

# Next

*the Woman's beginner*  
*guide to* Real Estate

By Nicole Briggs









# A Special Note:

**To my kids**... I do this for you... for us. This guide is years of my success and failures along the way while raising my greatest accomplishments in life... my kids.

My hope is for each of you to see, you can do or be anything, if you're willing to work for it. No dream is ever too big or too ridiculous. The balance of career and mom hasn't been easy and I'm grateful for the opportunities I've had to give it my all... I hope you believe you can be anything you want to be and I hope you always take with you, my voice saying, *"You've got this and you're worth it"...*

Love forever,  
Mom







**To my husband...** Bless your heart... Thank you for not giving up on me when times were REALLY tough and for all of your sacrifice along the way. Those 6 years we lived 3hrs and 56 minutes apart were nothing shy of brutal. I can only hope we make up for it in the next chapters to come. You're my best friend and I'm grateful for you. I'll still probably always be 15 minutes late some things just never change...but... I'm dedicating the success of my business to you and the kids, I wouldn't trade one thing about it... now it's time for me to pay it forward and help others and this is my next adventure, I'm grateful you'll be right here with me.

**And to YOU!!!**...CONGRATULATIONS!!! You awesome, wonderful, lovely woman who is trying to figure out what the hell you're supposed to do next ... GIRL, I got you!

I promise I won't leave anything out if YOU promise to jump ALL the way in. RE is the most amazing business in the world and the most rewarding if you let it be. So, thank you for allowing me to be your Mentor and your Gal Pal throughout your journey... When in doubt, I'll be here for you... So, let's give it a go right now. This is how I am going to "SHOW UP" for you and how YOU are going to "SHOW UP" for YOURSELF".



Now, this book is all about helping YOU build a wildly profitable real estate business, even if you're just getting started.

Even if you have ZERO sales experience, ZERO customers and ZERO clue of what to do next... This book will help you.

And, I'm not going to sugar coat. This business is NOT easy. You're going to have to work harder, faster and more efficient that you ever imagined...

But one thing I know for sure is you CAN freaking do it!

Now, I want you to say out loud:

➡ **Yes! ....**

Come on, I can't freaking hear you...

➡ **SAY YES!**

That's better now add this...

➡ **YES! YES I CAN!**

Now LOUDER for the people in the BACK!!! (The Naysayers, the negative Nelly's) And add this!

➡ **YES! YES I CAN... AND I WILL!**

I sure was hell believe it. I believe in you. I'm here for you and this is just the beginning...

I'm so, so, so excited for you and can't wait for you to get started!

Cheers to this amazing opportunity and incredible career in Real Estate we get to share.

Much love,  
Nicole





# Intro to Next...





# Introduction



## The Real Estate industry has done a complete 180 pivot...

The old ways of doing business in real estate no longer work and the archaic stigma that successful Realtors are only men is 1000% (if that were a thing) no longer true...

What an exciting time to join the many business professionals in creating the ultimate life you desire through a career in real estate.

The sky's the limit they say... You can have anything you want as long as you work for it.

Do these cliches sound familiar?

There has never been a time where there has been so much movement across the country. Cities are booming, growth is exponential and the best news is... you're a licensed Realtor and ready to become a part of it.

However, one of the most common questions I am asked is this...

*"Hey Nicole, I just became licensed (or 'I'm a newer agent') and I feel totally stuck! I mean... Where do I even begin...?"*

Talk about sucking the wind out of your sails when you show up for your first day at the office and the hustle and bustle around you is poppin' and there you sit... or stand... wondering, "What am I supposed to do now?"

As luck would have it, this book is going to answer this question for you!

You'll learn what you need to begin doing, who you should be targeting, how to show up for them in person and virtually through social media channels.

Last, but not least, how to become the best version of YOU which will keep them referring you transaction after transaction and year over year.

In this book, I'll be giving you all my best practices I've compiled throughout my 15 year career in Real Estate.

There is never a better time to begin than now, all you need is some direction, guidance which I'm here to give you and the last part is on you.

Your DESIRE to follow through and begin by putting your best foot forward with this e-book.

### You'll be learning:

- ☆ The secret to guaranteeing your success from the start
- ☆ **You crushed it!** The FIRST thing you should do after you've passed your real estate exam
- ☆ IMPORTANT: Ask these exact questions when interviewing brokerages
- ☆ Why most realtors fail (and how you can avoid becoming just another "*somber statistic*")
- ☆ The **ONE THING** you need to attract clients - just like magic
- ☆ **The quickest way to build your client database** - without boring cold calling and tedious door knocking
- ☆ My best kept secrets unveiled: effectively communicating in a way that actually converts clients
- ☆ **Foolproof** steps to finding your "tribe" of hot and ready clients who want to work with you
- ☆ **Why you need to STOP wasting your time cold calling... and what to do instead**
- ☆ The ONE THING you need to deliver a winning presentation, every time
- ☆ My BEST tips for avoiding burnout and staying **HIGHLY** motivated

And so many more valuable skills you'll need to know if you want to CRUSH it in real estate, for real. With this e-book and the 5 income producing essentials we call RE Magic, you'll be on your way to building the business (and income) you know you're destined for...





## Chapter 1

# What's Next?





## Chapter 1

# What's Next?

## OMG! You're finallyyy licensed!!!...

With all the stress and pressure to finish the real estate courses, it's no wonder so many people begin and never finish!

**First off, CONGRATULATIONS! For not given up, pushing forward and persevering to pass!**

Now, you're probably wondering, "Okay, great, what's next?"

Since real estate is no "typical" job (you know, a boring 9-5 grind with no freedom to work when you want, how you want to) there's going to be a few things you'll have to do... differently.

I mean, there's no boss to report to, no time stamp to log in to, no "expectations" or really any layed out schedule and list of tasks you have to check off. ✓

I won't lie, it's going to be quite an adjustment... Especially if you're not used to being 'self-employed'. But, just because it's different doesn't mean you should be afraid. That's what I'm here for... Take my hand and I'll guide you step-by-step through how you're going to do this whole "realtor" thang (and rock it).

**First things first, let's cover the secret steps to guaranteeing your success from the start...**

### *Step 1 - Dress for Success*

Just like any "normal" job, you wouldn't show up for your first day and not be in your uniform or dressed for the position would you? You'd look awfully silly if you were a farmer and you showed up in your pencil skirt, patent stilettos and a fresh mani-pedi to pick some ripe potatoes, would you?

That's right, kind of a far fetched example, however I am trying to drive a point home here:

**Don't show up to an interview with a Brokerage (or really anywhere when you're on the job) in the same respect.**

This is a multi-million dollar/billion dollar profession we are in. "Show up" as your best self.

✓  
Wear  
something  
like this >



*Keep it simple and sophisticated... Trust me, ya girl loves sparkles, but I keep them on reserve for cocktail hour ;)*



✗  
NOT this  
<

*And of course, I love wearing yoga pants just as much as anyone... But you've gotta dress how you want to be addressed!*

It's likely you've heard the term, "Dress for success." My agents and students know this is a requirement if you're working for me. Even if you only have one great outfit... wear it. If it makes you feel beautiful, confident and put together... own it. The same goes for when you are attending appointments with clients. Because, here's the deal: This business is all about first impressions. Not fair, but hey, I didn't make the rules here.

So, when you're meeting with clients for the first time, or you have a day full of important meetings, dress appropriate for your profession!! Don't wear holy jeans, baseball caps, tennis shoes, yoga pants, gym clothes or your favorite T-shirt you sometimes steal from your husband. On weekends, you can dress however you like, but at work, you need to be dressing in a way that is appropriate to your profession.

Now, I know you're probably rolling your eyes and thinking "*I didn't become a realtor to have a stuffy dress code,*" but, listen here... if you want to be taken seriously and viewed as the professional I know you will be, you need to be doing allll the things I'm going to recommend in this book. And that doesn't mean you have to wear ugly pant suits and turtlenecks. You can still be fashionable, fun and flirty - just balance it with the right amount of professionalism.



Remember at the beginning how I made you a promise that I'd show you the way? And, not only that, but I'd give you the honest version of what you NEED in order to have success... Well, this is just the tip of the iceberg...

## *Step 2 - Cleaned Car + Ready to Roll*

Now that we've covered what to wear, don't forget to wash your car.... Inside AND out.

**If your car isn't the newest or nicest model, it doesn't matter. It's the way you take care of your car that people will notice.**

Being licensed means you are now a walking/driving billboard for your business... The way you show up matters.

Cleaning your car just proves you take yourself (and your job) seriously.

I mean, can you imagine stepping into a messy car filled with week-old pizza boxes and dirty socks? Yuck! DON'T be that realtor!

*Pro tip: have water bottles and snacks on hand just in case... Sometimes showings can last a long time and it's always adds to that 5-star customer service experience.*



*Squeaky clean inside...*



*and out!*



### Step 3 - The Interview

Your brokerage is the most important decision you'll make in your real estate career, right? WRONG! While your brokerage may have a lot of "shiny" perks - it ultimately does NOT necessarily matter where you park your license - your paycheck, after all, is up to you, not your brokerage.

With that being said, you should interview several brokerages for the "right" fit because the environment you work in and who your broker is DOES matter. (and yes, you are technically interviewing them, even though they're hiring you... Sounds confusing, but that's just one of the many different things you'll notice about real estate).

**Begin by paying attention to the signs you see in the yards or in the windows. This will give you an idea who is carrying the most market share** (meaning those who have the most listings are generally doing the most business in your market.)

Once you've decided on a few different brokerages you'd like to look into, they will all brag about how wonderful they are, so be prepared to ask specific questions so you aren't misled by their "many" accolades. Before we move to the questions you should ask in Chapter 2, **you'll want to take into consideration these 4 things when deciding what brokerages to interview:**

- ✓ **What will the commute time be for you?**
- ✓ **What market are you planning to service?**
- ✓ **Do you want to work with residential specific?**

If so, make sure you aren't calling a commercial brokerage...

- ✓ **What did you want as far as office size?**

And I don't mean the square footage of your office... I mean, do you want to work with a boutique brokerage with very few agents or scale all the way to large brokerage which could have anywhere from hundreds to thousands of agents depending on your market...

Just a few things to think about as we move into Chapter 2...

## Chapter 2

OMG!

Now

What?







## Chapter 2

# What's Next?

**Well, if you look at it this way... It's time to go shopping!!**

There is a ton of apprehension when it comes to interviewing with a Brokerage, however, I am here to give you the skinny... right?

It's important to remember this: **you are interviewing them just as much as they are interviewing you.**

If you think about it this way it takes a ton of the pressure off. Plus, you don't have to worry about all the experience you possibly don't have. This interview is mostly just so YOU can decide if the brokerage is a good fit for you.

