

SPHERE MADE SIMPLE

ACCELERATE YOUR SUCCESS
WITH PEOPLE WHO KNOW,
LIKE, AND TRUST YOU.

BRIAN WRASMAN

SPHERE MADE SIMPLE

**UNLEASHING YOUR SPHERE'S POTENTIAL:
A REAL ESTATE AGENT'S GUIDE TO
DYNAMIC SPHERE MARKETING**

BRIAN WRASMAN

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*Dedicated to my loving family --
Britt, Kaden, Gracie, Kensley, & Ashlynn.
Together we can do anything.*

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CHAPTER ONE

The Postcard That Changed Our Lives

Picture this...you wake up one morning feeling refreshed and excited for the day ahead. You have a busy schedule as a real estate agent, but there's something different about today. You don't have to spend your precious time cold-calling strangers, hoping for a lucky break. Nope! You don't have to worry about spending thousands of dollars on marketing campaigns that feel more LIKE a roll of the dice than a sure thing. Instead, your phone buzzes with messages and calls from eager clients who already KNOW, LIKE, and TRUST you. People you've never met are reaching out to you because they've heard incredible stories about your fantastic service. I know how frustrating the marketing game can be. I used to struggle with making hundreds of cold calls

and uncertain marketing, thinking these activities were the only way to grow our business. But once I discovered a different approach, a SIMPLE system, it forever transformed my view of marketing. Let me tell you how I turned the tables and created a thriving real estate business without stress and uncertainty.

Let me paint a picture for you. It was a sunny day in June, and my wife Brittini and I were sitting at the closing table with our clients. We couldn't believe our eyes when they signed the closing documents that would earn us over \$95,000 in commissions. It was our third deal ever, and we had only been agents for a year. You might think, "Wow, you must be experienced agents!" But nope, that wasn't the

**YOU MUST HAVE
A SIMPLE AND
REPEATABLE
STRATEGY FOR
WORKING YOUR
SPHERE.**

case. What brought us this incredible success was something unexpected—a simple postcard. You read that right—a good old-fashioned piece of paper sent through the mail. This postcard opened our minds to a new way of thinking and became the foundation for this book and the strategy I want to share with you.

We tried it again and again, and each time, it resulted in closings, conversations, or referrals that grew our business. I knew we had stumbled onto something special, and I'd love to share this successful strategy with you (unless you're in our local market, just kidding!). The best part is that it's drop-dead simple. Because I need things to be easy if I'm going to make them work. Complicated strategies often never get done (more on that later). So, if you're ready to change the course of your real estate career, let's dive in and discover Sphere Made Simple together.

The Secret Wasn't The Postcard

Brittni and I had always talked about getting our real estate licenses, but homeschooling four kids and having a full-time marketing agency for the past 14 years had always put that goal on the back burner. However, when an unexpected global pandemic decided to keep us in our homes for a few months, and when the state of North Carolina finally approved virtual real estate licensing classes, we took the plunge and got our licenses. We joined a local brokerage, and with 14 years of marketing and lead generation

experience, I was excited to start generating leads and growing our business. Britt was the detail-driven part of our team, and I was ready to crush the marketing and sales side.

I was confident that I could generate more than enough leads to keep us busy, but I ran into some unexpected roadblocks. First, the leads were expensive. I was spending around \$250 per qualified lead online, about \$200 more than I was hoping to pay. A thousand dollars for four leads didn't fit our limited startup budget. So I decided to turn my attention to print postcard farming. Little did I know that I was about to spend a lot of money to learn a simple lesson.

We sent out 1,527 postcards to our geographic farm, and guess what? We received \$5.2 million worth of listing leads. Not bad, right? So what was the problem? It resulted in zero transactions. Zero. In fact, it resulted in zero listing presentations. Britt and I followed up and followed up, but when it was time to meet with the prospects, they would delay, postpone, or simply never respond to us after their initial interest request.

Here is a copy of the initial postcard that we sent to our geographic farm that was customized for each neighborhood:



I was confused, so I set up a meeting with our broker-in-charge, Wendi, to figure out what we were doing wrong. I was desperate to identify why we were failing to produce results. I'm willing to bet you've probably felt that discouraging feeling of failure as well. Wendi said that our postcards looked fantastic, but she asked if we had "worked our sphere" yet. I didn't quite understand her at first. Sphere? What exactly do you mean? She explained that her success as an agent was all because she had spent time "working her sphere of influence." She explained that these were the people we knew in our lives. The people we interacted with

regularly, at church, at our kid's activities, our business connections, etc. At first, I was skeptical because I couldn't imagine our friends and family wanting to talk to us about real estate. Even though I was skeptical, I agreed to Wendi's challenge to try something new. I would design another postcard and send it to just the people "in our sphere." So Britt and I decided that we wanted to develop a postcard that we knew would bring a smile to the face of everyone who saw it, and so we designed this postcard:



We sent it to 224 of the people we knew in our sphere, and within the first 24 hours, **we had 62 people reach out to us** just to say that they got our postcard and how much they loved it. Many of them said that they didn't even realize that we were real estate agents,

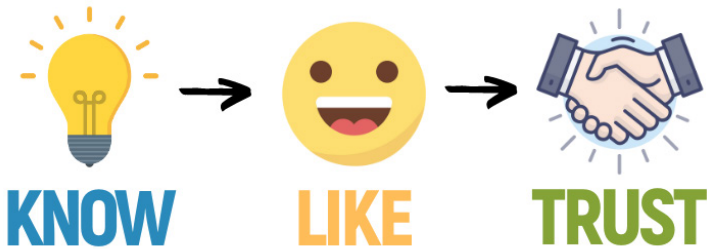
and it was incredible the conversations that that silly postcard created. More importantly, those 62 conversations led to six transactions, including our record-breaking \$2.7 million purchase and that same buyer's \$1.4 million sale that totaled over \$95,000 in commissions for us. We were shocked that such a small investment had such a HUGE return. That

**IN 24 HOURS WE
HAD 62 PEOPLE
REACH OUT TO
US FROM ONE
POSTCARD!**

closing was just one of six transactions that came from that sphere postcard send, and resulted in well over \$100,000+ in commissions. And the crazy thing was that it was about a fifth of the cost as our previous postcard experiment, which had produced nothing but low-quality leads that weren't ready to move forward.

Let's just say these results absolutely blew my mind! I had to know why our results were so different. If we sent the original postcard to 7x the number of people, why did the smaller experiment postcard work so much better? After spending a few weeks dissecting our results, the answer I found was really

quite simple. **It's because people work with people that they KNOW, that they LIKE, and that they TRUST.**



This is the number one reason that most real estate agent marketing fails. Because most agents spend money trying to convince people to KNOW, LIKE, and ultimately TRUST them, all from one ad. This is the reason why cold calling is so ineffective. If they actually answer your call, they don't know who you are, and definitely don't like being interrupted, so why in the world would they trust you? That doesn't mean cold calling won't work for you, but I've found that I don't want to spend my time making a hundred phone calls just to get one potential lead. That doesn't seem like a great way to build your business. Especially when you're armed with the strategy I'm about to show you.

Over the six months following this highly successful and profitable experience, I dedicated the time and

resources to develop a simple, duplicatable strategy (think of it like a recipe) that Britt and I could use, not just in print efforts but also through our social media accounts, email marketing, and text marketing. What emerged was the Sphere Made Simple framework and, ultimately, this book. It also became the sole focus of my marketing agency by helping fellow agents (not in our home market, of course) to offer full-service Sphere Made Simple system execution for their teams. Whether our team does this for you or you have your own team, I hope that it brings you as much success as it has for us and the many agents we work with every day to increase the number of commission checks they receive...**the SIMPLE way!**



CHAPTER 2

Your Unique Advantage

On our recent trip from seeing family in the Midwest, we drove back on I-77 South just about an hour north of Charlotte. We were all very tired of traveling after seven hours in the car. I saw signs for the Express Toll lane as we approached the northern suburbs. I quickly reached for our NC fast pass device. You see, I love the express lane. Even though it's more expensive than taking the regular traffic lanes, zipping by all the other cars that are stopped in traffic feels like you have an unfair advantage over all the other drivers. That's the exact same feeling we had, and you'll have when you implement the Sphere Made Simple game plan. You will feel like you are passing your competition using the express lane as you maximize your sphere.

In the competitive world of real estate, we are constantly seeking an edge over our peers. Agents often invest in advanced and expensive marketing strategies, adopt cutting-edge technology, and refine their negotiation skills to stay ahead. However, amidst all these tactics, one unexpected, unique advantage stands out—the power of your sphere of influence. Your sphere of influence, composed of friends, family, acquaintances, and past clients, is key to unlocking a vast network of opportunities that cannot be easily replicated. Why? Simply because it is the one thing that another agent can not duplicate (unless they steal your identity). Your sphere is your unfair advantage, primarily when you systematically work hard to stay in front of your contacts. This chapter will explore how intentionally building relationships with your sphere can become your distinct advantage in your local market.

Understanding Your Sphere

Your sphere of influence consists of people who KNOW you, LIKE you, and TRUST you. These individuals have a direct or indirect connection to you and are more

likely to engage you in conversations when they are considering buying or selling. Unlike other marketing strategies, the strength of your sphere lies in the personal connections you've established and the trust you've nurtured over time. When our BIC would encourage us to work our sphere, I would struggle because I thought we would have to wait until we had years and years of experience before we would have a sphere to work. But every agent, even the newest agents, has a sphere. You don't have to wait until you have 20 years in the business to generate referrals and stay in front of the people who KNOW, LIKE, and TRUST you. Building and maintaining relationships with your sphere is the foundation of your unique advantage. The personal connections you develop allow you to tap into a vast network of potential clients, referrals, and valuable resources.

I've heard that every person has a sphere of around 250 people. What is exciting to think about is that every single person who knows you also knows 250 people. That means your sphere has the potential to put your message in front of over 60,000 people. By staying engaged with your sphere, you can establish yourself

as the go-to real estate agent, ensuring that your name is front and center in their minds when they, or even better, when someone they know, require real estate services. The agents who stay top of mind will always win. How do I know? It all goes back to that postcard that started this journey. That client didn't know we were in real estate until we sent them our postcard. They had obviously used another agent in the past to buy the house they were currently living in. But our postcard was top of mind, right in front of them at the exact moment it needed to be. They called us instead of their previous agent because our postcard was in their hands in the moment. Imagine the power of staying in front of your entire sphere on a regular basis! Now imagine if your entire team (or future team) was doing the same thing.

