**Initial Build of your Contact database**

These instructions assume you have a Contact Management System (CMS) in place.

IMPORTANT: This is THE most important part of your business. In fact it is your business. You will have to get past any reservations you have about contacting them because they are your friends or relatives. Believe me, you can’t rely on them using you or even remembering that you are a Real Estate agent when it comes to them selling or buying a property. More importantly though is the fact I’m sure you would do a better job for your loved ones than some other agent AND remember this: It’s not always who you know who may need to buy or sell but rather who they know who may need to buy or sell! Furthermore, You may have helped them buy or sell their own home in the past but have you asked them if they want to flip a home or buy a rental? What about people that they know who may want to flip a home of buy a rental? And finally, those who you have helped flip a home or buy a rental may also want sell or buy their own personal home. The bottom line is this: you can never assume what someone else is thinking, needing or wanting to do. You have to ask them!

1. Gather all contact information from:
   1. Cell phone
   2. Face Book
   3. LinkedIn
   4. Instagram
   5. Twitter
   6. Laptop
   7. Planner
   8. Phone list
2. Enter all of these into your CMS.
3. For those contacts where you don’t have an email address you will contact them via whatever medium they are on and ask them for it. Tell them you want to send them something and you will send them something. If you don’t have their phone number you can get that later.
4. Now use what I call the phone book method.
   1. Get a printed phone book – white pages – for you area. If you can’t find one then google it.
   2. Go through the phone book one letter at a time (it’s already in last name alphabetical order), 1st the A’s, then the B’s, and so on.
   3. As you recognize a name write it down or better yet type into your CMS.
   4. If you don’t already have any contact information for them you will google them and see what you can find on Face Book, LinkedIn, etc. Then follow up like you do in step 3 above.

Note: the purpose of using the phone book method is not to identify people you know who are in the phone book (although that will happen and you should record their name too as well as phone number and address). Rather the purpose is to trigger the recall function of your memory for people you do know who’s last name is the same as or similar to the one you read in the phone book. They could be class mates from grade school, former co-workers, etc. After your 1st pass most students go through it again because as your exercise your recall function it gets better just like a muscle.

**What’s next?**

***Always keep with you a notebook, planner or some way to record information and take notes on the fly! THIS IS H.U.G.E !!!***

***I can’t tell you in plain language how many times this has saved my bacon AND made me a fortune!***

Have you ever had the experience of realizing you really needed to remember something and you said to yourself “I’ll write that down later” because you were driving or on the phone. And later you remembered you were supposed to write something down and couldn’t remember what it was? Yeah me neither! HA! What’s worse is when it was a million dollar idea!

Here is where this is relevant to this paper’s topic. Every time you run into someone during the day, always tight their name down – every time – even if you already know the person. Later when you get back home, check and see if they are on your CRM. If they aren’t add them. You’d be surprised at how many people you actually know who aren’t on your CRM!

Whenever you meet someone new, in line at the grocery store, at a party, anywhere anytime – always get their name and write it down. In almost every conversation you have when meeting someone new almost always one of the 1st questions is “what do you do?”. This is the perfect segway to get their get one piece of contact info like email address or phone number. For example you could say “Hey I just helped a ………. Buy a duplex. Don’t talk about you talk about them! Ask “have you ever thought about investing? Man, I’ve got something you should see.” At a minimum record their name and what company they’re with. Then later you can friend them on Facebook and/or connect with them on LinkedIn. When you get home add them to your CRM.

If you get into this daily habit you will build a robust CRM of direct mets and this one thing will provide you with a steady stream of transactions and commissions – especially when you serve both their owner occupant and investing needs!