

May 8, 2009

COACHING COMMUNIQUE

Number 13:

My Two Cents Worth and Other Musings

Planning for the Second Half of 2009

Hello. It's a beautiful spring day here and I'm about to plant my tomatoes and herbs so that I'll have a great crop in July and August. What are you doing today to ensure your success in the future?

This has been perhaps the most challenging year for Realtors since the early Nineties. My clients are working harder than ever, and many are extremely frustrated. It's important not to lose sight of the big picture, to realize that the real estate market is cyclical, and to focus on what you can do to drive your business and also see where you need to let go. It's also a great time to revisit your personal and business goals for 2009.

To help you stay on track and motivated, and to combat the "recession blues" I'm offering a special one-hour highly focused laser coaching session designed to help you ramp up your business and reenergize your life. Please contact me at the numbers below for more information. I'd love to speak with you. Also, here are

Three Ways to Jump-Start Your Real Estate Business in This Challenging Economy by Devoting ½ Hour a Day to Doing Something

1. Send an email to clients with a tip, relevant info. (e.g., current mortgage rates, state of the local market, list of new services in town, dates of upcoming community events), etc.
2. Call three past clients or customers just to say hi and see how they're doing.
3. Create a written profile of your ideal client and customer. Update these weekly and visualize attracting them to you. You might want to include descriptive phrases such as "easy to work with," "great source of referrals," or "ready to buy now."

And Now: My Two Cents Worth - A Timely and Inexpensive Marketing Idea

Send twenty 2-cent stamps to your clients and customers in anticipation of the postal increase from \$0.42 to \$0.44 on May 11. This gesture will help them avoid long lines at the post office and remind them of your thoughtfulness.

I hope you will implement a few of these ideas. Spring is a time for new beginnings and new activities. Please let me know what you're up to. And consider scheduling a laser coaching session in the next few weeks. It'll make a huge difference in your attitude, your business, **and your life!**

Warmly,

Jerri Udelson

Master Certified Coach

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Working with Successful Real Estate Agents

Who Want to Grow Their Businesses

While Having a Great Life!