Repeated Exposure Brings Credibility

TRUST is the currency of any industry, but especially in the real estate industry. You can show your sphere that they can trust your judgment and expertise and that you always have their best interest in mind. This

level of credibility gives you a significant advantage over your competitors. By intentionally cultivating relationships and consistently demonstrating your knowledge and professionalism, you reinforce the trust your sphere has in you. Your ability to share the

**ONE OF THE MOST
POWERFUL ASPECTS
OF YOUR SPHERE
IS ITS POTENTIAL
TO GENERATE
REFERRALS.**

success stories of your past clients only further builds that trust with your sphere and the people they refer to you. When it comes time to make

important real estate decisions, they will naturally turn to you, knowing they can rely on your guidance. By constantly staying in front of them wherever they are looking (mailbox, email, phone, socials, etc.), you will build credibility in their minds, which will lead to them trusting you and sharing you with their personal sphere contacts.

The Power of Referrals

One of the most powerful aspects of your sphere of influence is its potential to generate referrals. Satisfied clients and individuals within your sphere

who trust your services are more likely to recommend you to their network of contacts. Referrals are highly valuable leads, as they come pre-qualified and carry the weight of a trusted endorsement. By nurturing your relationships and providing exceptional service, you can tap into this referral network, expanding your reach and increasing your business opportunities. In real estate marketing, referrals are the secret sauce that can transform an agent's sphere of influence into a huge success. Referrals have the power to catapult agents beyond the reach of their existing network, expanding conversations that will lead to new sales opportunities. With each referral, agents can prove their worth to a potentially loyal confidant who vouches for their expertise and impeccable service. These referrals are like whispers in the wind, carrying the agent's name far and wide, stirring curiosity and attracting new clients like moths to a flame. They ignite a chain reaction, an irresistible force that fuels

**REFERRALS HAVE THE POWER TO
CATAPULT YOU BEYOND THE REACH OF
YOUR EXISTING NETWORK.**

an agent's reputation, turning them into real estate magnets that attract clients ready to move.

Reactivating Past Clients

Your sphere of influence also plays a significant role in generating repeat business. Past clients who have had a positive experience working with you are more likely to seek your services again. I call this customer reactivation. With a well-crafted phone call or text message, agents can stay in front of their past clients, reminding them of the exceptional service they once experienced. The magic in this constant communication is that agents reaffirm their relationship with past clients and open doors to an abundant network of referrals and recommendations. It's a harmonious dance of reciprocity, where past clients become enthusiastic ambassadors eager to share their remarkable experiences and amplify the agent's sphere of influence. When was the last time that you reached out to your past clients?

Reactivating your past clients is like digging up buried treasure and realizing previously undiscovered value.

You've already worked with these awesome clients before, helping them find their dream homes or sell their properties and giving them a world-class experience. Now, it's time to reconnect and remind them how awesome you are! And guess what? These past clients can be your biggest fans! They remember the excellent service you provided and how you went above and beyond. When you reach out, they'll be excited to spread the word about your exceptional skills to their friends, family, neighbors, and anyone else who will listen. It's like a ripple effect, where each happy client becomes a link in your ever-expanding network. So keep those past clients from gathering dust. Shake off the cobwebs, pick up the phone, and reconnect. Your sphere of influence is waiting to be reactivated, and when you they are, you will see incredible opportunities will come your way!

Staying Top of Mind

Maintaining a presence within your sphere is crucial to maximizing your unique advantage. By regularly connecting with your sphere through various channels, such as social media, email newsletters,

personal meetings, small events, or even good old fashion postcards in their mailbox, you remain top of mind. One of the best ways to stay top of mind is to stand out with imagery that captures attention, just like Brittni and I did with our postcard that you saw in Chapter 1. The funny image we used on the postcard did not sell any houses, but it started conversations and increased our likeability with our contacts. In addition to the humorous content, sharing of valuable insights, market updates, and relevant content positions you as the local market expert, which goes a long way in reinforcing your sphere's confidence in your abilities.

As I mentioned a moment ago, your sphere of influence gives you a distinctive advantage that cannot be easily replicated. By intentionally making new relationships (KNOW), leveraging personal connections (LIKE), and nurturing credibility and value (TRUST), you can tap into the immense potential of your sphere. As you are about to learn, the power of referrals, repeat business, and the ability to stay top of mind are invaluable benefits that set you apart from your competitors. Embrace your sphere of influence as your unique

advantage and watch your real estate career thrive.

Refocusing Your Marketing Priorities

Let's take a trip down memory lane and consider the deals you've closed in the past five years. I'm willing to bet that most came from people you already knew, like friends, family, or acquaintances. That's how it is for Britt and me, with about 93% of our deals coming from our circle of contacts. So, here's a question: If almost all of your deals come from people you already have a connection with, why would you spend most of your marketing money on strangers who don't KNOW, LIKE, or TRUST you? It doesn't make much sense, right? But here's the thing: many agents make that mistake, and it's where their marketing priorities get all mixed up. We'll talk more about this in the next chapter, but right now, I want to challenge your thinking when it comes to marketing. Sure, it would be fantastic if someone saw your ad and immediately called you, begging you to sell their home. But let's be honest—that doesn't happen often. What's more common is wondering, "Is my marketing making a profit?" It's important to keep that in mind and make

smart choices with your marketing strategies.

When it comes to your sphere, your marketing goal shouldn't be making them TRUST you immediately.

**YOUR MARKETING
IS ALL ABOUT
MAKING AN
INTRODUCTION,
NOT A SALE.**

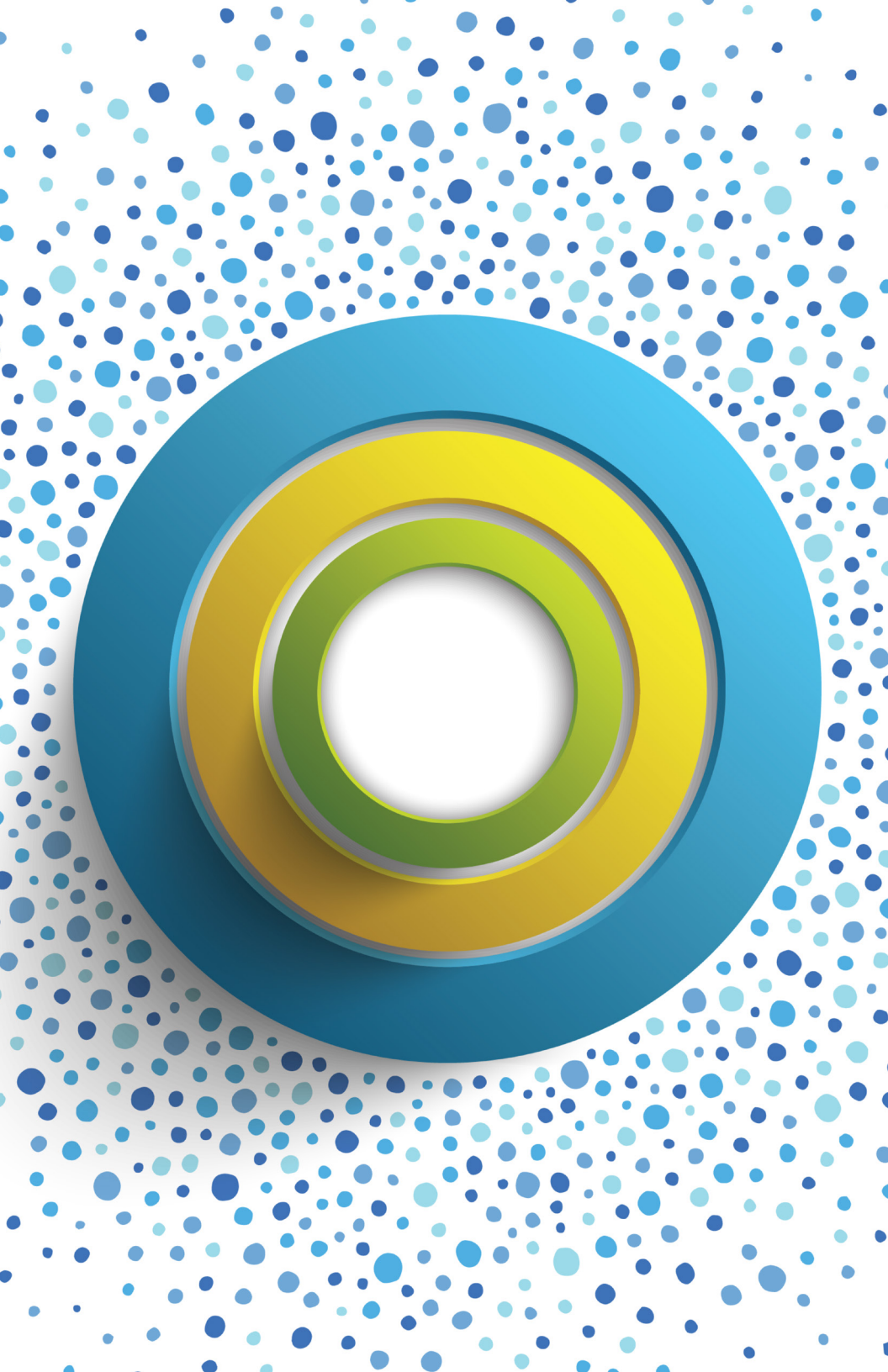
Instead, the focus is to help them get to KNOW you first. Once they KNOW you, there's a chance for a connection to happen, where they

start to LIKE you because of the value and expertise you deliver. And when that connection grows, they might even begin to TRUST you by helping them buy or sell their home. So, the idea is to take it step by step, from knowing you to liking you and eventually trusting you. It's all about building relationships and ensuring people feel comfortable working with you. See, it's not that complicated, right? It's simple.

Focusing on introducing yourself and building relationships through your marketing takes a lot of pressure off your future campaigns. Why? Because the main goal is about something other than making people immediately become your clients. The real

goal is to introduce yourself and let them KNOW who you are. Instead of saying, “Let me sell your house today,” it’s saying, “Hey, nice to meet you. I’m here to help you with your real estate needs whenever you’re ready.” By taking this approach, you create a relaxed and friendly conversation instead of giving the impression that you’re desperately trying to make a sale. Instead, you’re giving people the chance to get to KNOW you over time. And as they get to KNOW you, they might just start to LIKE you, TRUST you, and even refer you to others. So, don’t stress about converting everyone with your marketing. Just focus on making those introductions and building connections. Trust me, it makes a difference and makes your marketing journey much more enjoyable!

**TRUST CAN NOT
BE FABRICATED.
IT MUST BE
EARNED.**



CHAPTER 3

The Three Rings of Your Sphere (KNOW, LIKE, and TRUST)

Your sphere of influence comprises individuals who KNOW, LIKE, and TRUST you. They are, simply put, your biggest fans! Now, picture your sphere as three rings stacked on one another, like a target's bullseye. Each ring represents a different level of connection. In this chapter, we'll dive into these rings and see why each of them is so important. When you nurture relationships within your sphere, it's like watering a plant—you help them grow, and in return, your bank account grows, too (more money for you!). So, let's explore these three rings and see what they're all about. Once you understand how it works, it's like unlocking secrets to success in the real estate world! Ready? Let's dive in and discover what each ring means for your business.

