

## The Success Path for Craig Proctor Members with CP Coach Blake Cory and *Success* Technology Specialist Kristie Filion

### SUCCESS PATH VIDEO #1 - CHECKLIST

Here's a summary of your first steps along the Success Path, as presented in the video. Please consult your Craig Proctor Coach and/or your Digital Marketing partners at *Success* if you have any questions or need any help.

#### STEP 1: GET THE RIGHT MINDSET

- **DO THIS FIRST, as soon as possible:** Schedule your initial call(s) with your Craig Proctor Coach and your *Success* Digital Marketing Specialist.
- Use these calls to ask questions and **set the right mindset and expectations:**
  - First and foremost, remember that **marketing is A PROCESS, NOT AN EVENT**. The time from capturing a lead to closing a deal can be anywhere from 30 to 60 to 90 days. This means you should **get started quickly** and expect it to be a few weeks before you begin making sales.
  - **TRUST THE PROCESS**. We understand that getting started is overwhelming. The Craig Proctor and *SuccessWebsite* systems have been designed, tested, and proven to eliminate guesswork and having to do the work from scratch. **Follow the Path and use the resources** – it's the fastest and easiest way to grow your business.
  - **Be prepared to advertise**. *You DO have to spend money to capture and convert leads*. That's why it's important to track metrics – to make sure you're getting the very best return on investment for your ad spend.

#### STEP 2: PLAN YOUR MARKETING CAMPAIGN

- Connect to the Craig Proctor Coaching site. **Download the Universal Business Autopsy**, print it out and keep it handy everywhere you work. **Also download the Volume Breakdown Analysis** and review it with your CP Coach. You'll find both documents in the *Business Resources* section of the coaching site.
- Connect to your online **REality software** (<https://RealEstateStatistics.com>) using your instructions from CP Coaching. Filter the REality data by City and sort by Units. Use this information to **identify the closest areas to you that have the highest Volume of units sold**, also taking into consideration the **Average and Median Sale prices**.
- Review **Craig's Facebook Ad Library** with your *Success* Digital Marketing Specialist and consider the **property campaigns (HotLists) you could start promoting**. Provide the appropriate Campaign Details – *Success* has easy-to-complete forms.

- **Trust and use the provided ad formats and copy.** Get started quickly and modify later.
- **Provide photos of typical homes in your area(s).** Be sure you have proper copyright or licenses for all photos. If you don't have photos, work with your *Success* specialist to find appropriate stock images.

### **STEP 3: PREPARE YOUR FULFILLMENT & FOLLOW-UP**

- Determine how you're going to **fulfill your HotList campaigns.** *How will you send the property information to your leads, quickly and efficiently?* Consider the **SuccessHDX upgrade** for your website to automatically deliver property lists, provide regular updates, and get instant notifications when leads return to your site. Ask your *Success* Digital Marketing Specialist for details and demonstration.
- Determine how you're going to **manage your follow-up calls and ongoing lead engagement.** *How will you keep up the NECESSARY work of calling every lead and working the Universal Follow-Up Script?* Consider upgrading your included **EngageCRM** with **autonomous conversation sequences to get more leads calling YOU.** Ask your *Success* Digital Marketing Specialist for details and demonstration.

### **STEP 4: TRACK YOUR METRICS & CALCULATE ROI**

- Download Blake's **Marketing ROI Calculator spreadsheet.** (Instructions for where to get it will be sent shortly.) Use it to track your marketing metrics, ROI, and changes to your advertising budget. Review results regularly with your CP Coach and *Success* Digital Marketing Specialist.

### **STEP 5: REVIEW THE PROCESS**

- **Remember this is a 12-month process!** Re-watch the Success Plan video every 2-3 months to refresh your mindset and expectations. **Set appointments in your calendar NOW to remind yourself.**

### **Additional Success Resources:**

- <http://SuccessWebCare.com> – To book appointments and contact *Success* marketing support.

- <http://SWJumpstart.com> - Online private training site for beginners, intermediates and advanced members. Please allow up to 2 weeks from joining the program to receive your login credentials.