

The Butcher, The Baker, The Newsletter Maker

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In olden days the shopkeepers on Main Street all knew each other well, and the townsfolk knew them, too. They would buy each other's products and use each other's services. This made for a great business network and allowed the shopkeepers to prosper with each other's support.

Today, such networks also exist, but are often neglected. That's a shame because now, thanks to the technology and our fantastic newsletter ☺, it may be easier than ever to stay in contact with a large network of people. So, how well do you stay in touch with the folks that already know you? You know, the butcher, the baker, the guy that washes your car? If you are supporting their businesses by making purchases from them, shouldn't they support you by sending some business your way? They will, if you stay in touch with them and let them know that you expect their support.

If you haven't already, take a moment now to compile a list of everyone you know who should be (but probably isn't) sending you business and referrals. Then start sending them your newsletter regularly. It does not have to be just business owners – think all the people you know. Below you will find a list that we put together to help you remember everyone. Because these folks already know you, they should be your top marketing priority. OK, ready? Here we go:

- Family members
- Past clients
- High school/college friends
- Your old college professor(s)
- Neighbors (often neglected)
- Current or former landlord
- HOA staff, board
- Real estate attorney(s)
- Title rep
- Loan officer(s)
- Property/termite inspector
- Home warranty sales rep
- Appraiser
- Surveyor
- Lawyer
- Accountant
- Family doctor
- Dentist
- Nutritionist
- Pharmacist
- Eye doctor
- Gynecologist
- Veterinarian
- Pet sitter/groomer
- Baby sitter (or her parents)
- Kindergarten employees
- Child's schoolteacher(s)
- PTA board members
- Kid's soccer/football/baseball coach
- Financial advisor
- Insurance agent
- Travel agent
- The Avon/Mary Kay/Tupperware lady
- Car mechanic
- Cleaning lady
- Car dealer
- Hair stylist
- Beauty salon lady
- Personal trainer
- Feng Shui consultant (if you happen to be from L.A.)
- Health club members, staff
- Club members (golf, tennis, hobby, networking group, volunteer organization, etc.)
- Furnace/air conditioning repairmen/installers
- Carpet installers
- Roofer
- Siding contractor
- Pest control guy
- Handyman
- Appliance repairman
- Painter
- Plumber/rooter co.
- Electrician
- Lawn maintenance guy
- Water delivery person
- Pool cleaning guy
- Septic tank service person
- Mini-storage operator

- Carwash/detail shop operator
- Clerk at a store you frequent (clothing, hobby, office supplies)
- Printer where you get your brochures, newsletters done
- Photo shop owner/employee (where you have your film developed)
- Favorite bartender (he talks to a lot of people)
- Waiter/owner of your favorite restaurant
- Employee of your favorite coffee shop
- Bank clerk
- Your company's receptionist (always neglected by Realtors!)
- Your company's janitor
- Fax/copier/computer repairman
- Mailman, FedEx/UPS/delivery service employee
- Spouse's co-workers
- Priest/pastor/rabbi/imam
- Church members
- Cop who gives you a speeding ticket (Why not? "Thank you for the ticket officer; here is one of my newsletters. Do you currently rent or own?")
- Receptionist of any professional you use (always neglected and under-appreciated)
- And finally, of course, the candlestick maker

If you write down just one name for each category above, you will have a list of over seventy people. According to the NAR, an average American family moves every seven years. This means that within a year from today at least ten people from your list will move. Think about that for a moment. What would ten additional transactions this year do for you? How many of them you will actually get will depend largely on how well you stay in touch with these folks. Make the list, and start keeping in touch regularly – I know you will be successful. As always,

with a smile,
 Bané Obrenovich
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