The KNOW Ring (BLUE)

The outermost blue ring (your KNOW ring) consists of people who have come across your marketing or have met you in person. They have a general idea that you're a real estate agent, but they might not know much more beyond that. They might recognize your name and your face or have some basic information about you. These folks are in the early stages of getting to know you better and building a relationship with you. It's like being at the start of a friendship—there's potential, but you're still getting to know each other. So, as a real estate agent, it's essential to focus on nurturing these connections and giving them more reasons to know and like you. The goal is to move them closer to the next ring, where the magic of likeability starts to take shape.

The LIKE Ring (YELLOW)

Moving closer to the center, we reach the yellow LIKE ring in your sphere of influence. This ring is where things get even more exciting! In your LIKE ring, you'll find people who would recognize you at the

grocery store, stop to say hi, and genuinely enjoy your conversation. They would easily spot you in a crowd, greet you with a warm smile and a friendly handshake, and happily engage in conversations whether in person, through text messages, or even online. Unlike the KNOW ring, where the connection is more on the surface level, the LIKE ring represents a deeper bond. These individuals have formed a positive rapport with you, and they genuinely LIKE you as a person. It's like

**FOCUS ON
ATTRACTING NEW
LEADS INTO YOUR
KNOW RING, THEN
BUILD TRUST.**

having a group of friends who always support and enjoy being around you. So, as a real estate agent, it's crucial to foster and nurture these

connections, as they hold the key to building long-lasting relationships and unlocking new opportunities. Can you know someone and not like them? Sure, they're called mothers-in-law (just kidding...I have the best one ever). But in all seriousness, getting someone to LIKE you is critical to moving them into the next ring, which is the ultimate goal.

The TRUST Ring (GREEN)

As we reach the heart of your sphere—welcome to the green TRUST ring, where the magic truly happens. Your TRUST ring is made up of people who have either worked with you before or are currently in a professional relationship with you. They are house hunting or ready to list with you (hopefully both, right?). These individuals have experienced your incredible skills and expertise as a real estate agent, and they TRUST you enough to rely on you and believe in your abilities. The TRUST ring is the pinnacle of connection and credibility within your sphere. These people know that you'll always go above and beyond to help them and provide top-notch service. As a real estate agent, earning the TRUST of these individuals is a remarkable achievement, and it opens doors to even more success because these are the folks who are most likely to share you with their personal contacts. So, cherish and nurture these relationships

**EARNING THE TRUST OF YOUR CLIENTS
OPENS DOORS TO EVEN MORE SUCCESS AS
THEY REFER YOU TO THEIR SPHERE.**

because they are the foundation of your thriving real estate business.

Guiding People into Your Sphere

Every single day, there are countless people in your community who don't KNOW, LIKE, or TRUST you... yet. It's like they're floating around the outer edges of your sphere, far away from any real connection. Some might be closer to entering your KNOW ring, meaning they're starting to become aware of who you are. But others are still far removed and don't know who you are yet. The exciting challenge is turning these strangers into TRUST ring clients within your sphere. It's like bringing them closer and closer until they become part of your inner circle. It might take time and effort, but it's very personally and financially rewarding! The key is to build relationships, earn their trust by providing added value, and show them why they should be a part of your sphere. Remember, guiding people into your sphere is a journey that requires patience and effort. Focus on building genuine relationships, providing value, and delivering excellent service. Over time, you'll see your sphere

grow, and your success in real estate greatly expand.

Marketing to Your Sphere

Rather than attempting to attract outsiders into your TRUST ring immediately, it is more effective to focus on attracting strangers into your KNOW ring first. This requires a shift in your marketing strategy and mindset. Rather than emphasizing immediate transactions, you should aim to make people aware of who you are and establish a foundation for future connections. Your marketing needs to help you stand out in a crowded industry, but it is possible. Focus on providing value and the pain points they might be facing. Perhaps interest rates are high. Show them how you have unique solutions to help them alleviate this challenge.

To keep individuals within your KNOW ring engaged and interested, it is essential to maintain regular contact. I would challenge you to send two mailed monthly postcards to everyone in your KNOW ring. One postcard should evoke a smile, leaving a lasting impression and fostering positive associations with

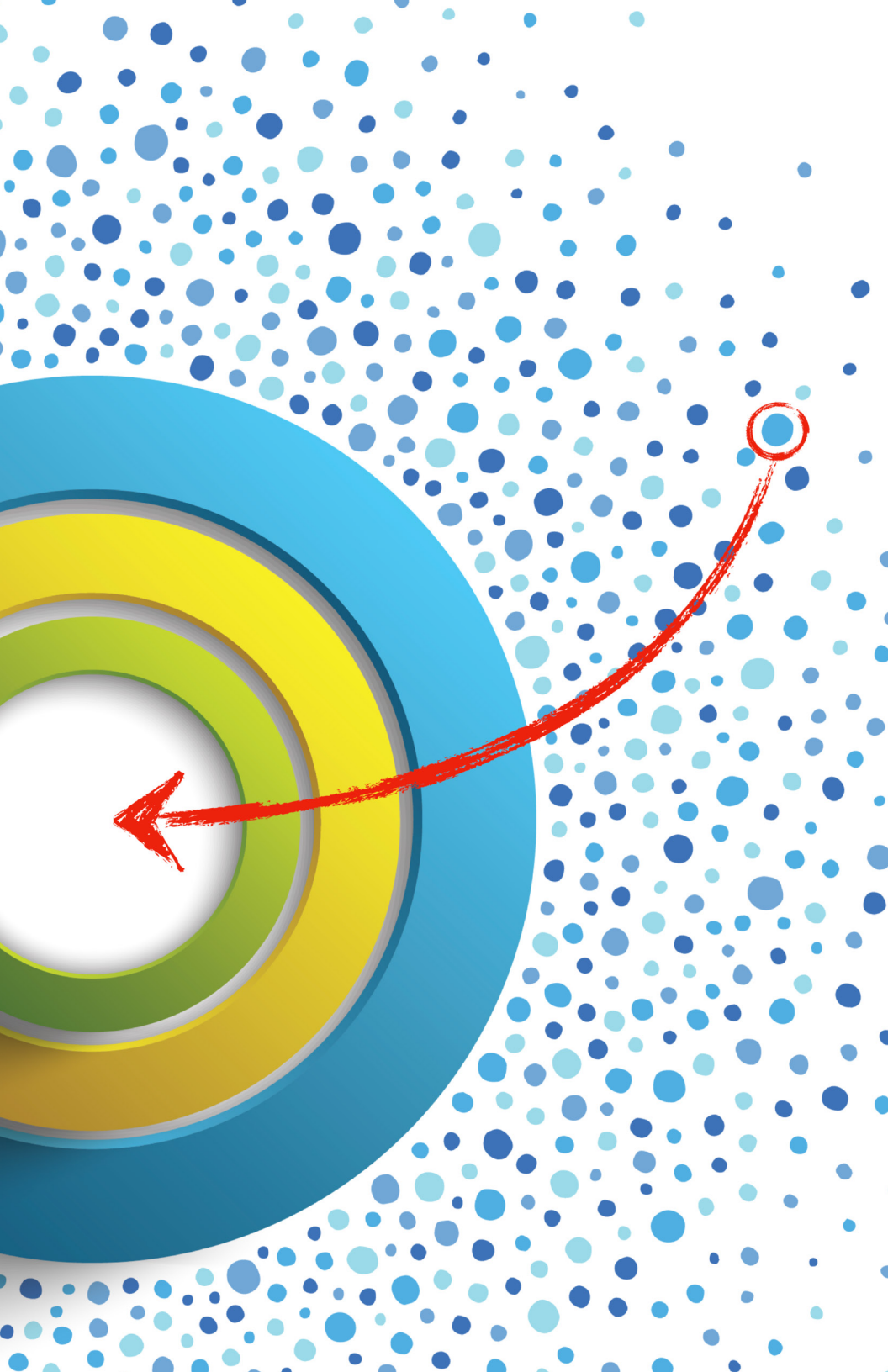
you. The second postcard should provide value, offering market updates, home maintenance tips, local restaurant coupons, or even one of your favorite recipes (they'll hold onto these postcards for a long time). You constantly remain on their radar by staying in front of your contacts with memorable and valuable content.

**YOUR MARKETING SHOULD FOCUS
ON PROVIDING VALUE THROUGH
A SOLUTION TO YOUR PROSPECT'S
BIGGEST PROBLEM.**

Engaging with your KNOW ring creates opportunities for individuals to progress into your LIKE and TRUST rings over time. By consistently providing value and nurturing relationships, you lay the foundation for deeper connections and the potential for future transactions. Remember, every marketing dollar you spend should be focused on getting people to KNOW you rather than immediately pushing for transactions.

Next, focus on building your LIKE ring. These are the folks who genuinely LIKE you and enjoy being around

you. Keep in touch, be friendly, and show interest in their lives. They'll appreciate your kindness and may even recommend you to others. Finally, aim for the TRUST ring. These people have worked with you before or are currently in a professional relationship with you. They TRUST you big time! Keep providing excellent service and stay reliable. As you strengthen these relationships, your real estate career will start to boom. Embrace the power of your sphere and get ready for amazing opportunities to come your way!



CHAPTER 4

Marketing To Your Sphere

Have you ever spent time and money on marketing, only to feel disappointed because it didn't work out as you hoped? Trust me. We've been there too! And the reason for this frustration is simple: you're trying to reach people who don't even KNOW, LIKE, or TRUST you. It's like shouting into the wind and hoping someone will hear you. But here's the thing: it's difficult to achieve success when you're trying to engage with people who don't have any connection with you. That's why this chapter is so important—it's all about building trust and learning practical strategies to nurture your sphere contacts, taking them from being unaware of who you are to trust you in the shortest amount of time possible. As we dig deeper into this, you'll discover fantastic ways to

strengthen these connections and build credibility with the people in your sphere. Get ready to unlock the secrets to real estate marketing success!

Remember, the secret to Sphere Made Simple is a shift in mindset for your lead-generating ads. Rather than trying to close every person you encounter, focus on creating genuine relationships. When you market to someone, it's not about making a sale immediately. It's about getting to know them, sharing your story, and letting them see the real

**FOCUS ON
CREATING GENUINE
RELATIONSHIPS
INSTEAD OF TRYING
TO IMMEDIATELY
"SELL".**

you. By taking this approach, you remove the pressure and allow the connection to develop naturally. You're not just another salesperson; you're someone they can relate to and trust. And guess what? This approach works amazingly well. And it feels more natural. As you focus on building relationships instead of closing deals, you'll find that people are more open, receptive, and willing to work with you.

The key lies in cultivating satisfied clients who become

enthusiastic referrers. By building relationships within your sphere, you can unleash the true potential of your business. This approach may initially seem contrary to conventional marketing wisdom, but it is the foundation for long-term success. The question remains: How do you effectively work your sphere? Let's explore the Sphere Made Simple system that can unlock the true potential of your business, leading to financial freedom and a balanced work-life schedule.

