

REFERRALS

MAGAZINE



Seven Steps to a Power Note

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One Powerful Note at a Time...



Mother Teresa couldn't have put it any plainer, "*Not all of us can do great things. But we can do small things with great love.*" A thoughtful and personalized handcrafted note may seem less significant than a monetary gift, but it certainly has more potential to be infinitely cherished as a gigantic act of kindness.

Referrals Genius Michael J. Maher says personalized handwritten notes are one of the most powerful communication tools you can use when trying to build relationships and gain referrals. According to Maher, here are the seven steps to creating a power note:

Use unbranded cards-- *Hand write your notes. Don't use company cards. Use color envelopes that align with your brand. Use a symbol in your note that represents you.*

Use blue ink-- *Blue is genuine and has a real good feel on the paper. It's the second most popular pen sold.*

Use "you," not "I," "me" and "my"-- *Since the note is about them, focus on them.*

Be specific in your praise-- *State exactly what you are thanking them for.*

Positive projection-- *Notice a positive characteristic in them and include it in the note.*

Write rightly-- *Write with an upward slope to the right. It projects a positive self-image.*

P.S. -- *This is the call to action. For example, indicate if you want them to call, text or email you, etc.*

Many real estate and financial professionals who have trained under Maher can testify to the power of these impactful notes. They've gained more insight on this strategy by practicing it consistently on their clients and potentials. Grant Muller, Founder of Spaces Real Estate in Boulder, CO, and a Master Certified Referrals Trainer, explained the real meaning behind the notes, "To me, a power note is all about reaching out to one human being to another and building a deeper relationship. It's not about selling or influencing, but simply about connecting."

John Purvis is a Master Faculty CRT and VP of Sales at Foundation Mortgage in Knoxville, TN. Purvis recounts one time out of many when the cards worked in his favor: "Last year around the holidays, I bought a bunch of Christmas cards from Wal-Mart, hand-signed them and sent them to my past clients, including everyone I had prequalified that year," One pre-qualified applicant, in particular, had previously told Purvis she had a good relationship with her bank and felt more comfortable with doing business with them.

"I still wrote her the hand-written card and a few months later she called me and said she wanted me to do her loan." The client told Purvis she chose him because she received his hand-written card in the mail on Christmas, but didn't get one from her bank.

CRT Founders Club Member Sheryl Nolan also talks about her positive experience with power notes, "Because of the hand-written notes, I have gotten referrals. I got one this week from a close client who referred me to a coworker. About two weeks ago, another client referred me to their coworker. . . . and then about a month ago, a client reached out to me and asked me who would be a good agent to list their home with."

Nolan, who is a licensed Financial and Mortgage Coach with Neighborhood Mortgage in Alpharetta, GA, is a firm believer in positive projection and incorporates this tactic into her notes. "You want to identify a personal characteristic that you want to improve on and express respect for others who possess that quality. For example, if someone is a great tennis player and that's a sport you would like to improve in, this could be mentioned in the power note. By expressing respect for [that trait] in others helps you become more like that," Nolan expounded.

Purvis gives this advice to anyone who wants to start writing power notes, "Start with one and really focus on the technique of it. [Initially] you want to write to everyone and send out as many as possible. But you lose a lot of the personal side of the card whenever you're sending out a lot. You want it to be personalized. Start with one a day, realistically, for two to three months . . . start small, then go big"

Muller brings it back full circle by adding that, "Power notes create the opportunity to go from top of mind to top of heart. And I think that's what we're all trying to accomplish," he said.



Take action... write a personalized, handwritten power note TODAY!