*So, here are a few things to ask when interviewing with a Brokerage:*

- ✓ **What can I expect when I come to your Brokerage?**
- ✓ **What are my fees and what do they include?**
- ✓ **Is there a cap to the fees at the Brokerage?**
- ✓ **Is there a transaction fee to the Brokerage?**
- ✓ **Do you have a transaction coordinator which will handle the files at the Brokerage?**
- ✓ **What training or mentorship do you offer for new agents?  
Does the brokerage cover: copies, signs, lock boxes, name ryders, marketing materials etc.?**

*(Brokerage questions continued...)*

- ✓ **Is there private office space available and is there a cost?**
- ✓ **How accessible is the Broker?**
- ✓ **Who is available to help with contracts and other questions I may have?**
- ✓ **Do you have an onboarding process so the transition is smooth? (It takes time to gather all the paperwork so you really don't want to lose momentum doing paperwork)**
- ✓ **Do they offer any leads/marketing for their agents?**
- ✓ **(If so) What's the cost and split?**

And, since you're new to the biz, you probably don't know there are a few red flags to watch out for during the interview process so you don't end up in a messy situation...

*CAUTION! Here are a few things to watch out for...*

- ✗ **No training or guidance**
- ✗ **Limited access to the broker**
- ✗ **The broker is not personable, too busy or unavailable**
- ✗ **Over promising (ex. 80 hours of training each week. How much of that is actually new agent training?)**

Goodness! I wish someone would've told me these questions when I first got started in RE!

These 10 interview questions and warning signs will certainly help you make the right decision for your career unique circumstances. Just make sure to take notes so you can compare and contrast after you've interviewed with every brokerage.

And one more thing... Don't get discouraged if the first choice doesn't pan out... Do what works for you, your family and your kids (if you have any).



## Chapter 3

# Expectation is Everything





## Chapter 3

# Expectation is Everything

### Time to be a student again...

I want to begin this chapter with giving you permission to be a student again. Also, to let you know this: **you won't know everything before you get started... and that is completely okay.**

This is a learn as you go business. You'll feel like you're failing A LOT (Trust me, I know). But, I promise this is all a part of the process...

And the more you put yourself out there and be a doer... the faster you will be able to implement what you learn, and, ultimately get results! So, don't think of it as "failing" but rather on-the-job-training.

In order to grow as quickly as possible in real estate, you'll have to set a few expectations in order to hold yourself accountable.

### Knowledge:

First things first, let's start with KNOWLEDGE. Becoming a sponge and devote each day to learning just one BIG thing. You feel as though you are expected to know everything, right? And, right now, you're probably overwhelmed with the overload of new information you've been receiving since you've started this journey...

But, slow down... I'm not expecting you to know everything... But, you can handle just ONE big thing, right?

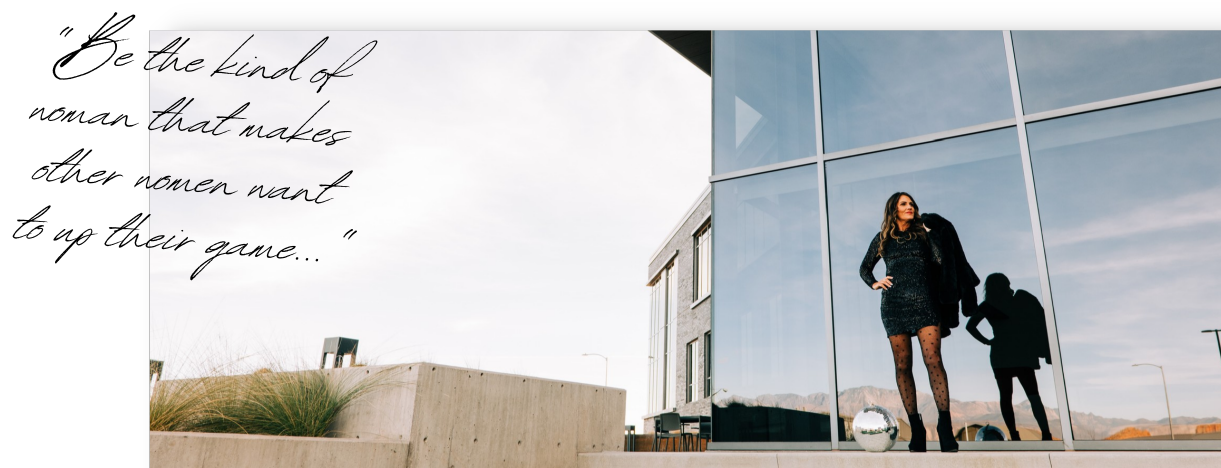
Here's the reason why this method works: **learning with intention makes it stick.**

However, if you want to learn FAST, one of the QUICKEST ways new agents can learn the ropes of real estate requires you to set your ego aside... and ask a top producer for help (especially if you're getting ready to attend an appointment for the first time and have NO IDEA what to do.)

And I know, you want to learn it on your own and feel uncomfortable asking for help... But, look at it this way... paying a referral fee if it closes is far less of an expensive lesson than not getting the deal at all. Plus, you'll get insider information on how a successful agent operates.

The expectation is set like so: You (the top producer) help me (YOU, the rockstar new agent in this case) learn, I'll pay you a small fee.

It's no different from hiring a coach, but this way you get to take the back seat and learn along the way. Just make sure they copy you on everything sent, like: processes, systems the counter offers etc. You want their expertise, but you also need to know how to execute each step along the way so you can emulate a top producing process when you tackle your sales flow solo.



### Success:

Let's just real talk about SUCCESS for a minute and what our expectation of it is... and should be. I can remember listening to mentors telling me what my goals should look like, how much production I should be doing, and what activities I should do in order to become a "successful" agent.

But, here's the thing... Their ideas of success did not reflect mine - just like how mine wouldn't reflect yours. Nobody has the right to be telling you what you should be doing in order to attain success... besides you. At the end of the day, you know what's best for you and what's going to get you there.



At this time, **I want you to write down what success means to you.** Everyone's definition is different. The best part of this whole process is your goal sheet is a working document. As you grow and learn as a Realtor/business woman/entrepreneur your ideas of success will evolve as well too.

**Success to me means...**

**Now, write down the steps you NEED to take, changes you NEED to make, and habits you NEED to develop in order to attain that success...** and dedicate time every day dedicated to realizing these dreams.

**Steps:**

**Changes:**

**Habits:**



Now, let's talk about how you set the expectation in your LIFE. The following are areas you can "control":

- ✓ Hours you will work
- ✓ Daily, weekly, monthly, quarterly and annual goals
- ✓ Family/friend time
- ✓ Me time

It's more than likely one of these bullet points was the driving force that compelled you to get into the real estate business, am I right?

**Now is the time for you to outline your expectations in each of these areas. I want you to honestly ask yourself:**

**How many hours do I ideally want to work each day/week?**

(And yes, you do get to make that decision! You're a real estate agent now. YOU are in control of your schedule, but that doesn't mean you get to take your career lightly. Get serious about how many hours you'd ideally like to work, how exactly you're going to get everything done in that set amount of time and what that means for your family and personal life...)

**What are my daily, weekly, quarterly, and annual goals in both my personal and professional life?**

*You go,  
Goal  
Digger!*

Write down your goals and put them in a place you'll see every single day. Visualization is just the first step in attaining your dreams!

For me, I don't like to work in numbers, so I work on a "deal a week" mentality. Doesn't matter what kind of deal... Listing, buyer, buyer representative agreement, an offer... I just have to get only ONE done. That's it. And that mindset has 1000% shifted the way I do business and has accounted for the majority of my success in real estate.

If you're like me and the numbers trip you up, then I'd highly recommend shifting your mindset to working like this!



## How can I set the expectation with my family so they know why I'm always so busy?

For all you mamas, this one's a tough one... We want only the best for our kids right? But we can't exactly provide the things they want and need if we don't go to work...

Something I always did was tell them exactly that and I always promised I'd be there every day to pick them up from school and make it to their games and competitions. Come hell or high water, I'd be there.

## How can I prioritize myself and personal health so I can show up as the best version of myself?

Here's an idea that sooooo many women struggle with... And I know because I've been

there.

Burnout is real. It's frightening. You feel like you can't move. Can't think. Can't get enough sleep. But, you keep going because you think it's what you have to do, right?

WRONG!

**You can't drink from an empty cup.**



You HAVE to take care of yourself and prioritize your mental, physical, and emotional health if you really want to make it in this business. You'll fade faster than a firecracker if you don't.

And I know, you don't think this step is necessary because you're capable of anything if it means you're providing for your family and, ultimately, surviving... But that's not what this is about.

This is about actually enjoying your career... not resenting it.

Listen - YOU matter! YOUR VOICE matters! But your impact will not be as profound if you don't take the time to prioritize yourself, your health, and your happiness.

Setting your own expectations is what is going to get you through anything. YOU need to hold yourself accountable for attaining the kind of success you desire. YOU need to outline what you expect of yourself and how you intend to get there. I'm here to be your guide and point you in the direction you need to go, but your success is ultimately up to you... How are you going to show up?

## Chapter 4

# You do You!





## Chapter 4

# You do You!!

### There is no one who can be you better than you...

And that's a fact!

In this chapter, we're going to discuss how you can show up as the authentic you and what this means for your customers.

But first -

Have you ever walked into Dillards and the sales professional hardly looks your way as they call out a passive "Can I help you?" or maybe you've been to Chic Fil Ay and their "My Pleasure" response didn't really feel as if it was really *"their pleasure"* to help you. If this has happened to you before, then you know you can see straight through the B.S.

If I've learned anything about being in a customer service based business, it's this: **Be Authentic**

If you are always coming from a place of help and a genuine desire to assist a customer, they will always feel your authenticity and you will always get the results you're wanting.

Conversely, if you are being inauthentic or trying to force the genuine desire to help... you can only fake it for so long. Your customers are smart. They know when you aren't being the true you... and they'll find someone who does actually want to help them.

I'll give you a little example.

When I started my career in RE I would go to these HUGE events and I would see women on the stage with their large teams and HUGE production numbers and think to myself, "If I just carried myself as she did" or, "If I just did everything they were telling me I most certainly would have the same success"...

**#WRONG**

*Look in the mirror...  
That is your competition...*



This couldn't be further from the truth... I gave it a valiant effort too (like 5 years of my life worth of effort).

But, I was tired of living that way. After years of this "valiant," yet exhausting climb to the top, I discovered something... surprising. I discovered "my" version of success was very different from the picture these top producing agents were painting... and the best news was, I could be myself.