Nurturing Your KNOW Ring

Let's talk about your KNOW ring—the folks who know about you but may not yet have a strong connection. To get them interested and keep them engaged, you can use two key platforms: postcard direct mailers and social media ads and posts.

First up, let's look at postcard mailings. Sending two monthly postcards to your KNOW ring is a great way to stay on their radar. With the first postcard, aim to make them smile and leave a lasting impression. It could be something fun, eye-catching, and somewhat clever. We have found that the more clever our messaging is,

the more response and conversations we have with our sphere. You might feel silly putting something like this out to your contacts, but you want them to remember you and think, “Hey, that real estate agent is pretty cool!” For the second postcard, provide value to them. Share market updates, local recommendations, or helpful tips. Give them something valuable that they’ll appreciate and remember you for.

Next, let’s take a look at social media. Posting three times a week on your personal social media platforms, especially on Facebook and Instagram, is a fantastic way to connect with your friends and generate more engagement. Share interesting stories, cool pictures, or fun facts. It’s a chance to show your personality and let them see the awesome person you are, both inside and outside of real estate. Your friends will be more likely to interact with your personal posts than on your business page, so focus on building those connections using your personal profiles. Think of your business profiles as your marketing platform to people outside your sphere and your personal accounts as focused on connecting with your sphere.

By combining postcard mailings and social media engagement, you'll stay top of mind with your KNOW ring and keep them interested. Remember, it's all about building those relationships and showing them that you're not just an ordinary real estate agent—you're someone they can trust and rely on. Get ready to make a lasting impression and create meaningful connections with your sphere!

Guiding Individuals into Your LIKE Ring

Now let's talk about your LIKE ring—these people genuinely LIKE you and enjoy your company. To keep the connection strong, it's all about delivering value and sparking curiosity. Throughout the year, aim to have four strategic touch points with these contacts. Here's what you can do:

- 1. In the first quarter, offer your LIKE ring contacts an annual house check-in report.** Provide updates on their neighborhood, pique interest about how their home's equity has grown (something everyone loves to talk about), and discuss their financial goals for the year. It's a chance to show

off your knowledge and expertise. Plus, you can help connect them with any vendors or lenders they might need. Pretty cool, right?

- 2. Send them a personalized video text message when the spring market comes around (from April to June).** In this message, update them on the value of homes in their neighborhood. Show them the current trends in the market and encourage them to refer their friends or family to you. You're like their real estate expert, sharing valuable information!
- 3. During the holiday season, make drop-by visits to show your appreciation.** It's a chance to stop by, say hello, maybe bring a small gift, and tell them how much you value their connection. It's all about keeping that personal touch.
- 4. And finally, engage with their social media posts throughout the year.** Comment on their pictures or posts, ask questions, and show interest. This helps stimulate engagement and strengthen your relationship even more.

By following these strategies, you'll nurture and grow the connections with contacts in your LIKE ring.

Remember, it's all about providing value, showing appreciation, and staying engaged. These little actions can make a big difference in building lasting relationships with people who LIKE you.

Empowering Your TRUST Ring

Let's talk about the TRUST ring—the heart of your sphere! These people have either worked with you before or are currently in a professional relationship with you. Nurturing this ring is critically important because it can bring you referrals and drive exponential growth in your business.

So, here's what you can do in addition to what you've done with the things above:

- 1. First, show your TRUST ring clients some appreciation.** Send them a special gift or a personal card at least once a year. It's a thoughtful gesture that lets them know how much you value their trust and support.
- 2. Next, establish yourself as a trusted advisor.** Be the go-to person for recommendations and

referrals. When they need help finding a reliable vendor or service, be the one they can rely on for trustworthy suggestions. This strengthens the bond between you and your clients and reinforces their trust in you.

Nurturing your entire sphere is key to building a thriving real estate business. You can transform strangers into trusted connections by building relationships within your KNOW, LIKE, and TRUST rings. And here's the exciting part—you can do all this with the Sphere Made Simple system. It's a step-by-step approach that helps you unlock the full potential of your sphere, leading to financial success and a balanced work-life schedule. So, let's dive in and take your business to new heights together! Get ready to make incredible connections and watch your real estate career soar!

**TRANSFORM
STRANGERS
INTO CLIENTS
BY BUILDING
RELATIONSHIPS.**

CHAPTER 5

The Value of Your Sphere

You may ask, “How much money should I spend on each ring of my sphere?” This is a crucial question, and the answer lies in understanding the financial value that each contact brings to your business. In this chapter, we will explore the monetary worth of each ring and unveil the potential earnings that can be derived from effective sphere-based marketing. So let’s dive into the numbers and discover the financial value of each ring within your sphere. After conducting extensive research and analysis, here’s what I have found to be an effective investment strategy for each ring and what you can expect in terms of commissions (of course this depends on your market values).

The KNOW Ring: Maximizing Awareness

When it comes to your KNOW ring, it's a good idea to set aside about \$25 per year for each contact. Let's say you have 100 people in your KNOW ring. That means you would spend around \$2,500 each year marketing to these contacts. This investment mainly goes towards the two monthly postcards you mail to your KNOW ring contact list. Here's something interesting: based on our own experience, we've noticed that each contact in our KNOW ring brings in around \$1,000 of income per year. So, 100 people in our KNOW ring add up to about \$100,000 of gross commission income (GCI) in a calendar year. To reach \$150,000 in GCI, you would need approximately 150

HOW MUCH SHOULD YOU SPEND IN MARKETING?

For your **KNOW** ring you should spend about **\$25 per year per contact** for marketing (ex: postcard costs). So if you had 100 people in our **KNOW** ring you would spend about \$2500 a year. **Here's a breakdown for each ring...**



contacts in your KNOW ring. It's just a numbers game; growing your KNOW ring increases your chances of hitting your income goals. Let's look at your LIKE ring next...

The LIKE Ring: Cultivating Affinity

Based on our experiences, we recommend setting aside about \$100 per year for each contact in your LIKE ring. This investment brings in around \$2,500 of annual income for each individual in this ring. If your goal is to achieve \$150,000 in gross commission income (GCI), you should aim for approximately 60 people in your LIKE ring.

The \$100 investment covers your four personal touch points with your LIKE ring contacts throughout the year. This includes sending personalized cards, potential gift cards, or extra postcards to engage further and strengthen the relationship. It's all about making those connections meaningful and memorable. This also includes a good CRM software that you can use to communicate and track your contact's journey with you.

In addition to these personal touchpoints, remember to continue sending the bi-monthly postcards and maintaining a consistent presence on social media. This lets you stay in touch and provide valuable content to your LIKE ring contacts. By doing so, you'll keep them engaged and interested in what you have to offer.

Investing in your LIKE ring is an investment in your real estate business's growth. It's all about building those solid connections and nurturing relationships with the people who already like you so they will ultimately trust you.

WHAT IS YOUR SPHERE WORTH TO YOU?

We have measured that our **KNOW** ring generally brings us about **\$1000 of income per year per contact**. So if you have 100 people in your **KNOW** ring, you can expect around **\$100,000 of gross commission income** in that calendar year. Here's what you can generally anticipate in terms of **income per ring...**



The TRUST Ring: The Power of Referrals

Let's talk about your TRUST ring and how much you might want to invest in it. We recommend allocating around \$250 annually for each client in your TRUST ring. This investment results in approximately \$10,000 of income for your business annually. If your goal is to achieve \$150,000 in gross commission income (GCI), you should aim to have approximately 15 people in your TRUST ring.

Building and nurturing solid relationships with the individuals in your TRUST ring should be one of your most important goals. They're not just your clients but also the ones most likely to refer you to others. While a single transaction may not generate a \$10,000 commission, the referrals you receive from your TRUST ring clients can significantly boost your income. Those referrals can lead to multiple transactions and ongoing opportunities for exponential growth.

Remember, investing in your TRUST ring is an investment in the long-term success of your real estate business. These people trust and value your expertise,

and their referrals can be a game-changer for your income. So, prioritize building and maintaining those strong relationships, provide exceptional service, and stay top-of-mind with personalized touchpoints. Doing so, you'll see your business thrive, and your income soar to new heights.

One Lead vs. 10 Years of Postcards

When you consider the numbers, it becomes evident that investing in your sphere is a much more effective use of your time and money compared to cold marketing methods. The average cost of generating a cold lead through conventional marketing approaches is approximately \$250 per lead. By contrast, with Sphere Made Simple, you could send two monthly

YOU COULD SEND 2 POSTCARDS A MONTH TO A SPHERE CONTACT FOR THE NEXT 10 YEARS!

postcards to a contact within your sphere **for the next ten years for less than the same \$250!** This consistency and repetition will build familiarity, leading to conversations, referrals, and ultimately transactions...lots of transactions!

Embracing the Sphere Made Simple Approach

The Sphere Made Simple approach is like a secret weapon for real estate agents. With this approach, you can make your marketing efforts way more efficient and maximize your investment. In his book *Ninja Selling*, Larry Kendall lists several conversion rates for different types of agent marketing. For example, he says that cold direct mail conversion odds are one transaction for every 2000 mailers. Cold calling, he says, is 500 calls to find a single transaction. By working the Sphere Made Simple step-by-step strategy, you won't have to deal with those 2,000:1 conversion rates from cold marketing methods. Those conversion odds feel like you're playing the marketing lottery, just waiting for luck to be on your side. Instead, focus on personal contacts in your KNOW ring. Did you know that your KNOW ring conversion rate is more like 50:1? That's

lightyears ahead of cold-calling and door-knocking!

And here's something even more striking: for every three referrals you receive from your TRUST ring, you should expect to close two transactions. That's the power of trust-based referrals, a 3:2 conversion rate! It shows how important it is to build strong relationships with your clients and earn their trust. Investing most of your marketing dollars into your sphere will be a game-changer for your

**INVEST THE
MAJORITY OF
YOUR MARKETING
BUDGET IN YOUR
SPHERE...IT WILL
PAY DIVIDENDS!**

business. Understanding the financial value of each ring in your sphere and using innovative marketing strategies like the ones you're about to discover can lead to serious rewards. Sphere Made Simple isn't just a marketing system—it's a roadmap to long-term success and growth. By caring for your sphere and nurturing those connections, you can achieve financial freedom, build a thriving business, and enjoy long-lasting relationships with your clients. Do you want your business to be a dream come true? Then it's time to tap into the potential of your sphere!



STEP ONE

STEP TWO

STEP THREE

STEP FOUR

STEP FIVE

STEP SIX

CHAPTER 6

The Sphere Made Simple System

Now that you know how awesome Sphere Made Simple is and how it can supercharge your real estate business, let's get down to the nitty-gritty—how to make it work for you! In this chapter, we will break down the Sphere Made Simple playbook into six SIMPLE steps. These steps are your roadmap to success, guiding you on how to harness the full potential of your sphere.