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MICHAEL J. MAHER is a top-rated speaker, author, and coach who has worked with hundreds of businesses and helped trained thousands of sales executives. His book (7L) The

Seven Levels of Communication Go from Relationships to Referrals has been a number one best seller for 8 straight years on Amazon and was named one of the 20 Top-Rated Business Books of All Time by Hubspot. His teachings have been endorsed by such well-known authors and business experts as Gary Keller, cofounder of Keller Williams Realty and author of The One Thing, Dr. Ivan Misner, founder of BNI, Dave Ramsey, author of EntreLeadership and The Total Money Makeover, and dozens more. Michael travels throughout the nation discussing the new type of sales environment called The Generosity Generation. His widely popular GenGen Events are attended by tens of thousands of sales people each year. Each event benefits Maher's #GiveBack Foundation. For additional information visit <http://www.REFERCO.com>

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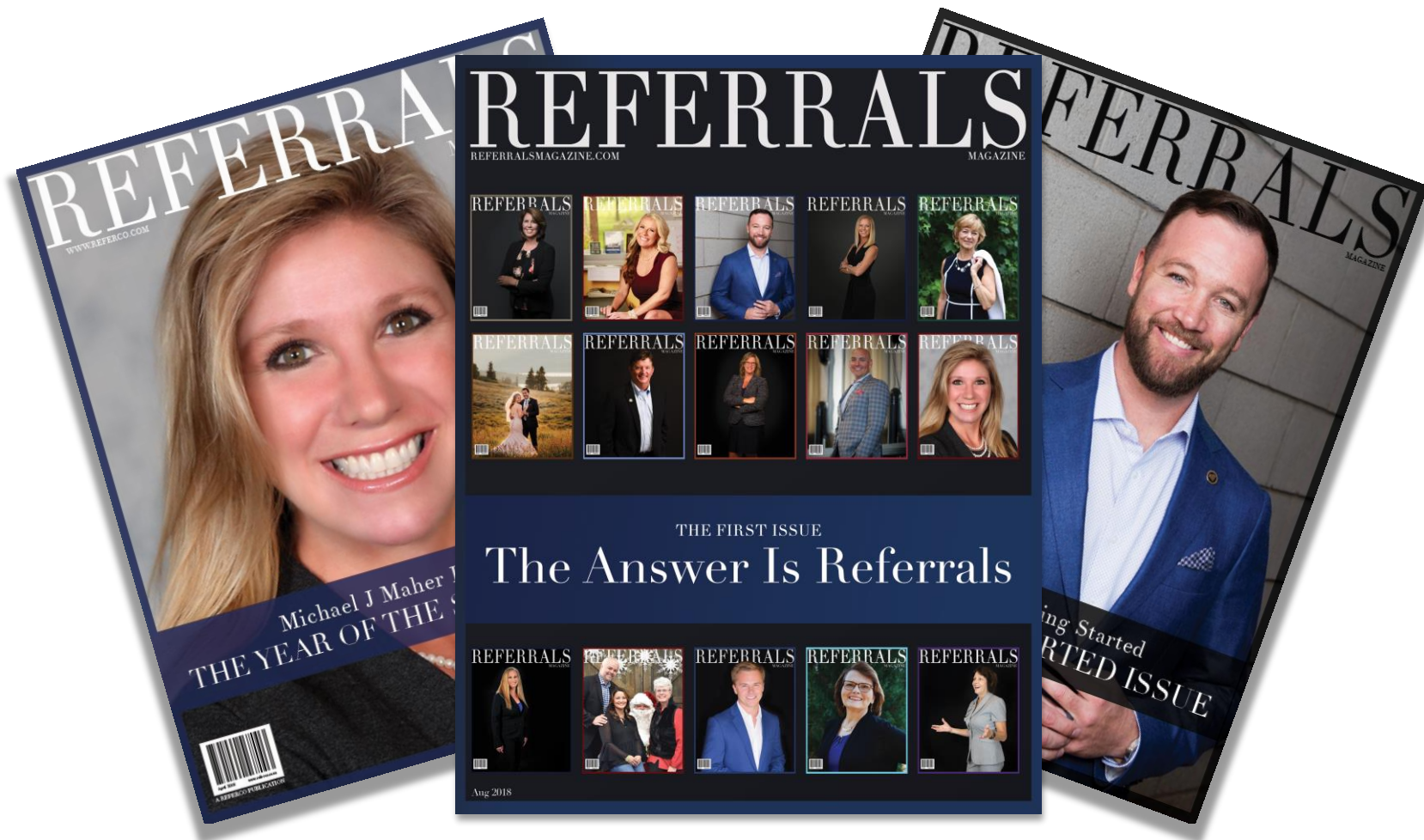
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