga
10. Pickleball
11. Tennis
12. Private schools
13. Local hardware store
14. Local mom and pop shops
15. Paint store
16. Attorneys
17. Chiropractors
18. Restaurants
19. Charity
20. Restaurants (as many as possible)
21. Coffee shop
22. Plumber
23. HVAC

24. Electrician
25. Handyman
26. Bowling alley
27. Golf course
28. Lawn and landscaping
29. Photographer
30. Ice cream parlor
31. Movie theaters
32. Cleaners
33. Car wash
34. Pet sitter/doggy day care
35. Pet groomer
36. Veterinarian
37. Insurance agent
38. Furniture store
39. Boat rental
40. Beach rentals
41. Horseback riding

Tips to get 'er done if you have some fear around walking into businesses.

1. Start with businesses that you do business with.
2. Get a marketing buddy (Combined Life model)
3. Get together as a team for an hour like we used to do with flyers (rack cards). Set a timer.

Script

Hi, I'm Bill Storm with XYZ Realty. We're putting together gift baskets as a welcome gift for new home buyers in our community. The goal is to introduce them to our local business owners. Would you like to participate and get some free advertising? You can contribute a coupon, a gift certificate, product or whatever you like.

Or...

Hi, I'm Bill Storm with XYZ Realty. We're putting together a free advertising package for local businesses. Who would be the right person to talk about that?

We're putting together baskets like this one as a welcome gift for new home buyers in our community. The goal is to encourage them to do business locally. Would you like to participate? There is no cost. You can contribute a coupon, a gift certificate, product or whatever you like.