I will walk you through each step, giving you practical tips and advice. I hope that this becomes your handbook for long-term success. It's like having a comprehensive guide that shows you exactly what to do. Trust me. You'll have everything you need to put Sphere Made Simple into action and make it work like

magic for your business.

So get ready to dive in! We will show you how to master Sphere Made Simple and watch your real estate career take off. It's time to unlock the secrets to success and turn your dreams into reality. Let's do this!

Step 1: Gather Your Contacts

Let's kick things off with the first step of Sphere Made Simple—gathering your contacts. There are **six primary sources** where you can find individuals who are already part of your KNOW ring. It's like finding hidden treasures! Here's where to find them:

- 1. First, check out your Facebook friends and connections.** Look at all those familiar faces and identify the ones who live in the market you serve. Make a list of their names and, if you have it, their addresses. This simple activity is like a secret weapon—it's the most profitable action you can take today to grow your business over the next decade. Pretty cool, right?

- 2. Next, review your phone contacts.** Think about the people you've recently called or left voicemails for you in the past six months. These folks already know you, so they typically fall into your KNOW ring. Make sure to add them to your list.
- 3. Another great source is LinkedIn.** Check out your connections on this platform. You might find individuals who know you within your market area. They can be valuable contacts to nurture and add to your sphere.
- 4. Don't forget about your past clients—they are the rock-solid foundation of your TRUST ring.** Make sure you have their information in your database. They've already experienced your awesomeness, so keep them close.
- 5. Next, think about your neighbors.** Even if you don't chat with them regularly, they see you and know you within your community, and can be valuable connections. Add them to your database so that you can send them monthly postcards and connect with them through social media.
- 6. Finally, consider all of your contacts at your children's school, your church, and perhaps on boards you serve on, networking relationships, etc.** Only

add contacts who KNOW you to your blue ring in this final step.

By gathering contacts from these sources, you'll be surprised to see how powerful a network of people you already have. It's like unlocking a treasure trove of potential business opportunities. Because you've never taken the time to invest in finding your sphere, this will likely be an eye-opening experience for you. So, gather those contacts and prepare for your real estate career to reach new heights!

Step 2: Skiptrace to Find Addresses

Now that you've gathered your contacts' names, it's time to take the next step—skiptracing! Don't worry; it's not as complicated as it sounds. Skiptracing is all about using online resources to **find the addresses and phone numbers** of the individuals in your database. It's like being a detective, uncovering essential information. In this case, however, you're locating pure profits and an unlimited source of future referrals. Here are **three practical tools for skiptracing:**

- 1. First, there's Remine.com.** This tool is often accessible through your MLS resources, and is like treasure troves of real estate information. It can help you find the necessary contact information for your KNOW ring.
- 2. Another helpful resource is your county's tax records.** These records hold valuable information about properties and their owners. You can use them to find the individuals' addresses and possibly even phone numbers in your KNOW ring database.
- 3. Lastly, there's WhitePages.com.** It's like a virtual phone book and can be an excellent tool for finding contact information. You can search for people by name and location, which is helpful for skiptracing.

By using these platforms, you'll be able to uncover the necessary contact information for your KNOW ring. It's like connecting the dots and ensuring you have all the right pieces in place. So, put on your detective hat and start skiptracing—it's an essential step to take in preparing for the next step, and even though it will take you some time, it's some of the best work you can do this year for your business. Find those addresses

and get ready to make meaningful connections with your contacts!

Step 3: Organize Your Contacts in a Database

Now that you have those addresses, it's time to get organized! You want to **make sure you have all your contacts in one place**, like a database spreadsheet or, even better, a CRM (Customer Relationship Management) system. It's like having your own personal assistant to keep everything in order. We have developed a custom CRM for Sphere Made Simple with an app that keeps your sphere in your hand at all times—it's pretty awesome!

We also use Mailbox Power for our mailed campaigns, and it integrates very well with our CRM, so new contacts are added as soon as we have made an introduction. With Mailbox Power, you can easily send cards, gifts, and postcards to your contacts in bulk. It's SIMPLE! When you have a CRM that works well for you and organizes your sphere, it helps you stay organized and make a significant impact on your business. It's your express lane on the busy road of

all the other real estate agents stuck in traffic.

Using a CRM system lets you have all your contacts in one place, making it super SIMPLE to stay connected and send them thoughtful messages or gifts. It's like having a streamlined system that saves you time and helps you build stronger relationships.

So, take a moment to organize your contacts into a CRM system. You can check ours out at SphereMadeSimple.com. Trust me, it'll make your life much easier and your real estate business even more successful. Get ready to impress your contacts with personalized messages, postcards, and gifts, all at the click of a button. It's time to level up your organization game and watch your business thrive!

Step 4: Collect and Confirm Phone Numbers

To make the most of your communication efforts, it's essential to **collect and confirm the phone numbers of your contacts**. Don't worry; there's a simple way to do it! One way to verify if you have the correct cell phone number is by sending a friendly text message.

It's as easy as reaching out and saying hello! Introduce yourself (always put your name in the message in case they don't have your number saved) and ask how they and their family are doing. It's a great way to start a conversation and show that you care. And here's the best part—if you receive a positive response, it not only means you've initiated a conversation but also confirms that their contact information is correct. How simple is that? And with a good CRM database like the Sphere Made Simple CRM, you can view all of your communications with that contact in one dashboard to go back and review your past conversations. That can be extremely powerful!

Once you've verified their phone numbers through text messages, add those numbers to your CRM database. This way, you can use them for future text communications. It's like building a direct line of communication with your contacts right at your fingertips.

Collecting and confirming phone numbers opens up another avenue for staying connected and building relationships with your contacts. So, get ready to send

those text messages, gather and confirm the correct phone numbers, and add them to your database. It's all about effective communication and making meaningful connections. It's all about keeping those conversations flowing!

Step 5: Create Your Marketing Essentials

To improve your interactions with your contacts, it's important to have some essential marketing tools in place. These tools will help you showcase your awesomeness and build stronger connections. Here's what you need:

- 1. First, you'll need a website or a landing page (one-page marketing website) that reflects your branding.** It's like your online home where people can learn more about you and what you do. And here's a pro tip—incorporate an introduction video on your website! Videos are powerful because they help people KNOW, LIKE, and TRUST you more quickly. It's like making a great first impression but in video form.
- 2. Next, let's talk about lead magnets.** These are

“hooks or bait” of valuable information you can in front of your contacts and prospects. They can be in the form of PDFs or videos that provide helpful insights. When someone downloads a lead magnet, they share their contact information in exchange. It’s a win-win—you provide value, and they give you a way to stay connected (and add them to your KNOW ring).

- 3. Having a trusted vendor directory is another important component.** Think of it as your go-to resource when your clients need guidance. Make sure you have it available in print and digital forms, so you can easily share it with your clients and help them find reliable vendors.
- 4. Last, but not least, make sure your social media branding aligns with your other marketing materials.** Consistency is key! Maintaining a consistent look and feel across all your platforms reinforces your messaging and makes a strong impression.

With these marketing tools in place, you’re creating a powerful arsenal to enhance your interactions with your contacts by giving them more ways to get to

know you, trust you, and benefit from your expertise. So, get ready to level up your marketing game and watch your connections grow more substantial. It's time to show the world what you've got!

Step 6: Run the Sphere Made Simple Program

Now that you've done all the prep work, it's time to implement the Sphere Made Simple program. Get ready to see some fantastic results! Here's what you need to do:

- 1. First, send two postcards per month to everyone in your KNOW, LIKE, and TRUST rings.** One postcard should be designed to make them smile—a little dose of happiness in their mailbox. The other postcard should provide value, like sharing market updates or local recommendations. It's all about staying connected and giving them something valuable to enjoy.
- 2. Remember to connect with your contacts on Facebook. Post on your personal social media accounts three times per week** and follow the 4 E's (entertain, engage, enlighten, and encourage) you'll

learn about in the next chapter to create your post content. Share interesting and helpful content that your contacts will love. Your consistency will keep them engaged and show your market expertise.

- 3. Finally, as you meet new contacts in everyday life or get new leads from your website or social media posts, add your new contacts into your KNOW ring in your CRM so that they will receive your future postcards.** Also, be sure to connect with them on Facebook and Instagram so that you can interact with them easily through social media.

The magic of Sphere Made Simple happens as you nurture individuals from your KNOW ring to your LIKE ring and eventually guide them into your Trust ring. You're creating a robust foundation for your Sphere Made Simple program by diligently following these six steps. It's like laying the groundwork for ongoing business growth and referrals. Your sphere of influence will become a powerful source of success in the real estate industry. Get ready to watch your business thrive, and your career soar!

So, roll up your sleeves and prepare to implement

Sphere Made Simple. It's time to make meaningful connections, nurture your contacts, and unlock the full potential of your sphere. Success is just around the corner!



CHAPTER 7

Four Ways To Interact With Your Sphere

When it comes to your postcards and social media posts, they have a specific purpose. They should be strategically crafted to do one of four things: entertain, engage, encourage, or enlighten.



These four things are the secret ingredients for capturing attention and engaging with your sphere. Notice that I didn't mention words like "sell" or "convert." That's because the old-fashioned way of cold marketing and hard selling doesn't work as well as it once did. Trying to sell to them directly would require a lot of money and follow-up, and while you can work extremely hard and see results, it will come at the cost of your time and energy wasted on low-value tasks. Instead, we focus on these four themes to create meaningful connections in our content. To be clear, these are each different types of content and should be used one at a time. Let's explain each:

- 1. First and foremost, your postcards and social media posts should entertain.** They should bring joy, make people laugh, or make them feel warm and cuddly. Imagine going to a movie with a dull story. Would you be entertained? Probably not. Similarly, entertaining content helps people relate to you in a way that not many marketing materials can. A bonus is that it builds your likeability as well!
- 2. The second goal is to engage your audience.** Engagement is all about getting a response. It

