2. Your Leadership Platform:

Your clients are under siege. They’re bombarded daily with emails, ads, and messages from businesses trying to sell them something. Like a pesky mosquito buzzing around there face, these advertising messages leave them wanting to do nothing less than SMACK! If you think all it takes to book some appointments is to pile on with everybody else, think again. You’ll be just the next in line to get smashed and left for dead. The key to getting a foot in the door, is to position yourself as somebody they know, like, and trust. People do business with people they have relationships with. If you want to generate more appointments, you need to develop more relationships. The Booked system is a step-by-step process for achieving that. It starts with building a leadership platform. Developing Your Leadership Platform At a high level, the plan is to set yourself apart from your competitors. Without this, the other strategies in this system won’t be as effective. You begin developing this platform by owning a targeted group full of your ideal prospects. You can’t just be another Joe Schmoe. Consider a financial advisor who reaches out to a prospect to line up a phone call or coffee. The prospect is thinking “I’ve seen a million of you guys, I don’t need to talk to another one.” When you are the founder of a community targeted to those prospects, people are much more open to your advances. And you’ll get better results. Let’s say you’re in the business of selling software or services to construction companies, specifically commercial construction firms. Imagine now that you’re the founder of “The Commercial Construction Leadership Network” on LinkedIn. With that intro, prospects will recognize you as a leader in the industry. It might seem simple, but the impact it has on your ability to get people to open up to you, is profound. To achieve this effect, you’ll need to create your group on either Facebook or LinkedIn. They’re the most popular online networks, and we’ll talk in a moment about which might be best for you. Our primary focus for this leadership platform is to generate appointments. It’s also great for the secondary purposes of general marketing, brand awareness, content distribution, driving traffic, and more. It takes a bit of time to set up, but once it’s up and running, it will take very little of your time. Now, you might decide you want to spend more time managing your group, but it’s not necessary. The main consideration is simply that you are running the group, and the positioning that goes with it. Make sure to adjust your profile slightly on both Facebook and LinkedIn, to make it clear that you are the founder of your group. LinkedIn or Facebook? Some markets are better for Facebook, some for LinkedIn. Referring back to your ideal prospect profile, you need to be clear about whether your prospects are more likely to engage on Facebook or LinkedIn. Let’s say you’re targeting CEO’s of manufacturing companies. They’re not likely to engage in a business conversation on Facebook. You’ll want to focus more on LinkedIn. But let’s say you’re going after people in marketing, business coaches, or b2c (business to consumer). Then Facebook could be the right play for you. It just depends on your target market. Your initial research in phase 1 (“The Foundation”) should have made this pretty clear, as you already identified the places your prospects are hanging out. In some cases, it’s easier to grow your LinkedIn group initially, if you don’t already have an audience. That’s because you can perform the database build, create your database in LinkedIn, and then invite all of those new connections to join your group. You’re virtually guaranteed to succeed quickly. Facebook can take a bit more time, if you don’t currently have an audience. However, you can use that same LinkedIn database and invite these LinkedIn connections to your Facebook group. This can be beneficial because prospects are a bit easier to identify on LinkedIn. You can do prospecting on Facebook, but it’s much more limited, and building a large database on Facebook takes more time. Thus, we often recommend that you start with LinkedIn, even if your group is going to be on Facebook. Personal chefs is a great example. You can find 12,000+ personal chefs on LinkedIn. Even though they may not spend much time on LinkedIn, you’ll connect with them on LinkedIn as the first step. Then once you’re connected on LinkedIn, you’ll invite them back to the Facebook group. We’ll be talking more about the database build process in the next chapter. It boils down to this: You want your group to be in place before you perform your database build, so you can leverage the positioning to increase the response rate. When you’re reaching out to prospects, they’ll see that you are the founder of your group, giving you instant positioning and credibility. Doing this, you’ll quickly have hundreds of new prospects in your database who view you as a leader. And a marketing asset that will churn out leads for years.

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