I was, after all, a momma of 4 small kids at that time. My life was busy, exciting, messy and what not... but when it was time to work, I worked. I learned how to become relentless about the time I had to work since my kids had to be picked up from school, which meant I only had 5 hours to work.

**And at 2:30 sharp when it was time to close up shop, that was it... It was all I had to give.**



This version of me was very unlike what I was trying to do in my early years of real estate - which, of course, was work 8-10 hours each day, not be present in my kids or my husband's day to day lives and hope and pray that someday it was going to all come together and I would be successful at the consequence of losing valuable time with my family... Nope!

I realized the success was in the small things: setting an appointment with a seller to list their home, getting an agency representation agreement signed, helping the buyers or the sellers achieve what they wanted, working with a new investor and helping them understand cap rates - all within the short amount of time I had to give so I could go home and be there for my kids.

This, my friend, was my big, “Ah-hah” moment when I realized I could be successful in both my business and personal/family life by simply accepting the “little” things as big wins and showing up unapologetically as the person I am - the always late, always in a rush, always running like a mad woman all over town version of myself, who, despite my shortcomings, refuses to compromise on a 5-star customer experience regardless of how “busy” I am - meanwhile, refusing to compromise on being a present and loving mom...

It's a balance I've dedicated many years of my life figuring out and I promise you will too.

And, while it isn't easy, it is the most rewarding feeling when you actually love the life you've built because it's custom tailored to fit your unique needs. And now your kids, your partner, your family, your friends, and your future employees all get to reap the rewards of your kick ass career!

**Now, to attain this kind of success (or whatever your version of success is) you need to know these things:**

- ✓ **Every client has a REASON to facilitate a RE transaction... and YOU get to be the one to walk them through it, step by step.**
- ✓ **YOU get to be the one who was going to ease the stress of it, ensure this all went smoothly and there were no questions left unanswered.**
- ✓ **YOU get to be the one to make the recommendations as to what professionals they can hire for quality work - a friendly service because you are the expert in your field.**
- ✓ **YOU get to show up as your authentic self because you know one thing for sure... you care.**



**This, my friend, is your big WHY and I'm not meaning why you do this job, I am meaning why you will be successful.**

If you care about a client and you always come from a place of caring you will always have enough. **Always doing it for the right reason is the only reason.** Everything else will fall into place if you do a great job, run your business with integrity, and treat others with respect.

It doesn't matter if right now you feel overwhelmed and like there is no end in sight... It will all work out, I promise.

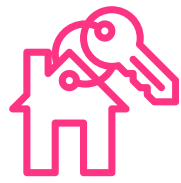
If this doesn't make sense to you now, re-read this in 3, 6, 12 months, or even a year from now. Each time you read this book, you will be ready for different parts of it...

## Chapter 5

# Personality Plus







## Chapter 5

# Personality Plus



**Right now, you're probably thinking, "Great, another B.S. talk on personalities and horoscopes and whatnot..."**

But, I promise this the real deal if you intend to work in ANY field that has to do with people.

**What I'm about to share with you is scientifically proven to help professionals operate a substantially MORE successful business!**

(And yes, I'm sure that stat just made many of you **Analyticals** lean in a little closer - meanwhile you **Expressives** are too busy highlighting every line in bold colors and doodling little squiggly lines in the corners, you **Drivers** are thinking "Kay, get to the point already," and you ever-friendly **Amiables** are smiling warmly and thinking about how nicely the fonts in this book pair together... Yeah, I see you).

Now, all of that probably sounded like gibberish, but if you caught on, you probably noticed I mentioned 4 different personality types: **Analytical**, **Expressive**, **Driver**, and **Amiable**.

It turns out, real estate isn't just about selling houses. In fact, it has almost nothing to do with that!

Sure, that's the end product, but the MAIN goal of real estate agents is knowing your customer and understanding entirely how to effectively communicate with them.

Now, I'm not saying you have to talk all the time. In fact, it's quite the opposite...

**You just have to know a whole lot more about your customer than what kind of house they would like and how many bedrooms they want...**

Which requires a whole lot of listening and paying attention to key personality traits...

If you really want to be an A+ realtor, you'll have to know things like:

- ✓ **How they like to make a decision.**
- ✓ **How they like to be talked to.**
- ✓ **How they will respond to certain information.**

And now you're probably wondering, "But how am I supposed to know those things about people I don't even know??"

Well, the four personality types I mentioned early will give you a few clues.

You can start by paying close attention to how they describe the home they're looking for. Hint: It's about how they describe it that gives away their personality type.

Below is an example of what I mean... But first, let me give you a bit of background information...

I always ask this question to a potential client: **Describe your ideal home.**

**Now, let's pretend for a minute we're working with 4 different clients. They all have the same budget, same criterias, but the way each personality type describes their criteria couldn't be more different.**

Take a look:

#### *Person A*

All on one floor  
3 bedrooms  
2 bathrooms  
2-car garage  
Room for my dog  
LOVE white cabinets  
NEED wood floors  
Light and bright  
Open concept is a MUST HAVE!! Oh and close to the gym, grocery store, my work, and my mom and Aunt Judy!

**EXPRESSIVE**

#### *Person B*

Single Level  
2 or 3 bedrooms  
works for me  
2 bathrooms  
Minimum 2-car garage  
Nice yard with trees and room for a garden  
I like most finishes

**AMIALE**

#### *Person C*

Rambler  
3 bedrooms  
measuring a 10x10 minimum  
1.5-3.5 bathrooms minimum  
2-car garage, 31ft minimum depth  
.25 acre minimum  
\$1800.00/month max.

**ANALYTICAL**

#### *Person D*

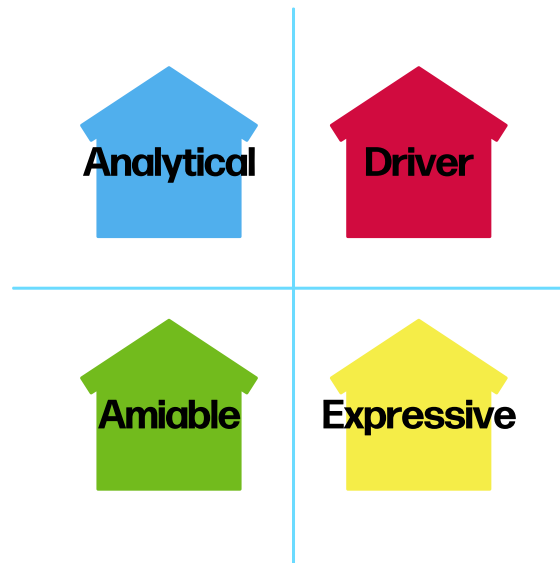
NP  
3 Bedrooms  
2 Bathrooms  
2-Car garage  
NP  
350,000 MAX.

**DRIVER**

This is one of the best things you can do for yourself when beginning your career is become VERY versed on who you are speaking with.

You need to know your customer. I mean, how can you possibly help someone if you don't know how they like receiving, analyzing and responding to information?

Personality profiling is the only way to provide a 5-star experience for every customer - regardless of if your personalities don't exactly "mesh."



And yes, you won't "mesh" with a lot of them. In fact, **your personality is a total TURN OFF to 50% of them.** It's why some people drive you NUTSO and you can't understand why. It's because they communicate and respond on the opposite spectrum of you, as outlined on the graphic above.

Let me explain... Amiables and Drivers tend to not get along because Amiables make decisions and communicate based on emotion, whereas Drivers just want to cut to the chase and leave the emotions at home. Conversely, Expressives rarely think before they act and would rather talk about their dreams, whereas Analyticals want to weigh a decision carefully and are steady idealists.

I personality type every person I meet. It's become a bad habit, really, but I know one thing's for sure: **I know people.**

**Every single one of these types communicates differently than the next and it's your job to know their personality type upon the first phone call so you can know how to best serve them...**

(And BTW if you want to know more about this take a personality test, there is a DISC profile which operates under the same or similar categories... I am a High I,D... This means I am an Expressive, Driver personality... no shock there! However, the best news is no type is superior to another and you can learn to effectively communicate with all 4)

### Qualities of the 4 personality types:

#### DRIVER

- ☆ Objective focused
- ☆ Know what they want & how to get there
- ☆ Communicates quickly
- ☆ Sometimes tactless & brusque
- ☆ Hardworking + high energy
- ☆ Does not shy from conflict

#### EXPRESSIVE

- ☆ Natural sales(wo)man or story-teller
- ☆ Warm + enthusiastic
- ☆ Motivating + communicative
- ☆ Can be competitive
- ☆ Tends to exaggerate + leave out facts
- ☆ Would rather talk about things than do them

#### AMIALE

- ☆ Kind-hearted + avoids conflict
- ☆ Can blend into situations well
- ☆ Wishy-washy + has a difficulty making decisions
- ☆ Loves art, music + poetry
- ☆ Highly sensitive
- ☆ Quiet + soft spoken

#### ANALYTICAL

- ☆ Highly detail oriented
- ☆ Has a difficulty making decisions without all the facts
- ☆ Tend to be highly critical of others
- ☆ Pessimistic in nature
- ☆ Highly perceptive
- ☆ Logical + reasoning

### How to communicate with the 4 personality types:

#### DRIVER

- ☆ Focus on the task + don't waste time
- ☆ Be business-like and factual
- ☆ Provide concrete, exact and organized information
- ☆ Answer "what" questions + don't argue details
- ☆ Discuss expected results

#### EXPRESSIVE

- ☆ Focus on developing a relationship
- ☆ Be enthusiastic, open and communicative
- ☆ Share information, stories and experiences
- ☆ Ask and answer "who" questions
- ☆ Show how your ideas will improve their image

#### AMIALE

- ☆ Be relaxed + agreeable
- ☆ Use the word "we" and be predictable
- ☆ Don't push or rush
- ☆ Create a plan with written guidelines
- ☆ Compliment him/her + be a good listener

#### ANALYTICAL

- ☆ Be systematic + thorough
- ☆ Focus on the task + provide factual evidence
- ☆ Be prepared to answer "how" questions
- ☆ Don't rush + allow time for evaluation
- ☆ Don't get too personal

## Chapter 6

# Your Ideal Customer







## Chapter 6

# Your Ideal Customer



## Who is your ideal customer?

Now that you know who you are and how to communicate most effectively to your type, the next questions you need to ask yourself is this:

### *"Who is my ideal customer?"*

Since you are just beginning or you're newer to the business there are so many facets which encompass our licenses, including: New construction, resale, investment properties, land/development, relocation, first time home buyers, 55+ communities and leasing/fractional ownership properties.

With so many different types of customers, you will find that you tend to attract some over others... (And tend to enjoy working with some over others...)