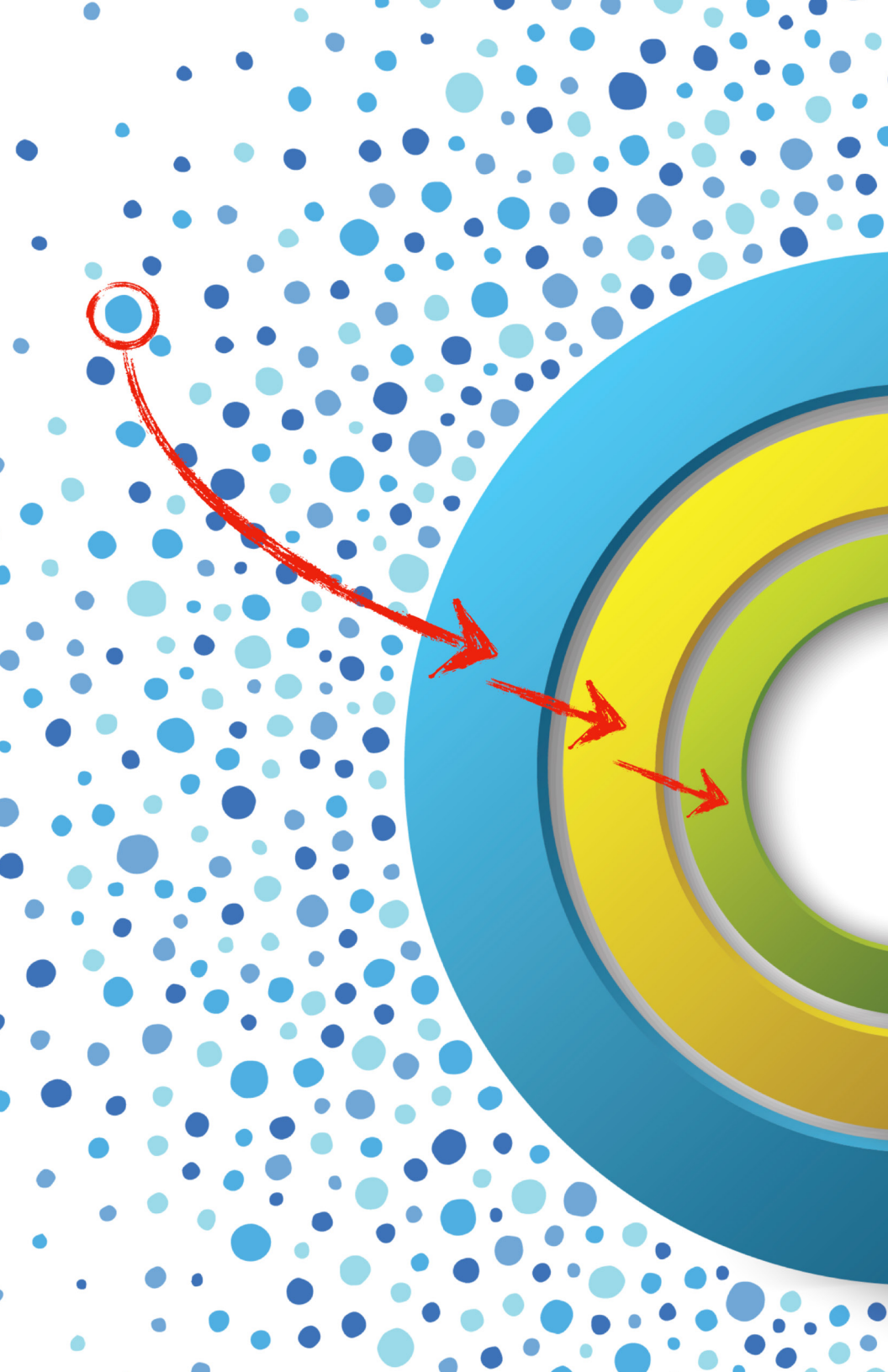
could be as simple as asking a question, running a poll, or sharing a quiz on social media. Britt and I have even run a “Date Night Contest” through our postcards where our sphere contacts have to text us certain information. This is a great way to start conversations with your sphere contacts. By encouraging people to react and respond, like leaving comments or sharing your posts, you activate the Facebook algorithm, which means even more people will see your posts! Remember, engagement helps create connections and build relationships.

- 3. The third objective is to encourage.** This is your chance to offer valuable tips, tricks, and insights surrounding your expertise in the real estate industry. Share advice on improving homes, tips for remodeling, ideas for landscaping, or projects to help homeowners increase the value of their properties. You become a trusted resource in their homeownership journey by standing alongside your audience and offering support and guidance.
- 4. Lastly, your posts should enlighten your audience.** This is an opportunity to educate and inform your sphere, primarily through your social media

posts. Share valuable information about the real estate process, like interesting facts about selling a house or the top mistakes to avoid when buying a new home. By providing relevant and insightful content, you nurture your audience and guide them toward your LIKE and Trust rings.

YOUR CONTENT WILL RESONATE WITH YOUR AUDIENCE IF YOU CREATE ENGAGEMENT, OFFER ENCOURAGEMENT, AND EMPOWER THEM WITH KNOWLEDGE.

By aligning your postcards and social media posts with these four themes, you can expect excellent results and you will see your KNOW ring expand quickly. Your content will resonate with your audience, create engagement, offer encouragement, and empower them with knowledge. This intelligent approach helps you build strong relationships with the people in your sphere and positions you as their go-to real estate professional. As you consistently deliver valuable content that entertains, engages, encourages, and enlightens, you'll see the incredible benefits of nurturing your KNOW, LIKE, and TRUST ring contacts!



CHAPTER 8

The Power of Your Pitch

Let's talk about the importance of communication for your success. Many businesses spend lots of time perfecting their products and services, but when it comes to selling their ideas, they often struggle to find the right words. Well, guess what? The power of words is HUGE when it comes to marketing and sales. And that's why I wanted to dedicate a chapter to your pitch! It's another secret weapon you can use in everyday conversations with new prospects.

We will break down the whole pitch-making process into simple and actionable steps. Words have a fantastic impact, primarily when they're used to talk about a product or service that genuinely offers value and real solutions for your customers. It's like

creating a magic spell that captures their attention and excites them! By harnessing the power of words, you can transform your business and change your life forever. It's yet another skill set you can learn that will set you apart from the other agents in your market. While every other agent is focused on the "features" in their listing presentations, I will show you how you can speak straight to the most significant problems most people face and how you can solve them.



The Perfect Pitch For Any Situation

Have you ever thought about how to quickly explain why someone should work with you? Imagine you

only have a few seconds to get your point across. It's tough, right? Well, that's why having different versions of your pitch is essential! Three versions, to be exact...

1. First, let's talk about the 5-second pitch. This is a super short and catchy line that tells people what you do. It's like those famous slogans you hear, like M&M's "Melts in your mouth, not in your hand" or Olive Garden's "When you're here, you're family." These one-liners make people curious to learn more. You can use your 5-second pitch at events or put it as a headline on your website. Please do not make your 5-second pitch "I am a Realtor." Every other agent says that. Instead, be creative. So Britt and I say this when we're asked what we do for a living..."We ensure that the biggest financial transaction you'll have in life, doesn't blow up in your face!" See how different that feels? Your goal with your 5-second pitch should be to have people respond by saying, "How do you do that?" or "What do you mean?" Those responses show that you have their attention, which is the only goal of your 5-second pitch...to get their attention.

2. Once you have people's attention, it's time for

the 30-second pitch. This pitch is a bit longer and perfect for getting people interested in what you can do for them. But this is important: it's not about you. It's about THEM. You should start by talking about the biggest problem your customers face and then explain how you, as their agent, can solve those problems. The goal here is not to make a sale right away but to make people say, "Hey, I want to know more about this!"

- 3. When people are eager to learn more, you want to share your 2-minute pitch.** This is your entire buying or selling presentation, where you address their problems again, present your solution, and overcome any objections or challenges. Understanding the difference between objections (internal problems) and obstacles (external challenges) is important. Overcoming objections requires convincing, while obstacles need creative solutions. If you would like to see how Brittini and I have creatively addressed problems with solutions in our listing presentation and buyer's presentation, I've recorded a video version of it that you can review at SphereMadeSimple.com.

To wrap it up, **end your pitch with a clear call to action.** This means giving people the next step they should take, like starting their journey with your company. It's essential to build a relationship with your prospects before going straight for the sale. Your pitch should excite them to take the first step and gradually deepen their engagement with your business.

So remember, having different versions of your pitch is crucial. Whether it's a quick one-liner, a slightly longer pitch, or a full sales presentation, being prepared with the right pitch for any situation will help you succeed!

So Now What?

Let's dive into how you can make the most of your pitches for your real estate business. Putting them into action is super important, and you must figure out where and how to deliver your pitch. There are two main ways to share it: online and in-person.

First, let's talk about online platforms, which can be very powerful when sharing your pitch. Your website, social media profiles, email, and text campaigns

are all places where you can make your pitch shine. Use your 5-second pitch as a catchy headline, your 30-second pitch in “about” sections or introductions, and your 2-minute pitch in videos or blog posts. Online tools should focus on getting leads and starting conversations by moving people into your KNOW ring.

As great as online platforms can be for sharing your pitch, don't forget in-person interactions! They give you a chance to share your pitch too. Whether you're at networking events, talking on the phone, or just for the random connections you make every day, your 5-second pitch can pique people's curiosity and grab their interest. Remember to keep the conversation focused on the person you're talking to and what they need.

Having a team (hopefully, you will one day if you don't already) can make your pitch even more impactful. Encourage them to learn, embrace, and use your three pitches. When everyone on your team delivers consistent and effective pitches, your real estate business will be twice as valuable. If you don't already have a team, work hard to create your pitches now

so that as you add future team members, you can quickly and easily share it with them.

By mastering the art of pitching, you'll have a powerful tool to engage potential customers, show them why you're unique, and ultimately close more deals. Every closing starts with a pitch, and with the right words, you can make strong connections that drive your real estate business forward.



CHAPTER 9

Marketing That Produces Real Results

Let's talk about marketing. I know, I know, it's a word that can sometimes make you feel annoyed. You've probably been through situations where you've invested in what seemed like fantastic advertising opportunities, only to get disappointing results. Well, in this chapter, we'll uncover the top 5 mistakes you need to avoid when it comes to your real estate marketing. By understanding and fixing these errors, you can ensure your marketing campaigns work and bring you meaningful results. Let's get started!

**MARKETING ISN'T AN EXPENSE
WHEN IT WORKS CORRECTLY...IT'S AN
INVESTMENT THAT RETURNS PROFIT!**

5 Mistakes To Avoid In Your Marketing

Mistake #1: Making a Vague Offer or Having No Offer

One big mistake that many agents make in their ads is not having a clear and compelling offer or call-to-action. Let's imagine for a moment that you come across an ad that doesn't tell you what you'll get or how it will solve your problem. It's like opening a mysterious box that leaves you confused and unsure. You're left scratching your head, wondering what the ad is about and if it's even worth your time. In many cases, you will not respond to advertisements that don't connect with you. Now, let's flip the script. Imagine seeing an ad that instantly grabs your attention because it offers something irresistible. It directly addresses your needs and makes it crystal clear how it can provide a solution. It's like opening a box and finding exactly what you've been searching for. You feel excited and compelled to take action because the offer speaks directly to you and offers a solution to your problem.

When you have a clear and compelling offer in your ads, it's like a shining beacon that draws people in. It captures their attention and makes them stop scrolling or pay attention to what you have to say. It removes any confusion or uncertainty and provides them with a solution they can easily understand. This offer should be so enticing that people can't resist it. It should make them think, "Wow, this is exactly what I need!"

