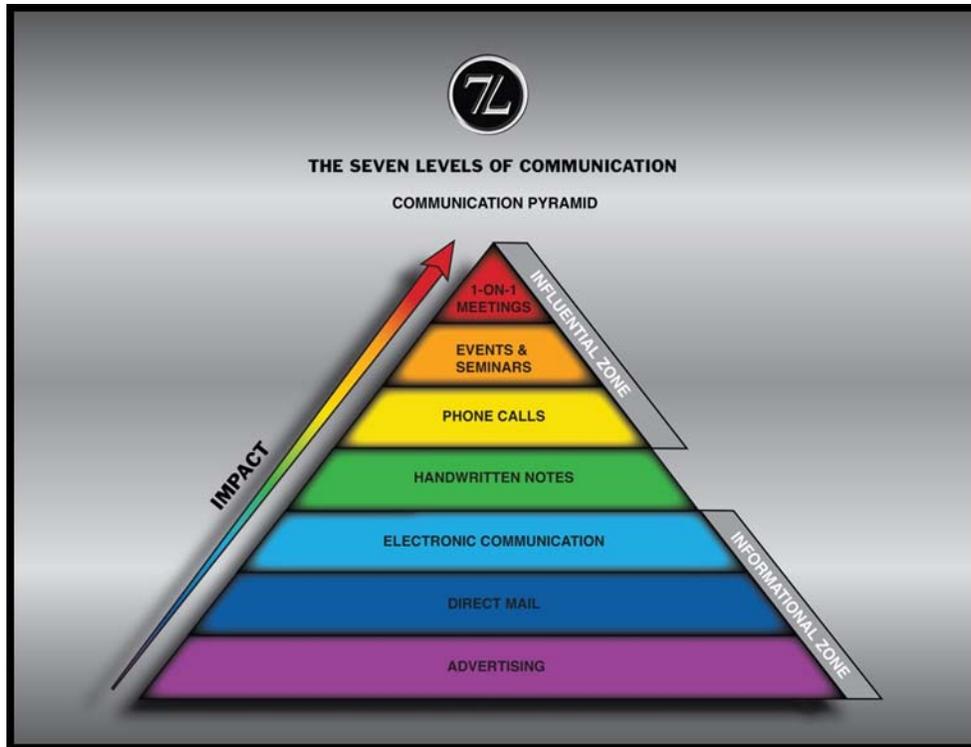# 2012 Communication Plan

With Michael J. Maher

Draw the Relationship Scale Below

Relationship Scale

The Steps to Creating a Communication Plan

1. Set a _____ Goal
2. Create A _____ of _____
3. _____ Every Connection
4. Create A _____ for Every Grade
5. _____ the _____ to Execute the Plan

6. Enter the Plan for Each Person into Your

_____ .

7. _____!

1. **Set a _____ Goal**

My _____ Goal for 2012 is:

I will give _____ _____ and receive
_____ _____ in 2012

Some places I can share this goal are:

2. **Create A _____ of**
_____.

Maher suggests we put all our contacts in _____ and then in all our CRMs.

To complete the database/Community, go to www.7LBook.com/ultimatememoryjogger and download that document. Use it to add missing pieces to your Collection of Connections

3. **_____ Every Connection**

We are _____ the database completely on how often they _____ us!

A+ = _____ = Multiple Referrals per Year

A = _____ = 1 referral in last 12 months regardless of outcome (became a transaction or not)

B = Potential _____ = With more education and/or communication, they might refer you – you don't know.

C = _____ & Family = No expectations of referrals, but want to stay in touch

D = People who will receive your Drip Campaign OR you will DELETE them.

4. Create a _____ for Every Grade

Sample (write your notes below):

5. _____ the _____ to Execute Your Plan

The _____ Stack

What day will I do this? _____

The _____ _____ Advantage

A couple or ideas for restaurants for this would be:

The _____ of _____ is for proactive, scheduled calls to my Connections.

What day or days will I do this? 2 hr x 2, 1 hr x 4, 4 hr in 1 day, 1x1 & 3x1

6. Put Your Plan for Each _____ into Your _____ .

I know how to create a recurring event in my calendar software (Agent Office, Outlook, GoogleCalendar, Top Producer, eEdge, etc.) Yes or No

A+s: Create a recurring event for each of them for during your Hour of Power, just go one by one, starting at top of alphabet (if you have more than 16 you will have to adjust)

A's: Create a recurring event for each of them during your Hour of Power, just go one by one, starting at top of alphabet (if you have more than 64, you will have to adjust)

B's: Schedule a time to call them in the first _____ months to determine in which grade they belong.

C's: Take # of C's divided by _____ to determine how many C's to call per hour of Hour of Power. Start at top of alphabet and work from there.

D's: Delete or put on Drip Campaign (e-Newsletter, Success Stories, etc.)

7. Implement

The Upward Spiral of LIFE

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E

Thank you!

If interested in getting more help in putting together YOUR 2012 Communication Plan and having your database in perfect order and a plan to go from relationships to referrals, go to BOOSTDecember.com, BOOSTJanuary.com, or BOOSTFebruary.com. This video may surprise you → http://www.youtube.com/user/7LTV?feature=mhee#p/u/3/63-6KAZiG7U **or you can just go to** http://www.youtube.com/7LTV **and watch the featured video #4.**