For example, my daughter is new in the RE business. She bought her first home at 22 which she now uses as a rental. She lived in it for 2 years before getting married and bought a home with her now husband. But, get this, he also had a townhome he lived in before they got married. Now, they have TWO rentals at only 25 years old.

**Since she is new to the RE business, owns two investment properties and has no past sales, what type of audience do you think would be the most attracted to her?**

## **Easy:**

21-31 year olds who are looking to make either their first home purchase or their first investment, right? Because she is actually doing it!

Now, this doesn't mean she shouldn't try to get other business such as resales and New construction, however if she were going to market to a niche and really have a brand message to share, this is a no brainer, right?

Of course, it's always easier to make these decisions for everyone else, but when it comes to our own business we get stuck. So I have included **a few questions you can use to find who your Ideal customer avatar (ICA) is so you can orient your brand messaging to better appeal to these kinds of clients.** (BTW if you want to know more about brand messaging and sharing your voice online, message me for access to my signature guide, The Instaworthy Agent.

## *Begin with:*

**Age:**

**Gender:**

**Level of education:**

**Occupation:**

**Yearly Income:**

**Favorite foods:**

**Favorite vacay spot:**

**Any kids? Spouse?**

**Pets? What kind?**

**Hobbies:**

**What's their "style"? (ex: boho, chic, modern)**

**What personality type do they have?**

**What kind of customer are they? (ex: first-time buyer, investor, new construction, etc.)**

The better you know your ideal customer avatar, the better you can help them because you can speak their language.

**Here is what I know about my ideal avatar:** They are either Drivers, Expressives or Amiables... Although I do work with Analytical personalities, they often pose the biggest challenge for me because they are on the opposite spectrum of my personality type (I tend to drive them crazy and... likewise. We all have them...)

And, the majority of my clientelle have young families or are repeat-referral customers because I focus heavily on my past customers. I know they'll work with me again. I did a great job for them. And I know in 5-8 years they'll be selling again... and I want to be the agent on the job.

That is my ICA. The customer who is with me for the long run.

Take the time to really explore the kind of business you want to run and create... You'll be surprised to discover in 2 years, 5 years, 10 years from now how spot on your ideal customer avatar will be to your actual customer base.



## Chapter 7

# Next-Level Marketing





## Chapter 7

# Next-Level Marketing

## Here's the thing about marketing...

it's the same business, different product.

What I mean is this: No matter what line of business you're in, be it real estate, advertising, hair, nails, and yes, even marketing, they all require the same kind of exceptional service and customer care if you want to succeed.

In order to build a booming business in ANYTHING at all, you need to first and foremost put yourself in your customer's shoes and ask yourself, **"What does [customer's name] need that only I can help them with?"**

The same rules apply to marketing.

When planning a marketing campaign, creating marketing materials, drafting automated emails/texts, organizing social media content and building out your website, your main priority should be making a seamless, easy-to-follow process that solves the number one issue your customer is facing AND builds your credibility as the expert - which, of course in your case is they want to buy/sell/invest in real estate, but something is preventing them from doing so - whether it's nerves, inexperience, bad experiences, or aren't sure if the time is right.

Your job is to bridge that gap and gain their trust through your marketing efforts.

Now, before we get into it, remember this: **Marketing is NOT what you think it is and all the things you think are important, really aren't all that important...** With that being said, don't overthink it, okay?

*Since I mentioned that marketing is NOT what you think it is, let me outline real quick what it is NOT so you can get a better grasp on what it IS all about:*



## *Marketing is NOT advertising*

Although marketing + advertising are terms often used synonymously, they are NOT the same thing.

Advertising is the act of dispersing the word about your product/service...

While marketing is the strategic process by which you do so.

Lemme, explain...

When you're creating marketing materials, you're marketing. When you're drafting copy about your new listing, you're marketing. When you're getting professional photos and drone footage taken, you're marketing. When you're posting on social media about your brand, you're marketing.

Conversely, when you're promoting posts on Facebook, you're advertising. When you're dispersing flyers in neighborhoods, you're advertising. When you're slapping your face on a giant billboard on the side of the freeway, you're advertising - understand?

## *Marketing is NOT selling a home*

Here's the number one thing I hope you take away from this:

**You're not selling a home... You're selling your business.**

The harsh reality is... Nobody cares about your listing you've posted about for the upteenth time... Nobody is going to buy a home on Instagram or from a flyer you sent out last week...

**People like people.** More importantly, people like people who like the same things they like. Your marketing efforts should make you seem relatable, trustworthy, reliable and like the kind of person they'd like to do business with because you're their kind of person - their "tribe" if you will. You do this with sharing your core values and beliefs, being humorous, showing humility, and clearly expressing how you can help your customers get what THEY want, instead of how they can help you get what you want.



## ✓ *Marketing IS being a problem solver*

They need a house... You can help them find one.

They need to sell a house... You can sell it for them.

They'd like to invest in a house but don't know how... You can teach them how.

Get in the marketing mindset of being a problem solver and helping your customers get what they want. Remember this: customers don't do business with people because you help them get what you want... They do business with people who help them get what they want!!

*Know this:  
People do business  
with you because  
you help them get  
what they want...  
Not because they  
help you get what  
you want...*

## ✓ *Marketing IS telling a believable + authentic story*

We trust the things that seem authentic.

It's why we like altruistic people like Ellen DeGeneres, customer-conscious brands like Apple, and T-shirts made of 100% cotton. They all tell believable and authentic stories to the kind of people who care about those things.

As a realtor, you tell a believable and authentic story by sharing the things you value most and staying consistent with those beliefs.

If you care about sustainability, share about how to make your home greener and do it often.

If you care about luxury goods, share not only luxury listings, but also the high-life of your area.

If you care about helping families and first-time buyers, orient your marketing efforts and messaging towards families and first-time buyers.

What you share will ultimately attract the kind of people who will readily believe your story and hop on board with you.

And when they have... That's how you *know* your marketing is actually working.

*What an effective mailer should look like:*

How to make  
an extra \$30,000  
when you sell  
your home  
right now

✓ **STEP 1: CALL ME**



**Makayli Tupa / TEAM SURGE KW REALTY**  
Number / email address / website

**TEAM SURGE**  
REAL ESTATE

Agent name +  
contact info

Make yourself  
the expert with  
all the answers.  
How can they  
make an extra  
\$30,000? By  
calling you, of  
course! YOU  
have all the  
answers to what  
they want

A headline that  
isn't just  
another,  
"Thinking of  
selling?" Use  
market  
numbers and  
quantifiable  
data to intrigue  
and spark  
interest

Include a  
photo of you  
instead of a  
house... Again,  
people like  
people! It's all  
about  
becoming  
recognizable in  
your  
community!

Don't forget  
to add your  
logo for  
brand  
recognition!

## Chapter 8

# An Instaworthy Agent





## Chapter 8

# An Instaworthy Agent

### Time to put your newfound marketing skills to use...

The best way to start using your newfound marketing skills is by showing up online as the community expert in your marketplace - what I've coined the "Instaworthy Agent". I can't stress how important it is for you to use all the marketing outlets available, especially one as game changing as social media.

**I mean, imagine being able to dropping cold calling and door knocking, for good, and replacing them with a far better, faster and easier way of prospecting and converting clients on a large scale.**



With that being said, if you don't already have an Instagram business page... get one, right now. I'm serious, stop reading and pull out your phone. Right now. You can finish reading this section after you've created your business page. ;)

(If you aren't sure how to make the switch from personal to business, the next page will explain in detail)

Not to be dramatic or anything, but with Instagram, there's no need to start telling all your friends on your personal platforms you've recently landed a big gig in real estate. Do it by creating a business page and invite them to join in on the fun. This is only the beginning of separating your personal life and your business life. (I promise, you'll thank me.)

Now, before I set you loose on your page, I'm going to share a few tips straight from my signature guide, The Instaworthy Agent, on how to optimize your profile so your ideal customers can easily find you...



Think of your profile as the online hub for your business. It's where people can get to know you on a more personal level and gain insights into how you run your business. But, more importantly it's a where first-impressions are born. As we all know, first-impressions in real estate are EVERYTHING. If a house isn't in showing condition, buyers likely won't budge. If you show up to an appointment in yoga pants and a stained T, you probably aren't going to get the job.

Harsh, but it's true.

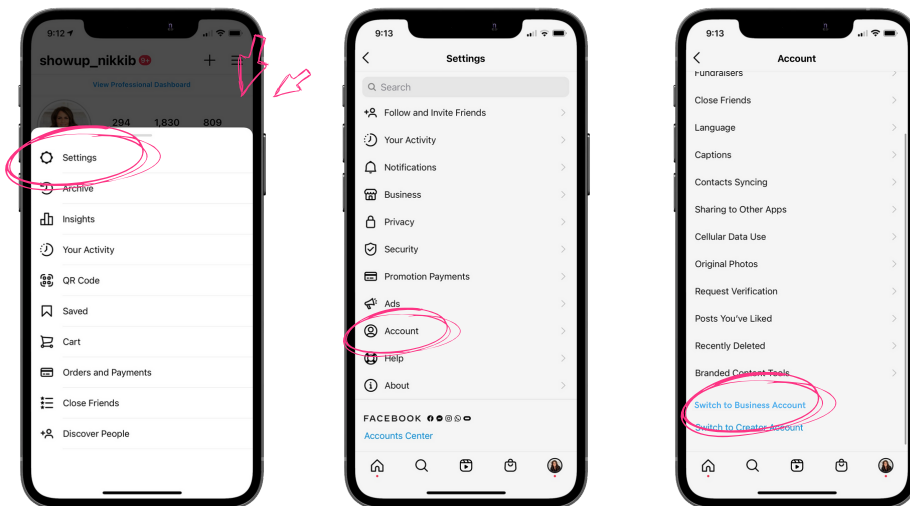
The same goes for your Insta profile. In order to nail your first-impression with potential customers online, you'll need to cover a few bases. But first... Customers will need to be able to find you, right? I mean, they can't exactly work with you if they don't know where you are.

And in an era where buyers are using the 'Gram to search for literally anything, you'll need to master this skill if you want hot-and-ready clients to essentially fall in your lap.

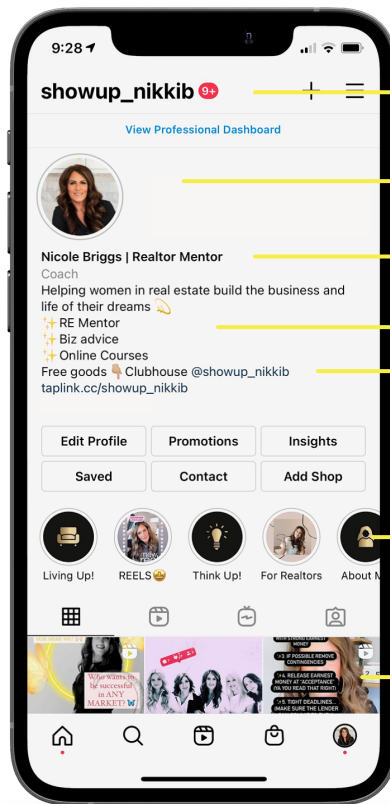
This chapter will show you exactly how that happens by making a few adjustments to your profile.