Having an irresistible offer in your ads makes a huge difference in the effectiveness of your marketing. It's like having a powerful magnet that attracts your target audience and convinces them to take action. When people see an offer that directly addresses their needs and provides a solution, they are more likely to engage with your ad, click through to learn more, and ultimately become a client.

So, remember, when crafting your ads, put yourself in the shoes of your target audience. Think about what they want, their problems, and how your offer can solve them. Make your offer clear, compelling, and easy to understand. When you do this, you'll see a

significant boost in the impact of your ads and, more importantly, in the results you achieve.

**YOUR OFFER SHOULD BE AS UNIQUE
AS YOUR CUSTOMERS...DON'T TRY
TO IMITATE EVERY OTHER AGENT'S
MARKETING.**

Mistake #2: Directing Ad Traffic to Your Home Page

Another mistake that can happen in your marketing is directing people to your home page when they click on your ad. Let me explain why this can be a problem. Imagine going to a massive store with many different sections and products. You walk in, and you're left on your own to figure out where to find what you're looking for. It's confusing, overwhelming, and can make you feel a bit lost. You might wander around without finding what you came for or feel frustrated in the process.

Now, let's apply that same scenario to your online marketing. If someone clicks on your ad and is directed to your home page, it's like dropping them into that

big store without clear directions. Your home page is usually filled with lots of information, navigation links, and different sections of your website. It can be overwhelming for the person who clicked on your ad because they might not know where to go next or what action to take.

To provide a better experience for your potential customers, creating a remarkable landing page specifically designed to match the ad they clicked on is important. This landing page should focus on the irresistible offer you're promoting in the ad and have a clear next-step call to action. It's like having a dedicated section in the store that guides people directly to what they want.

By creating a landing page that matches the content of your ad, you make the whole experience smoother for your potential customers because they will know exactly where to go and what to do. It's like having a store employee guiding them to the exact product they want. This helps them quickly find the information or solution they're looking for, and it increases the chances of them taking the desired action, whether

it's downloading a PDF, filling out a form, or contacting you directly.

So, remember to create dedicated landing pages that align with your ads. Guide your potential customers directly to the relevant content and clarify what action you want them to take. This way, you'll provide a seamless and user-friendly experience that increases the effectiveness of your marketing efforts.

**GUIDE YOUR PROSPECTS DIRECTLY
TO RELEVANT CONTENT AND
CLARIFY WHAT ACTION YOU
WANT THEM TO TAKE.**

Mistake #3: Lack of Ad Congruence

Ad congruency means that the graphics or videos people see in your ad match what they find when they click on it. Let me explain why this is important. Imagine you see an ad for a fantastic car wash soap. It catches your attention, and you want to learn more about it. So, you click on the ad, excited to see what it's all about. But then, you land on a page that talks

about car tires instead of soap. You're left feeling confused and disappointed. It's like trying to solve a puzzle with mismatched pieces and no picture on the box to focus on. It just doesn't work!

To provide a better experience for your potential customers, it's important to ensure that your ad's content aligns with what they see on your landing pages. If your ad is all about the amazing benefits of car wash soap, then the landing page should also focus on those benefits. It should clearly talk about how the soap makes your car shiny, removes tough dirt, and protects the paint. And most importantly, it should have a clear call-to-action that allows people to easily buy the soap.

When your ad and landing page content is aligned, it creates a seamless experience for your potential customers. They don't have to go on a wild goose chase to find what they saw in the ad. Instead, they land on a page that reaffirms their interest, presents your pitch, and provides them with the information they're looking for. It's like solving a puzzle where every piece fits perfectly, making the whole picture

clear and complete.

Keeping your ad and landing page content aligned increases the chances of people taking the desired action. They're more likely to download a PDF guide, fill out a form, or connect with you because the experience is smooth and consistent. So, take the time to review your ads and landing pages, and by doing so, you'll create a cohesive and enjoyable experience for your potential customers, boosting the effectiveness of your marketing efforts.

THE ADS THAT YOU CREATE SHOULD MIRROR THE LANDING PAGE THAT YOUR PROSPECTS WILL SEE.

Mistake #4: Neglecting to Track Marketing Data

Data is fundamental when it comes to making intelligent marketing decisions. Imagine you're driving a car, but you're blindfolded. Scary, right? You wouldn't be able to see the road or know where you're going. It's the same with marketing if you don't keep an eye

on your marketing analytics. You'll be in the dark, not knowing what's working and what needs fixing. It's like driving blindfolded without any sense of direction.

But when you track the correct data and monitor your marketing analytics, it's like having a map that guides you along the best route. You can see which strategies are bringing you success and which ones may need some adjustments. It's like having a GPS that tells you where to turn, recalibrates when there's a crash up ahead, and helps you navigate to your destination.

By tracking your marketing data, you can gather valuable insights about your audience, their preferences, and their behavior. You can see which marketing channels drive the most traffic, which ads generate the most clicks, and which campaigns convert the most leads. This information helps you make informed decisions and optimize your marketing efforts.

For example, let's say you're running two different ad campaigns on social media. By tracking the data, you can see that one campaign is bringing in a lot of website traffic and leads while the other is not performing as

well. With this knowledge, you can allocate more time, money, and resources to a successful campaign and improve the underperforming one (or scrap it).

Monitoring your marketing data also allows you to identify trends and patterns over time. You can see if there are certain seasons or times of the year when your marketing messages are more effective. This helps you plan and adjust your strategies accordingly.

So, remember to keep an eye on your marketing data. It's like having a powerful tool that guides you and helps you make informed decisions. Tracking the right data can optimize your marketing efforts, improve your results, and drive your real estate career forward.

WHEN YOU TRACK YOUR MARKETING'S PERFORMANCE, YOU CAN MAKE WISE DECISIONS FOCUSED ON PROFITABILITY.

Mistake #5: Failing to Share Customer Success Stories

Testimonials and success stories are some of your most powerful tools for building trust with your potential clients. Let's explore why they hold so much power. Think about when a friend or someone you trust recommends something to you. It could be a movie, a new restaurant, or a cool gadget. You're more likely to give it a try, right? That's because you trust their opinion and believe they wouldn't steer you wrong. **Their TRUST gets transferred to you.** The same principle applies to your customers and why your TRUST ring contacts are so valuable.

By sharing testimonials and success stories from your happy customers, you show potential clients you are trustworthy and reliable. It's like having a friend vouch for you. These customer success stories provide social proof because they demonstrate that others have had a positive experience working with you.

Testimonials can be presented in many different forms. You can have written testimonials where customers share their thoughts and experiences in writing.

These can be powerful because they allow potential clients to read about the positive results others have achieved with your real estate services. Even better than written testimonials are short video testimonials. Just imagine, instead of reading words on a page, you can watch and listen to real people sharing their success stories. It's like having your customers speak directly to your potential clients. This creates a more personal and authentic connection. When potential clients see and hear your customers talking about their positive experiences, it resonates with them. They can see the emotions, hear the enthusiasm, and feel the sincerity. It's exactly like having a conversation with a friend who is recommending your services. This kind of connection builds trust and confidence in your abilities.

So, don't underestimate the power of testimonials and success stories. They can significantly enhance your marketing efforts. Whether it's through written testimonials or short video testimonials, they provide social proof and show potential clients that you're trustworthy and reliable. By sharing these stories, you create a strong and compelling narrative that

engages your audience and increases the chances of them choosing you as their real estate agent.

Avoiding these five common marketing mistakes can make your real estate marketing campaigns more effective and successful. So, refine your offers, create dedicated landing pages, maintain ad congruency, monitor your marketing data, and share your customer success stories. These strategies will help you build trust, engage your audience, and achieve success in your real estate business.

The Importance of Landing Pages

When it comes to new customers, there are two types: the ones you pay for and those referred to you. Paying for exposure is important, but the content you put in front of your target audience is just as vital. That's where landing pages come into play. Imagine your website as a magazine. It's got a front page followed by lots of pages filled with content to explore. On the other hand, a landing page is like a single-page flier with one focused objective - to get your prospect to take one step toward your business.

Unlike your website, which has an abundance of links and options, a landing page is designed for one specific action. Studies show that people are more likely to take action when presented with just one option. Websites attract visitors, but landing pages are all about getting new customers. There are three key reasons why landing pages can seriously amp up your real estate marketing campaigns:

1. First, they simplify the development of your ads.

As we discussed in marketing mistake #1, your landing page content should match your ad, whether online or in traditional media. Creating your ad becomes a seamless process when your landing page has a focused message.

2. The second reason is that landing pages make testing and analytics a breeze.

Instead of tracking all the traffic across your entire website, you can focus on optimizing a single page to improve conversion rates. You can run split tests to experiment with elements like headlines, colors, and calls to action. This lets you fine-tune your landing page and make it as effective as possible.

3. The final reason is that they give you control over

the user experience. People usually follow clear instructions when they're given guidance. While visitors to your homepage might wander around aimlessly, landing pages let you guide potential customers straight to the action you want them to take. Having that control increases the chances of conversion and achieving your ultimate goal - bringing them into your sphere.

Next, let's dive into the five essential elements of every killer landing page. By understanding and implementing these elements, you can optimize your landing pages to attract and convert potential customers. Just click on the button below to discover these crucial elements and unlock the full potential of your landing pages in your real estate marketing efforts. Get ready to level up your online marketing potential!

The 5 Essential Elements For Every Landing Page

Now that you understand the significance of an effective landing page, you can see how it acts as a gateway to capture the attention and interest of

potential clients. To ensure your landing page achieves its purpose, five essential elements must be included:

- 1. First, a powerful headline is the key to making a lasting first impression.** You only have a few seconds to grab the reader's attention and compel them to explore further. Your headline should focus on addressing the needs and goals of your customers, serving as the hook that ignites their curiosity and encourages them to dive deeper.
- 2. The second essential element is the presentation of the benefits of working with you as an agent.** Take a customer-centric approach and emphasize the advantages you bring to their lives. Instead of highlighting features, focus on the tangible benefits that will improve their real estate experience. Summarize the top three reasons why they would miss out if they didn't work with you. These benefits can be effectively conveyed through bullet points, an engaging slideshow, or, for maximum impact, a captivating video. If you want to see how Britt and I present this, head over to SphereMadeSimple.com to learn more.
- 3. Building trust swiftly is crucial, bringing us to**

the third element: customer success stories.

Testimonials from satisfied clients serve as social proof. Incorporate these testimonials on your landing page, whether through written text or, even better, video interviews with your happy clients. These testimonials will inspire confidence and credibility in your potential customers, making them more likely to engage with your services.

4. The fourth element is an irresistible offer that your prospects simply can't resist.

Businesses often make offers that are easy to ignore, like a small 5% discount. But if you want to grab people's attention, you need an irresistible offer. It's all about combining benefits and solutions for a truly customer-centric outcome. Price, bonuses, guarantees, speed, and security are all ways to present your customers with fantastic value through your offers. Create an offer they can't refuse, and see your conversion rates go through the roof!

