

Do you have a *system* for marketing your services to your clients and prospects?

Craig Strent from Apex Home Loans designed and operates a complex marketing system in addition to being one of the most effective loan producers in America.

Here is a list of ideas from his system for you to consider as you create your system:

- Does any part of the marketing happen without you? (Either electronically or manually?)
- Do you create all of your marketing pieces yourself? Why reinvent the wheel? What can you buy or license to free up your time?
- When it comes to your marketing, do you think about your customer's needs or do you focus on your product's "speeds and feeds?"
- When do your customers tend to buy? How does that factor into your marketing?
- Do you "communicate" only when you want them to buy? Do you have a way just to say "Hi" or "Happy Birthday?"
- Is your marketing process documented?
- Is any part of it automated?
- Is any part of it set out on the calendar?
- Do you keep your database of customers up to date? How do you know when they move or change jobs?
- When do you focus on marketing? Between big deals?
- Do you have a team who supports your production? (They can do the basics so you are free to design a better system.)
- Have you considered doing anything "out of the box" - adding value to your referral sources and clients in an unexpected way? (Like bringing in a speaker on leadership or an author?) Ask me about a "partnership summit!"