## 1. Business Profile set up

First things first: you'll need an Instagram business profile. It's important to keep your professional life separate from your personal one, plus there are several user benefits to having your page set in business mode. If you already have one set up, fantastic - if not, you'll need to create an account separate from your personal one. I've created this graphic so you can easily make the adjustment:



# Anatomy of an Instagram Profile



Handle

Profile Photo

Username

Bio

CTA

Highlights

Feed

## 2. Handle

Think of your handle as an extension of your brand. Avoid resorting to just your first and last name because it doesn't clearly communicate any key features about your business or what you can offer followers. You see, using the basic handle, "nicolebriggs" wouldn't do me any favors because it doesn't provide any insight to what it is I do. Additionally, potential customers in need of a realtor would have NO WAY of locating me.

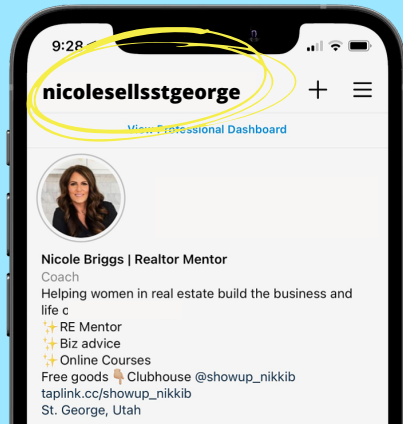
Much like researching a hairdresser or a photographer, Millennial and Gen Z buyers overwhelmingly use Instagram as a search engine to help them research products and services - which, BINGO, includes real estate agents. That means **in order to be easily and organically searched by hot customers, your handle needs to have certain keywords to increase your odds of being found organically.**

While "nicolebriggs" is an excellent handle for a personal account, it would be better matched with something along the lines of "nicolesellsstgeorge" or "stgeorgerealestate" for a business account.

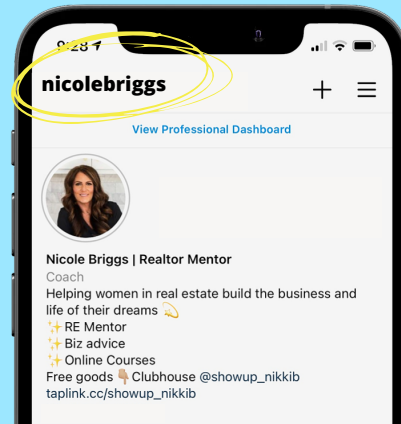
No, they aren't sexy or cutsie, but yes, they do in fact work for this reason: typically, when people are searching for a service on Instagram, they'd search something like, "{MY CITY} real estate" or "{MY CITY} realtor" which would cause my account to automatically populate, you see?

Now it's your turn. When creating your handle, make sure to include both the city you serve and the word "real estate" or "realtor" or "sells" so your account can be easily found.

*Do this:*



*Not this:*



### 3. Profile Pic

When determining the perfect profile pic, take into consideration these 3 golden rules:

#### 1. Your profile pic must be recognizable

Your audience needs to see your face - that means no sunglasses, hats or anything that would make you unrecognizable. *Pro Tip: Make sure your photo is a headshot and zoomed in to highlight your features so your followers can easily recognize you if they saw you in person.*



*< Do this*



*< Not this*

#### 2. Your profile pic must be professional

Avoid using selfies, filters, sparkles, glitter, masks or anything that could be considered "unprofessional" or distracting. *Pro Tip: Invest in a brand photoshoot with proper lighting and high-quality editing with a professional photographer.*

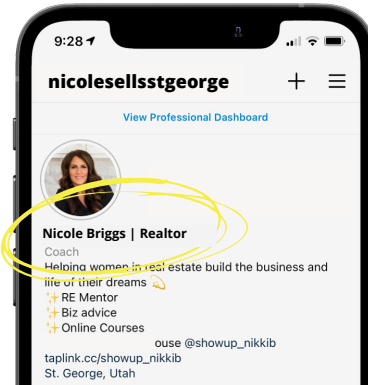
#### 3. Your profile pic must be on-brand

We'll be covering branding in chapter 4, but for now all you need to know is your photo must reflect the level of professionalism and unique brand personality your audience can expect from you. *Pro Tip: If you have a specific brand color, a unique prop, (in my case, it's my disco ball named Shelly) or a certain editing style, then you should definitely use any of these as identifying factors in your photo. Brand recognition is the goal here.*

## 4. Username

Your username is reserved for your name.  
Use the first and last name you have listed on your MLS to avoid confusion, followed by what you do. It should look like this: {Your first and last name} | Realtor

*(And since you've already covered the city you serve in your handle, you won't need to include it here)*



< Like this

## 5. Bio

Your bio is reserved for your tagline - which I'll be teaching you how to create in chapter 4. For now, all you need to know is that your tagline is meant to outline:

- ✓ Who you serve and
- ✓ How you can help them get the thing they want

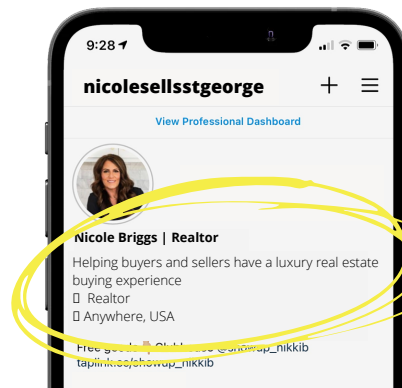
For example, mine for my mentor program is:  
"Helping women in real estate build the business and life of their dreams"

- ✓ I serve women in real estate
- ✓ And I help them by teaching them how to build the business and life of their dreams

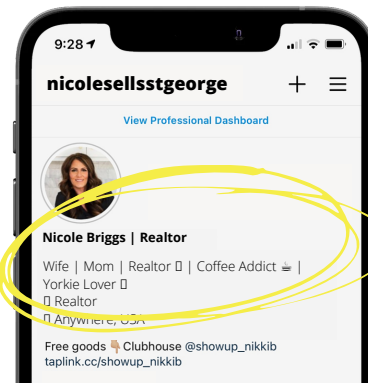
Again, don't think too hard on this part. We'll be covering more in the chapters to come on how to craft a winning tagline that converts.

In addition, make sure to add that you're a realtor and the market you serve.

*Pro tip: Whatever you do, DON'T list out things like you like this: Wife | Mom | Realtor | Coffee Addict | Yorkie Lover - because it doesn't express how you can help impact their life in a positive way or offer insights that will benefit them. (Remember the goal here is to make your account all about your customer and less about you).*



< Do this

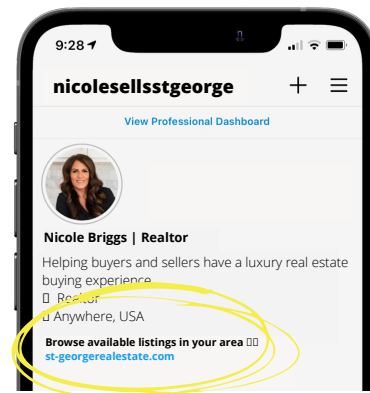


< Not this

## 6. CTA

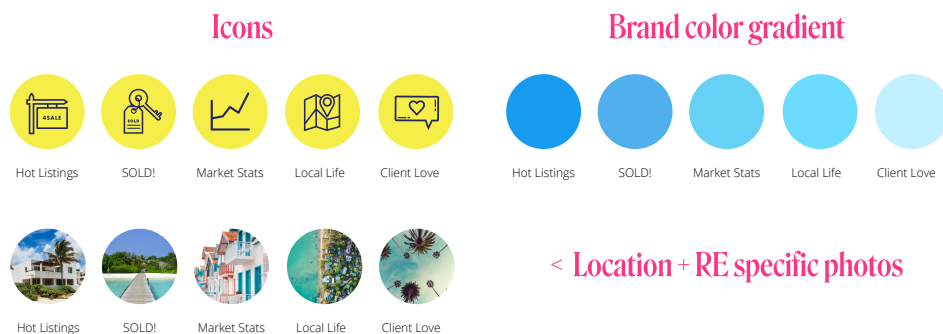
Tap enter after your tagline and navigate them to your website with an enticing offer, like a free home valuation, real estate updates faster than Zillow, a free downloadable of your preferred partners, or something that will positively help them in their real estate journey.

*Like this >*



## 7. Highlights

Your highlights are a great way to add to enhance brand recognition and provide helpful content your followers can explore at their leisure. Include helpful categories like: About me, Sold, Local Favs, Hot Listings, Market Stats, and Testimonials. Here are a few different ways you could do this:



## 8. Feed

Finally, your feed doesn't have to be perfect, but it does have to be:

### 1. Strategic

It must have a clear and obvious structure that clearly communicates what you do and how you can help you customers acheive the thing they want.

### 2. On-Brand

We'll be covering brand messaging and all the goods in chapter 4, but just know staying on brand is ONE THING you need to build credibility and attract the kind of clients you want to work with.

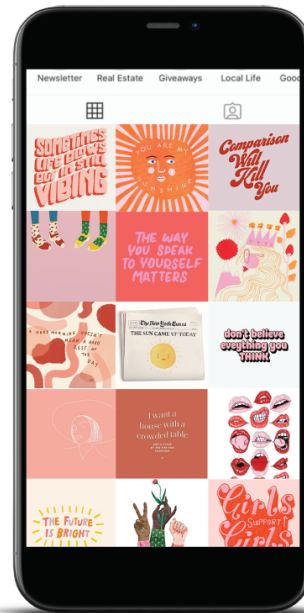
### 3. Consistent

Your feed will need to have a look and feel that is consistent with both your brand messaging AND visual identity (again, we'll be getting more into the nitty gritty of what this means in the chapters to come - for now, you just need to know it's important)

This is what I mean  
by "consistent"

*Nothin' but Neutrals*

*The Quote Queen*



*#nofilter*

*Tripple Threat*

*Checkerboard*



Notice how everything has the same color palette and editing style?

You'll want this same consistency for you own feed.