5. Lastly, every successful landing page needs one singular and prominent call to action.

This is the moment when a new lead is generated, and without a strong call to action, all previous efforts would

go to waste. Whether offering a free download, facilitating a free home value analysis, or scheduling an in-person meeting, your call to action must be clear, concise, and compelling. Providing a single call to action eliminates confusion and guides your prospects toward the desired action.

These five essential elements are crucial to the success of your landing pages. A captivating headline, customer-centric benefits, compelling testimonials, an irresistible offer, and a singular call to action all work together to create a high-converting and highly profitable landing page. By incorporating these elements effectively, you can develop a marketing tool that will attract a steady stream of engaged and qualified leads. It will be like having your own personal ATM that keeps spitting money.

The significance of having an effective marketing strategy for realtors cannot be overstated. In a highly competitive and saturated industry, standing out from the crowd and consistently attracting and engaging potential clients is essential. A well-crafted marketing strategy allows agents to showcase their

unique value proposition, build brand awareness, establish credibility, and generate a consistent flow of qualified leads. By leveraging various marketing channels, such as social media, email campaigns, content marketing, and targeted advertising, you can strategically position yourself in front of your target audience and effectively communicate your expertise and services. A robust marketing strategy empowers you to expand your reach, establish long-lasting client relationships, and ultimately GROW YOUR SPHERE!



CHAPTER 10

Replicate Yourself and Build Wealth

Let's talk about something essential for your long-term scalable success: building an amazing team underneath you. It's not just about your efforts - it's about replicating yourself in others and harnessing their skills and strengths. In this chapter, we will dive into why this is so important and how it can take your business to new heights. Now, when I introduce the idea of replicating yourself in others, I don't mean making exact copies of yourself. It's about transferring your knowledge, skills, and work ethic to your team members. It's about taking the Sphere Made Simple game plan and teaching it to every new agent. It is hands down the fastest way to get a new agent launched into their real estate career for the first time. Doing this will create a powerhouse team that shares

your vision and drives incredible results. Not only that but replicating yourself in others also frees up your time. You can focus on higher-level tasks and grow your business even more. Instead of getting stuck in the day-to-day operations, you can trust your team to handle things while you take care of the big picture.

YOU CAN USE SPHERE MADE SIMPLE AS YOUR VERY OWN TRAINING MATERIALS FOR ALL OF YOUR CURRENT AND FUTURE TEAM MEMBERS.

So, how do you do it? It starts with teaching and empowering your team members. Share your knowledge, guide them, and let them learn from your experiences. Give them the tools and resources (like this book) they need to excel. By doing this, you're nurturing a team of talented individuals who can achieve similar outcomes and contribute to your success. Remember, building a winning team is a game-changer. Replicate yourself in others, harness their skills and strengths, and watch your business reach new heights. Together, you'll create a powerhouse team that delivers exceptional service

and propels your real estate business to success. Let's get started on this exciting team-building journey!

To build a winning team, it is essential to identify individuals with the potential to thrive in the real estate industry. It's all about finding the right people who have what it takes to succeed in the real estate industry. So, what should you look for in team members? Keep an eye out for those who show drive, adaptability, and a love for learning. You also want team members who are great at communicating, solving problems (this might be the most significant thing to look for), and working well with others. These skills are essential, as I'm sure you've seen in your own experience. Once you spot promising candidates and recruit them to your team, it's time to invest in their professional development. Provide them with training, mentorship, and opportunities for continuous learning. As I've mentioned, this book and all of our supplement video training available at SphereMadeSimple.com is an excellent resource for onboarding new agents and helping them succeed.

When building your winning team, replication is

important, but don't forget about the unique skills and talents each team member brings. Everyone has something unique to offer! Some team members may be negotiation wizards, while others have a natural talent for marketing or building strong client relationships. To make the most of these strengths, it's crucial to identify them and assign roles accordingly. When you have a team that embraces their talents and works together seamlessly, magic happens. Productivity soars, success is within reach, and you achieve amazing results. It's like leading a symphony where every instrument plays its own part, making beautiful music together.

So, as you build your team, take the time to recognize and leverage each member's unique skills and talents. Identify their strengths and assign them roles that allow them to excel. When you do this, you'll create a powerhouse team that achieves greatness and takes your real estate business to new heights.

It's all about creating an environment where everyone feels comfortable sharing ideas, communicating openly, and treating each other with respect. Together,

you can achieve greatness! So, how do you foster this level of teamwork? Well, start by encouraging open communication. Let everyone know that their voice matters and that you're all in this together. Team meetings and brainstorming sessions are perfect opportunities for everyone to come together, share their thoughts, and solve problems as a team. Keep each team member accountable, and remember feedback! Regular feedback loops allow you to check in with each other to see how things are going so that improvements can be made along the way. You can continuously grow and improve as a team by giving and receiving feedback.

The real estate world is constantly changing, and it's important to keep learning and adapting. Remember, building a winning team is a key ingredient for long-term success in real estate. Replicate yourself in others, recognize and use everyone's unique skills, foster collaboration, promote continuous learning, and be an effective leader. When you invest in your team, you invest in your success. You'll achieve amazing things together and make your real estate business thrive. And with resources like this book

and a robust CRM software, you can truly develop a team with success-driven strategies that are time-tested and future-proof.



CHAPTER 11

Looking For The Express Lane?

Okay, let's be honest. We all want that quick fix, that shortcut, or "express lane" to get ahead of our competition without breaking the bank. But here's the big question: Do you have the time and resources it takes to implement a strategy that can turn your sphere into a powerhouse book of business? See, the truth is many agents are so caught up working in their business that they don't have time to work on their business. It's like being too busy with the day-to-day stuff to focus on the big picture.

Imagine you hired someone to handle all your marketing, including identifying and expanding your sphere of influence. Running your Sphere Made Simple game plan for you. You'd probably need a whole team just to handle everything that needs to be done. So why would you think you could do it all by yourself? Sure, it's possible to do it on your own,

but do you have the time, energy, and patience to make it happen? It's a big undertaking! This was one of the biggest challenges that Britt and I faced as we implemented the strategies in this book. But we were in a unique situation because I already had my marketing agency resources that we could tap into. Sure, we could have done it on our own, but we found that the moment we outsourced the day-to-day work, we had more time to focus on the sphere-building profit-producing relationship tasks.

If you were to do it yourself, here's a list of the people you'd need to build your own marketing team for your business based on my personal experience:

- 1. Marketing Director** - Your main point of contact who will keep you in the loop on everything going on with your campaigns.
- 2. Graphic Designer** - Whether it's a social media post, postcard design, or a magazine ad layout developed...this is the person who will bring it to life.
- 3. Website Developer** - A dedicated web developer ensures your site is up to date and converting

strangers into clients.

- 4. Copywriter** - Never underestimate the power of the written word. Your copywriter will help craft your message and help make your offer irresistible.
- 5. Videographer** - When you need professional media produced, your video specialist will shoot, edit, and render visual content for you to share!
- 6. Social Media Manager** - You need someone who understands social media to create, track, and analyze social ads that convert versus content that doesn't convert.
- 7. Digital Marketing Ad Spend Manager** - This essential role will track your ad's performance to ensure your advertising money is well spent.

That's a lot of folks who represent about \$300,000/year in salary costs alone! So, take a moment to think about it. Do you really want to build your own marketing company? Or is it time to consider other options? This is the greatest reason I developed the Sphere Made Simple marketing team. They are your shortcut. They are your secret weapon. Instead of paying hundreds of thousands of dollars each year, we've already assembled the team for you at a fraction

of the cost.

Your demanding schedule of juggling multiple clients, property showings, negotiations, and contract paperwork keeps you busy enough. Implementing comprehensive marketing strategies and staying updated on industry trends shouldn't be the thing that holds you back. Hiring an agency allows you to delegate marketing tasks, freeing up valuable time to focus on your core responsibilities and client interactions.

Let's talk about investing in an agency. Now, it may seem like yet another expense, but think of it as an investment in your future. It's not just a cost - it can bring you significant returns (six-figure returns) and help you achieve your financial goals. Imagine eliminating debt and living the life you've always dreamed of...it's possible! All you need to do is execute the game plan; we can help!

Our team invented and perfected the Sphere Made Simple strategy. We've got the know-how and the tools to execute it for you seamlessly. Our software

keeps you organized, on track, and right in front of the people who matter most - your sphere! And here's the best part: we've tested it ourselves. We use this same method to stay connected with our own sphere which is always growing through our marketing campaigns.

Now, you might think, "If this works so well, why aren't you just using it for yourselves?" Well, my friend, we are! But here's the thing: we only work with one agent in each city, so we're not sharing our secret sauce with our local competition. But a strategy this powerful shouldn't be limited to just us. That's why we've built this marketing team that we're excited to share with you.

Our team knows their stuff. They'll help you maximize your marketing budget, target the right audience, and generate leads. They have the expertise and industry insights to ensure your investment pays off. With their help, you can achieve better results, save time, and avoid costly mistakes.

Now, I know it may sound like I'm giving you a sales pitch here, and well, I am. I'm connecting with you on

a common problem we all face and offering you a great solution. You don't have to use our team if you don't want to. In fact, another agent might already be working with us in your community (you can check **SphereMadeSimple.com** to find out). But don't worry - even if someone else has the exclusivity; you still have all the tools and knowledge you need in this book to make a difference in your career. I've laid out the pathway to success for you...all you have to do is take the first step.

Think of us as your "express lane" to success. Sure, it costs money, but isn't that better than being stuck in standstill traffic with all the other agents in your market who are going nowhere fast? When you partner with our team, you immediately unlock all the resources you need to activate your sphere. We take care of your postcards, social media posts, and marketing campaigns, and we even built an amazing CRM app that puts all your sphere communication right in your hand!

Real estate success doesn't have to be complicated. We've found a way to simplify it, and we can't wait to

share it with you. Are you ready? Prepare to experience the incredible transformation that comes with having your Sphere Made Simple!

YOU ALREADY **KNOW** WHERE YOUR NEXT CLOSING WILL COME FROM.

"Sphere Made Simple" is a comprehensive guide designed specifically for real estate agents seeking to harness the power of their sphere of influence. In this book, agents will discover proven strategies and techniques to effectively market themselves to the people who **know, like, and trust them.**

With a focus on building and leveraging relationships, this book provides actionable insights and practical advice on how to tap into the immense potential of your sphere. From cultivating a strong personal brand to developing tailored marketing campaigns, agents will learn how to position themselves as trusted advisors and top-of-mind experts in their local market.



Brian Wrasman is a nationally recognized marketing speaker and trainer. In 2020, he and his wife Brittni got their real estate licenses during the pandemic, and they quickly set records in their office by utilizing a **simple approach** to working with their sphere of influence. Brian now dedicates his time, when he's not helping clients buy and sell houses, to working with agents to maximize their sphere marketing. You can learn more about his story and request Brian to speak for one of your upcoming events at SphereMadeSimple.com.

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