Again, it DOES NOT have to be full of professional photos and designer graphics, but it does just have to maintain a certain "look-and-feel" if want to gain credibility and brand recognition (which we'll be getting more into in the chapters to come)



## Chapter 9

# The Realtor Essentials





## Chapter 9

# The Realtor Essentials

### Time to get into the nitty gritty of selling...

Now that you are armed with the information you need to get yourself aligned with the right Brokerage and you're 100% aware your authenticity is an actual superpower, (that's right, I said SUPERPOWER!) and you now know how to identify who your ideal customer is and how to best market and show up for them through social media and other platforms, it's time to get into the nitty gritty of selling.

I've broken the selling code for you as far as outlining 5 selling essentials. These 5 areas are going to be KEY to showing up for your customers again and again and help you build a solid foundation for your RE business.

Each of these elements are necessary parts to building a booming business in real estate. Now that you have the foundational knowledge of real estate, these 5 selling essentials will arm you with exactly what you need to finally realize your goals. Take some time going through the next 5 bonus chapters to learn about each selling essential. There are no shortcuts in RE and remember this: **we never fail, only learn.**

You've got this!



UP NEXT: REALTOR  
ESSENTIALS BONUS  
CHAPTERS!! >>>

BONUS #1

# Mindset Mastery





BONUS #1

# Mindset Mastery

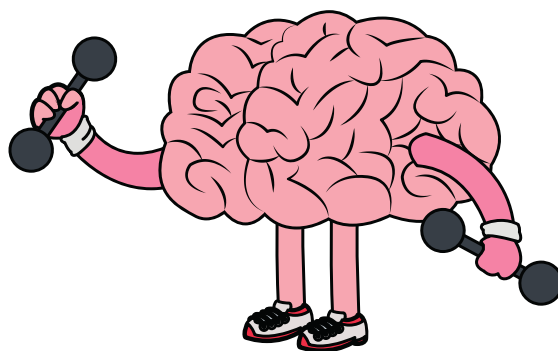
*Confidence Level:  
Beyonce*

## Pay close attention to what you put into your brain...

The best advice I was given when building my RE business was this:

### **Pay close attention to what you put in your brain.**

I know, I know it sounds hokie, but what you focus on grows... If you're looking for it, there it is... You get what you give in life...



All these cliches just to say this:

Take your mindset seriously. You'll never attain what you can't first imagine. So dare to think BIG.

But thinking big requires some serious mental toughness. It takes self-control, laser focus and daily nurturing if you really want to make the impact and income you deserve.

For this bonus chapter, I wanted to leave you with a few tidbits of advice on how to train your brain for receiving and realizing success in both your career AND your personal life.

## *Self-talk your way to success...*

### **The first voice you hear every day is your own...**

### **The voice you hear constantly all day long is your own...**

Someone once said, "Be careful what you say to say to yourself, someone very important is listening..." and I took that very, very seriously.

You see, the way we talk to ourselves, "self-talk," is a competitive edge which will reap rewards in

more areas in your life than just Real Estate. It's the difference between getting what you want out of life... or not. This idea of "talking your way to success" is no scam.

But, the thing is, you have to put self-talk to practice.

And what's the best way to practice self-talk, you ask?

Easy!

**Start by eliminating words from your vocabulary, such as: can't, won't, we'll see, NO!...**

You have NO idea how hurtful these kinds of words actually are to your performance. Telling yourself, "I can't" or "I won't" will limit you and severely stunt your growth in unimaginable ways.

Just a few examples of what I mean:

*"All my leads are terrible, I couldn't get a hold of anyone!"*

*"That's too expensive. I can't afford that."*

*"This job is just too hard! I can't do this!"*

<<  
*The words you  
speak become the  
house you live in...*

Even typing these makes me cringe... Turn your "I can't" into "I can" your "I won't" into "I will" and "Maybe..." into "Absolutely" and you will be amazed at the things you can and will actually accomplish.

The human body is infinitely capable of anything it puts its mind to, including yours... So, if you want to make millions in real estate, tell yourself you will and get to work!! If you want to be the top producing female agent in your market, then GO FREAKING GET IT, GIRL!!

**Nobody here is gets to tell you you can't... Including YOU.**

And I know, this is much easier said than done, but here are a few ways in which you can get started:

### Tip #1

**The success of your morning actually begins the night before.**

I always finish my night by asking myself:

- ☆ *What do I have on the agenda this week?*
- ☆ *What will tomorrow look like tomorrow?*
- ☆ *What are some of the things I need to do tomorrow and when do I need to get them done by?*

This allows you to prepare your mindset for the day so you can feel all the feels you need to feel validated, accomplished and NOT as though the day ahead is going to run over you like a freight train.

## Tip #2

**Have a plan in place for what time you need to be up and when you will arrive at the office.**

Even though you're self-employed now, there needs to be some kind of accountability. This primes your mind with the understanding that there is an expectation as to what the day is going to be like.

## Tip #3

**Make time to read something inspirational for 15 min.**

I'd prefer you give it 30, but I get it... time is valuable.

Committing only 15 minutes a day will get your mind thinking, saying, and visualizing the things you need to conquer the day... Think of it as the armor you put on to weather the storm!

These tidbits of inspiration can also be: listening to a podcast or energizing music, quotes, a Pinterest scroll, really whatever will get you motivated and woke to hit it and accomplish what you need to get done.



*Reading takes us  
places we've never  
been...*

## Tip #4

**Be mindful of what you say out loud...**

And even more cautious of what you say to yourself. (Remember, someone very important is always listening...)

Whenever you hear yourself repeating any kind of negative self-talk, immediately correct it in your mind... Or, better yet, out loud. Our brain doesn't know the difference between real and fake when it comes to what we tell ourselves, so get into the habit of being positive with your mindset.



## "Belief" it... Or not

Oh my oh my...

"Belief" it, or not... Affirmations have been proven to improve performance both positively and negatively...

Think of the highest paid athlete in the NBA, or even Oprah Winfrey... Do you think before she steps out in front of an audience she's thinking to herself, "*I suck and no one will listen to me...*"

Heck no she isn't!!!

She probably thinks, "I'm going to step out in front of that audience and slay this... They NEED to hear what i have to say..."

And I promise you the same is for you too... Your voice matters.

If you go to a listing appointment and you begin by telling yourself hurtful things like: "I suck and no one will listen to me," guess what??? You're right.

### **Because you are the best sales(wo)man and you just sold yourself on it...**

Here is what you should be saying instead:

- ☆ *I know this neighborhood and I am confident in the information I will be presenting today.*
- ☆ *I am a great sales professional and they NEED the information I will be presenting today.*

**We call these positive affirmations...** If they make you feel uncomfortable saying them, this is your first clue you need to practice doing this more.

Here are a few you should be saying every day if you really want to self-talk your way to success...

- ✓ **I am a powerful prospector**
- ✓ **I think in terms of abundance**
- ✓ **Everyone needs the information I have for them**
- ✓ **I a powerful, positive person**
- ✓ **I can, I will, and I am infinitely capable**

*It's already yours.*  
- universe



BONUS #2

# Creating Your Sales Funnel





**BONUS #2**

# Creating Your Sales Funnel

## **If you have NO sales experience... Don't sweat it...**

You have bought a product before and experienced a sales funnel multiple times in your life so this is going to be like second nature to you.

Here is where this all starts... But first, let's answer a few key questions before we dive in....

**Who is your ideal client?**

**How do you know them?**

**What can you do right now to assist them?**

**And how will you execute this???**

All great questions right? Now that you've answered those, and you have a better understanding of who you're working with and how you're going to help them, let's talk about what exactly a funnel is.

**In case you're new to this term, a sales funnel by definition is a step-by-step, strategic process that allows you to bring potential customers closer to your offer and a buying decision.**

In simpler terms, it's when you go to the nail salon to get a manicure and they ask if you'd like to add on a pedicure. The funnel, in this case, takes you naturally from one buying decision into the next obvious buying decision.

From a realtor's perspective, our funnel works in 4-parts:

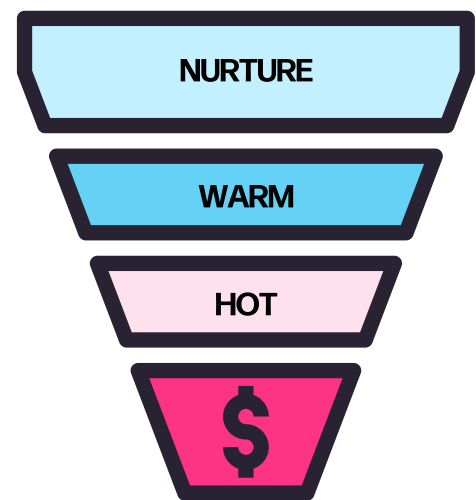
**Phase 1** is the introductory phase where potential customers have begun their initial journey - whether surfing the web or looking at comps in their neighborhood. Typically these customers are 1-several years out from actually making a decision.

**Phase 2** is the warm lead. These customers are getting introduced to the market and becoming more serious about making a move. At this point, they've stumbled on your website and you've started touching base with them. They're probably 3-6 months out from making a buying decision.

**Phase 3** is the hot lead. Through your constant contact, daily emails, and weekly checkins, you've managed to build good rapport with these customers and now they trust you. You're officially their agent!

**Phase 4** is go time! I always say, "The close is just a natural ending to a great presentation," and, if you've played all the cards right, this will be the end result for you.

*Now that you have a basic understanding of how funnels work, let's talk about how you bring your customers into the fold of your sales process...*

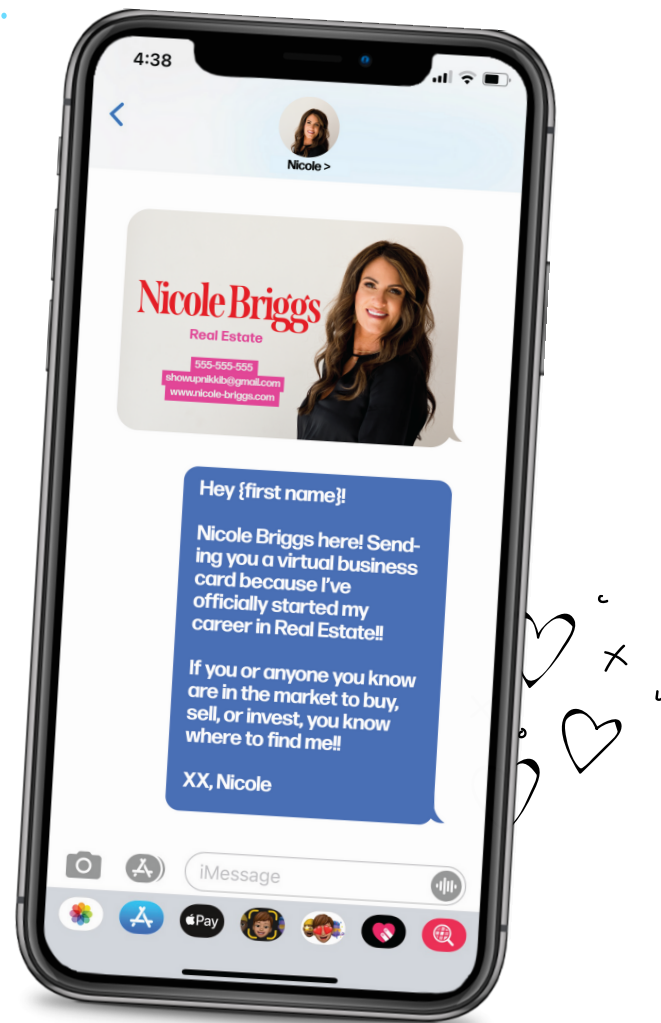


## *If they make it in your iPhone... they make it in your CRM...*

A Friendly reminder... if they made it in your i-Phone, they make it in your CRM. Meaning, if they are one of your contacts, they can also be considered a lead.

Beginning with who to reach out to is key... You cannot expect people to just call you and say, "Hey, Nicole, you're so great, I was wondering if you would help me buy a home?"

Now, this would be nice and it does happen... However, anyone you put into your phone is now automatically a lead. You can begin bringing them into the fold of your business by sending them a virtual business card. Also, it's a good idea to ask them for their email so you can begin sending out updates about the market... The goal is to get them in your system. Our hesitation is to leave out certain people, but never assume anything! After all, they'll never know you're in the business unless you reach out and tell them!



## *Your SOI is your goldmine!*

Work your social network, family, friends, past co-workers, vendors etc... This seems like a no brainer, right?

I promise if you will lean into what we call your SOI (Sphere of Influence) and let them know you are in the business, they may not be in the market, but their friend or family member might be! You never know...

Like I stated before, never assume anything. Just expect they will work with you! We bring them into our business by reaching out and connecting, just like we normally would! Real estate you, is no different from friend you... Now, you just get to help them find their dream home in addition to being their bestie!

## Communication is KEY!

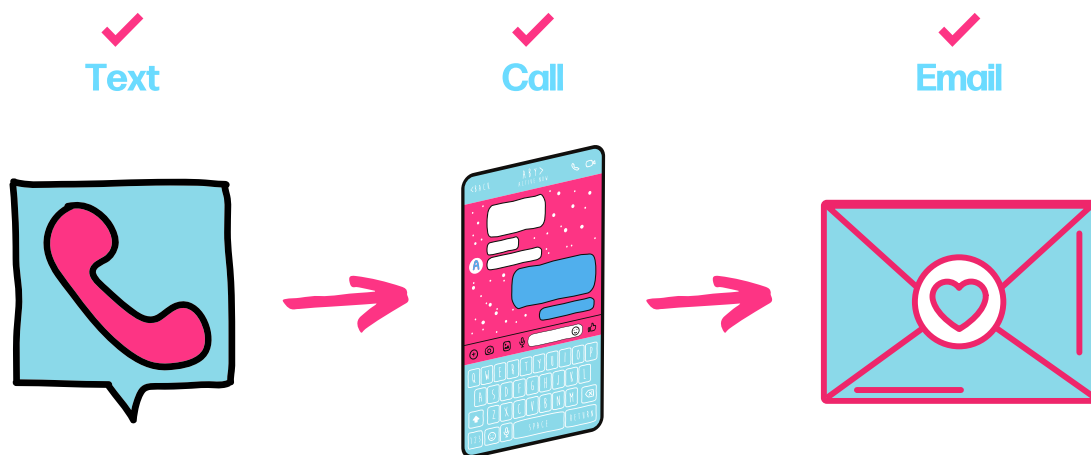
Communication is key in bringing your customers into your sales funnel... Call, text, email, DM, whatever... **Whatever you do, just think of communication as the lifeline to your business.**

Some clients only text... some only email... and some will only want to be on the phone.

We have 4 direct ways to be in touch with our clients, that is 4 opportunities to catch them at home, on the fly, at work or on social media right???

Just because you are nervous and you only TEXT isn't a good enough reason to never call your clients. You are in the sales business and your job is to communicate as effectively as possible with your buyers and sellers.

So if you are only comfortable with texting remember... this isn't about you. It's about providing a 5-star customer service to your clients. So, do whatever it takes to communicate your best. I always try to call, then text, then send an email to let them know that I reached out if I can't get ahold of them... It's a great way to hit all 3 and discover which method of communication they prefer!





BONUS #3

# Your Pre-Qual Script





BONUS #3

# Your Pre-Qual Script

**There is no better way to connect with a client than through the prequalification process...**

This is hands down the best way to get to know your client... Finding out where they're from, what they do and what brings them here is how we connect, relate and allows us to better serve our customers.

But first, let me get this off my chest... the pre-qualification process IS NOT all about bedrooms and bathrooms. In fact, that's the LAST thing you should be concerned with. Instead, you should be focusing more on questions like:

- ☆ *Why are you moving?*
- ☆ *When is the ideal time you'd like to be moved by?*
- ☆ *What's most important to about the home you are looking for?*
- ☆ *What do you do for a living?*
- ☆ *Do you have children?*
- ☆ *Are certain schools important to you?*
- ☆ *Do you have any hobbies?*



Questions like these will lead you to the MOST IMPORTANT answer you need from them: **their motivation.**

And, as we all know, you CAN'T motivate an unmotivated buyer.

So, with that being said, the LAST thing on your mind should be their criteria.

The greatest skill you'll need to learn in the beginning stage of your career is this one.... And, most of the time it isn't what the client says, it's about what questions you forgot to ask!

The best way to make sure this doesn't happen to you is by using a pre qualifying script.

*But first, let's talk about a few things you need to know about scripting before you dive in:*

## *Personality Typing*

Not only is the pre-qualification process excellent for connecting and better understanding your client's needs, it's also where you will learn what personality type they are.

Remember how I mentioned each personality type has a different way they'll respond? Well, the pre-qualification script I'll be sharing with you is designed to help you pinpoint certain personality characteristics in your customers.

If they answer in short, direct responses, you know they're a Driver... If they talk a lot and tell you their whole life story, you know they're an Expressive.

Having this understanding is vital if you want to communicate in a way that will gain their trust and get them on board with you.

And, of course, there is a lot of forgiveness here for our newbies... if you don't have all your questions and personality types memorized, that's okay! You can and should have a sheet of questions prepared at your appointments. I promise, your customers won't mind. Just let them know there is a ton of information you need from them and you didn't want to miss a thing.

## *Repeat it*

Repeat and affirming after a question is asked sets a tone.

For example they say, "I'd like a home with a view."

So you say, "You'd like a home with a view, that's great! Do you have a preferred area in town you'd like to stay in?"

So they say, "Yes, I'd like to stay in the Vista Ridge area."

And you say, "You'd like to stay in the Vista Ridge area, that's great!"

Notice how what is repeated is NOT a question. It's a statement.



It's confident. It's firm. And it shows you are actually listening.

You may think this sounds silly and if you do it's totally fine... This isn't about you!

I mean, I have yet to meet a buyer or seller who thinks this is silly.

Communicating like this does few things...

**First**, it gives you time to think of how to respond

**Second**, it gives you a minute to soak in what they said in the event you want to ask a follow up.

**Third**, for the client, they know you're listening and have affirmed the information they shared was heard and understood.

**Fourth**, it makes you seem conversational and interested

Get in the habit of becoming a good listener and responder. There is nothing more frustrating than when you know your sales associate isn't listening to you. Or worse, when they give you the exact thing you didn't ask for. YOU want to be the realtor who listens to everything they say and delivers exactly what they want the first time so you aren't wasting any time.

### Upswings vs Downswings

This is a concept you may not be aware of, but an upswing is when your voice goes "up" - as in when you ask a question and the last word you say tends to be higher pitched.

I mean, think about it... When you go to a restaurant, the waiter will usually ask you, "Would you like a refill?" What does their voice inflection do?... It goes up, of course, because naturally, it is a question.

But, here's the thing... Questions don't always warrant an upswing... especially in sales.

Just think about how that kind of voice inflection is received with our clients...

"Are you ready to reduce the price?" with an upswing sounds unconfident and unsure... But, try saying it with a downswing on the final word. Now it sounds confident and unwavering, doesn't it?

**Sometimes it's not what you say... It's how you say it that makes all the difference.**

## Your Buyer Pre-Qual Script

*This script will be your BIBLE for pre-qualifying buyers. Ask these questions in every first phone call and I promise you will get results far faster because you'll finally have the key to their motivation.*

- ✓ **Have you spoken to a lender already? If so, could you please bring/email me the pre-approval letter?**
- ✓ **Are you currently working with any other real estate agents?**
- ✓ **(Follow-up) So, you haven't signed any agreements, correct?**
- ✓ **Now tell me, why are you moving?**
- ✓ **What is your ideal time frame for you to move?**
- ✓ **Do you have a home you need to sell first?**
- ✓ **(If yes) Will you be needing an agent to list it?**
- ✓ **What areas are you most interested in?**
- ✓ **How many beds? Baths? Square footage? Lot size? Garage space? RV parking? Do you need room for a baby grande piano?**
- ✓ **Do you prefer a single family or is a condo/townhome okay?**
- ✓ **How do you feel about an HOA?**
- ✓ **What price range do you want to stay in?**
- ✓ **Are there specific things you are looking for in a home or in the area?**
- ✓ **Any other information you can tell me about your lifestyle? Family? Hobbies?**
- ✓ **Finally... Any other other questions or information I have missed you feel I should know about?**

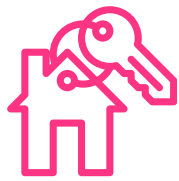
*P.S. If you'd like access to more scripts, send me an email @ [showupnikkib@gmail.com](mailto:showupnikkib@gmail.com) for access to my best-selling guide, 100 scripts for realtors!*

BONUS #4

# Present Like a Pro







BONUS #4

# Present Like a Pro

*You never get a  
second chance to  
make a first  
impression...*

## Be the part...

If you want to be treated like the sales professional you know you are... Then show up like her. That means dressing the part, asking all the important questions and closing with confidence.

Your presentation is how you make money. It's where first-impressions are key, where you meet potential customers, where rapport is established and where agency contracts are signed.

So, if you don't know how to present or feel unconfident and uncomfortable with selling... Well then... you're missing out on something HUGE.

But, if you want to learn how to present like a pro and have the tools to get hired now, then I have a few suggestions for you, starting with:

### Appearance:

I know we touched on dressing the part in chapter one, but I wanted to dive into it a little further...

You see, I have a few dress code rules for my team when arriving on an appointment because I KNOW how important it is to show up appropriate for the job. I take myself seriously and I want to be viewed as the expert in the room... And I'm sorry, but you CANNOT be that person while wearing Lulus and a pair of Birkenstocks.

For any sales appointment, I do not allow light colored jeans... and, of course no jeans with holes. This may be old school however when I show up, I want them to know I'M the professional, I'M confident in who I am and what I have to offer.

Think about how you want to be perceived. If you want to be taken seriously, you have to show up as the professional you are becoming. You have to do the things other

professionals are doing if you want to impress potential customers and really make an impact.

**So, if you only have one appointment appropriate outfit and it makes you feel confident and competent... then you wear it.**

Because when you look good, you feel good... And when you feel good, your presentation will reflect that. Customers notice confidence long before anything else. They like knowing they're in the hands of someone who takes their job, their clients, and themselves seriously, so show up for them.

### *Confidence in knowledge*

I know, I know I sound like a broken record saying, "Confidence is key," but seriously... Confidence truly is the KEY to crushing your appointments and presenting like the pro you're on your way to becoming.

But first - if you knew there was a way to have confidence in selling without making hundreds of sales a year... would you want to know the secret to gaining it?

(And by confidence, I don't just mean in how you look or who you are... What I mean is having confidence in what you know.)

Confidence comes in many forms, however in Real Estate it will be questioned over and over.

But, If you want to know the secret to *always* have unwavering assurance... it's this: **Know your market.**

Study your craft. Know the numbers. Have the answers. Don't arrive to an appointment without a thorough understanding of what's happening in the market, what's expected to happen, and what you're doing to make it all happen for your clients.

Knowledge about the real estate market can turn any head, especially when you begin talking about the current market situation. Things like, how much homes are selling for in their area, how many active listings are actually on the MLS at the moment, how much over or under asking price sellers are receiving, what they can expect if they sell/buy/invest right now...

What do those numbers look like?

Even if you aren't the most Analytical person on the job, the most experienced or the most financially "successful" having the numbers and answers in your back pocket WILL be what sets you apart from your competition.

Use your knowledge as leverage... I mean, put yourself in a buyer or seller's shoes. Would you prefer to work with an agent who knows the market, who has the answers and who has the confidence to get you the thing you want because they know they can... Or an agent who is wishy-washy on the numbers, uses words like "I think..." and "Maybe..." and feels unsure in their knowledge and ability to do the thing you're asking them to do...

The answer is obvious.

So, even if you don't have years of experience under your belt or thousands of past sales, you CAN have the knowledge of a top-producing agent by studying the numbers and keeping a watchful eye on the market.

It's all in what you know and how you convey it that counts!!

### *Powerful Closes*

Sometimes the hardest part of your sales presentation is the close (aka getting them to sign a contract with you).

But, again, it's alllll about assuming the sale... If you never ask for the signature, you'll never get it! So, try any of these powerful closes when you want to seal the deal:

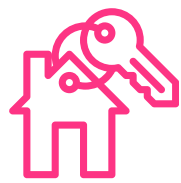
- ✓ **Seller: All I'll need now is your signature here and I can get started on my end.**
- ✓ **Buyer: All I need now is your signature here and I can begin sending you homes so we can start looking.**
- ✓ **All: All I need is your approval here.**
- ✓ **All: If there aren't any additional questions, all I need is a signature here to get started on my end.**

*Pro tip: make sure to point right where you want them to sign and avoid speaking in upswings!! These are both ways to make you seem more confident and secure in what you're doing!*

BONUS #5



# Showtime



BONUS #5

# Showtime

## Let's go, girl...

It's show(ing) time! This is the FINAL step before the close... So it's going to take a bit of strategy and careful planning on your part if you want to do this right.

As you've probably discovered (or will, if you haven't shown any property yet), showings are NOTHING like what they convey on HGTV.

- ☆ Rarely will you ever go to only 3 houses...
- ☆ Rarely will your clients be hot and ready to buy a house right away...
- ☆ And rarely will they write an offer with NO counter offers or issues along the way (especially in this post 2020 frenzy market that has swept the nation.)

Now, I don't want to discourage you, but I will warn you: **showings are not easy.** And they can often be a total time suck if you don't know how to take control of the appointment. The goal here is to get them into their house as quickly as possible without compromising on a 5-star customer experience.

So, there are a few things you can do to make it easier on yourself AND your clients and will ultimately get them closer to the close, starting with:

### *1. Maintaining Enthusiasm*

The very beginning of a real estate journey is also known as the **"Excitement Peak."** Buyers and sellers will never be more excited or motivated to hear what you have to offer as they are in this stage.



We all know the feeling. The same goes for any "new" thing we're on the hunt for... Cars, wedding dresses, the perfect family vacation, homes, etc.... Anyone in the market for any of these "big" things knows the drill...

You're excited for about 2 or 3 attempts... until you get discouraged, bored, and/or tired of looking for that "perfect" thing.

**This "Excitement Peak" makes it especially tough for buyers or sellers who have been in the market for too long.** After writing offers on 3 houses and getting rejected, most buyers want to throw in the towel... Same with sellers who have sat on an un-offered home for weeks on end.

And although this part of the process should be the most exciting part of the journey... It's actually the most exhausting. And even though this is something we as agents do every day, your clients don't... I mean, this may be their first time owning a home, first time selling a home, or even first time investing... And even if it's not their first time... It's still a process they don't do often and that can be draining to nearly anyone.

**But, fortunately for them, they have YOU as their agent...**

You are forever a part of their story. You are going to leave an impression on someone positively... or negatively... It's up to you to make it happen in a positive way.

So, get on board with your clients and be there for guidance, understanding and patience every step of the way.

There may be times when they loose gas and want to quit after several losses or unmet expectations... But, here is how YOU can maintain enthusiasm and remind them of what an AWESOME, INCREDIBLE opportunity this is:

- ✓ **Refer to their motivation often during the transaction** - Why did they start their journey to begin with? Use that as a reminder to keep focused on their end goal!
- ✓ **Keep your personal thoughts to your self** - That means any negative feelings you have about lenders, appraisers, other agents and vendors to yourself. The client doesn't need to feel any added stress. After all, they are coming to you to manage all of it... Not add to it.
- ✓ **Compliment them along the way** - Congratulate them often and cheer them on for this great milestone moment they're acheiving!



## 2. Keep your word

This is the only guarantee you really can offer... Do your best!

At the end of the day, no one is there to watch you if you cut corners. And yet... **Success in this business is almost entirely dependent on your word and how eager you are to keep it.**

Integrity is something we all have... It's inherent within us... Until it's not. Be proud of who you are and what you have to offer. Let your actions and integrity be the reason someone decides to do business with you again and again...

I can assure you, having integrity is better than any client event, closing gift, or email you could possibly send.

Always coming from a place of understanding the customer best with a desire to give them the most IS how you're going to get through your showings and close close over and over again. It's not about false promises, shortcuts, or counting commissions. Those things don't matter to an agent who JUST wants to do a good job... nothing more.

And no, it isn't always comfortable having integrity... Honestly, sometimes it might feel like the most UNCOMFORTABLE situations are when we are doing our best and staying true to our word...

And that's okay. All that matters is that you gave them your word... and kept it.

## 3. Show Up!

**Your delivery, energy and enthusiasm builds confidence for the clients as your Realtor of choice.** Every phone call you answer every home you show you are in "Showtime" mode. It's all about how you show up in the business which will give you the results you're looking for.

Thinking it's ok to skip out on a set appointment, not following through, or not hitting your target goals, cutting corners, poor communication... These are all a display of how we habitually continue to **not** show up for our clients.

They may seem like minor incidents, but overtime they can cause clients to question your credibility, which will make it difficult to close ANY kind of customer.

The challenge is this...

Begin showing up as the agent you want to be for the people who are counting on you ... and most important, begin showing up for yourself.

You can't be for others what you can't be for yourself. When you show up for yourself and others, it's attractive. And not in the "physical" sense. What I mean is it makes people want to be around you... It attracts people to you. It makes them think, "I want to be around you," or, "I want to work with you."

And, of course, this requires you to deliver with enthusiasm... Your energy and positivity is really the KEY to getting your customers on board and excited throughout the whole journey.

From your first appointment... To your first showing... To your first offer... To your first counter offer... To your first rejection... To re-counters and several rejections later... **YOUR enthusiasm is what's going to make or break the deal.**

So, think to yourself, "It's on me," and if there's anyone to bet on... It's you!

Because we know one thing is for sure: **You're going to show up!**

And now you know everything you need to know to get started in real estate... Like I said, it's tough... But so are you. And I have a gut feeling that since you're still reading this, YOU have what it takes to make it in real estate.

Real estate IS one of the most rewarding careers out there.

**I guarantee it is one of the fastest and easiest way to become self-made** (even if you don't have years of schooling or business experience)

Everything you need to make it happen is in your hands... It's up to you to put these skills I've taught you to action!

Really, at this point, there's nothing standing in the way of you building your own real estate empire.

I've taught you all that I can while you're just getting started and I'll be here for you whenever you need me.

In fact...

# Let's create your dream real estate business (and life) together...

I know your head is still swimming with more questions. And I know you're still wondering, "Okay, I know what I need to know to get started... But what comes next?"

And I can guarantee that question will be the number 1 thought on your mind for years... (trust me)

So, I wanted to make this easier on you as you navigate the first few years of real estate...

And let you know that I'm getting ready to launch my signature online course, **Show Up! A Mastery Course for Real Estate**

...and I want you to be a part of it!

You'll get 5 in-depth modules outlining exactly how to earn a 6-figure salary in real estate, even if you're just getting started. (P.S. you'll have access to this course indefinitely)

Plus, several bonuses and special offers which I'll be sharing come launch day!

If you want me to teach you to how to build a massively successful real estate business from scratch, you can request for more information here:

[showupnikkib@gmail.com](mailto:showupnikkib@gmail.com)

# That's a wrap!

**Thanks so much for reading  
Next! The Woman's Beginner  
Guide to Real Estate**

If you'd like access to more educational resources, FREE trainings, quick tips + hilarious content for realtors, you can find me online...

**INSTAGRAM:** @ShowUp\_NikkiB

**FACEBOOK:** Show Up Nikki B

**FACEBOOK GROUP:** Real Estate Talk  
for Women

**BOOKCLUB:** (on IG)  
@BrainCamp\_NikkiB

**WEBSITE:** [www.Nicole-Briggs.com](http://www.Nicole-Briggs.com)

Or hey, just email me if you feel like it  
(it's really me on the other end!):  
[showupnikkib@gmail.com](mailto:showupnikkib@gmail.com)

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