

TOP PRODUCER® e-mail newsletter for January 2009 from Dwight Kitchens

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A. Personalized training is an easy way to get better organized. I've decided to temporarily reduce my hourly online training fee as a way to help me stay in Florida during the January - April 2009 time-frame,. You can now get personalize assistance, in half-hour increments, at \$50 per hour. This is applicable for up to four people on a team. If you've never participated in a teleconference using GoToMeeting software, it permits: a) you to define the subjects to be covered, b) control of the mouse to be shared, c) everyone to hear the discussion by teleconference, and d) everyone to see the same TOP PRODUCER 8i screen. We work on the issues which are causing you the most problems. One beauty of this method is that none of the participants need to be at the same location, so the trainer and team members may each be at their own computer.

B. The New Year has arrived. It's time to clean up your database and make a new start on doing everything the way you had originally intended.

Over nearly a decade, I have suggested that if a contact is within your database, you should have an automated plan supplementing any other marketing you currently perform. Therefore, should you send out 'football calendars' and 'yearly calendars' in the Fall, and 'a holiday card' in the Winter, this should certainly be reinforced by other contacts.

For buyers, it would be nice if you could remember to either call or mail/e-mail them on the anniversary of their purchase. Since home purchase anniversaries can easily be included within your 10 or 20 year follow-up plan, this is a no brainer. Just start your plan on the closing date.

For both sellers and buyers, it would be beneficial to both mail/e-mail and call on their birthdays/anniversaries. In this case, apply two plans, starting each on the anniversary of birth for the primary and secondary contacts.

In addition to these more personal contacts, I'm assuming that you may be sending **TOP PRODUCER's** [Market Snapshot](#) to both previous sellers and buyers in addition to new Leads. I'm always interested in seeing what's happening in my former Maryland neighborhood. Of course, those currently residing there would be interested as well. Of more immediate impact may be the **TOP PRODUCER's** [Just Listed / Just Sold Postcards](#) which have been available for a few months. For subscribers, these are offered each time you either sell a property or get a new listing, permitting you to choose whether they are sent to that particular market.

But, if you want to see future business, you must build a relationship with your potential

clients. Just being in business is not enough. Therefore, third-party marketing (calendars/schedules/pens/pads/etc.), and your own letters/postcards/e-mails/calls/electronic cards all play a part in building your brand and permitting you to assist an ever expanding circle of friends.

If you're not this well organized now, you should consider spending some time thinking about how you want to tackle this issue. It is of prime importance.

Dwight

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Check www.DwightKitchens.com for the latest details.

Please forward a copy of this newsletter to friends using TOP PRODUCER 8i.

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1. Dividing workload when you add team members

If you are attempting to divide up your client list by agent , there is no means of performing a mass update on the "assigned to" field as it does not show up as an option.

What you might consider doing is performing a search, selecting all your own clients by checking the box to the left of the name, then doing a mass update and assigning a new contact type to the group of "Your Own clients". Then, perform similar mass updates for "Second Agent's clients", etc. In the future, as you get new clients, you should certainly make use of the "assigned to" field as new leads come into the Lead Manager. This would take care of dividing up the database among the three agents.

Over time, you can certainly change the "assigned to" field, but it must be done on a record by record basis. You will find this option under the Lead tab of the Contact Record. While changing all the individual records is probably the best option, changing a Contact Type might be most expedient in the short term. Once the Contact Type of "Your Own clients" / "Second Agent's clients" / etc. are assigned, it is easy to select all those records, and using the Previous /

Next option at the bottom of the page, scroll through all your records, opening the Lead tab, changing the "Assigned To" field, saving the Contact Record, and then moving to the Next record, repetitively performing the same process.

If you take the time to update all the "assigned to" fields, you might then go back and mass delete the contact types of "Your Own clients" / "Second Agent's clients" / etc. as they no longer serve a purpose.

2. Building your plans for multiple team members

When applying plans, if a task is to be performed by the "currently logged on agent" rather than a specifically named agent, then the logged on agent will be tasked with accomplishing those activities. Alternatively, if a task is to be performed by a specifically named agent ("XXX Name"), one of the multiple team members, it will always be assigned to XXX no matter who applies the plan. This is especially useful should you have administrative assistants who always perform certain types of functions. You could have the three agents assigning plans which mix the "currently logged on agent" (things which they would perform) and "specifically named assistants" (things only done by an assistant). This gets the tasks in the proper person's ToDo List.

3. Birthdays, wedding anniversaries, home purchase anniversaries, and your database

The latest update to TOP PRODUCER 8i permits birthdays to be shown within your Activities. Of course, they may either be To-Do's, or Calls, depending upon how they were input. Since you can filter your Activities search, and the Mass Open only those items of immediate concern, you can easily use your NEXT and PREVIOUS buttons to move among the records. If you have scheduled these as calls, you may make them - mark them done - and press NEXT to continue.

But, do you have each of these three type dates within your database? If not, they should be included somewhere within your Contact Record.

Birthdays may be found in numerous ways. You can ask, or you can seek an answer. When dealing with new clients, some agents make a photocopy of the driver's license before taking the client to see the first home (protection for the agent when the copy is left in the office). Others collect the information as part of a 'registration process' where the potential client completes forms which help to narrow down the home search criteria. Each could provide birth dates. Another means is to look up the information on the Internet (which may or may not work). I have used www.BirthDatabase.com with rather good results. In my case, one would have to use my former residence location to find the birth date (unless you already had my middle initial).

FREE Birthday Search

Can't remember the birthday of a friend, relative or co-worker?
Search our database of 120 million names and birth dates:

First Name Last Name Estimated Age

Note: Our information comes from official government records so it is best to search using the person's full first name, like Robert instead of Rob or Joseph instead of Joe. But, if you do not find their birthday after your first search, try again using their shorter first name. Also, the City/State/Zip shown in our results may not be current. It is what was listed on file at the time our data collected, and just used to help you identify the correct person.

First Name	Last Name	Birthday	City	State	Zipcode
DWIGHT	R KITCHENS	1948-03-13	Churchville	MD	21028
DWIGHT	C KITCHENS	1955-11-22	Atlanta	GA	30316
DWIGHT	D KITCHENS	1940-07-01	Dry Branch	GA	31020

Total records: 3

You can 'trick' TOP PRODUCER 8i into handling Wedding Anniversaries by treating them as a birthday whose name is "0-Wedding Anniversary". Just like birthdays, you can have the system remind you as the day approaches.

Now, if you have not yet been using www.BirthdayAlarm.com to send Internet based flash cards to clients, this might be the time to 'get on board'. For \$13.95 per year, you may send an unlimited number of electronic cards to your clients. Birthday, Anniversary, holiday, etc. are available in over 500 styles. While I might have TOP PRODUCER 8i do all the reminding, I would seriously consider supplementing my personal calls with cards from www.BirthdayAlarm.com. You can write and schedule delivery in advance. Take a look and let me know what you think!

Of course, you might also consider electronic cards from Hallmark (www.hallmark.com/ecards). They offer both free and fee cards. Unfortunately, you don't get to schedule them in advance.

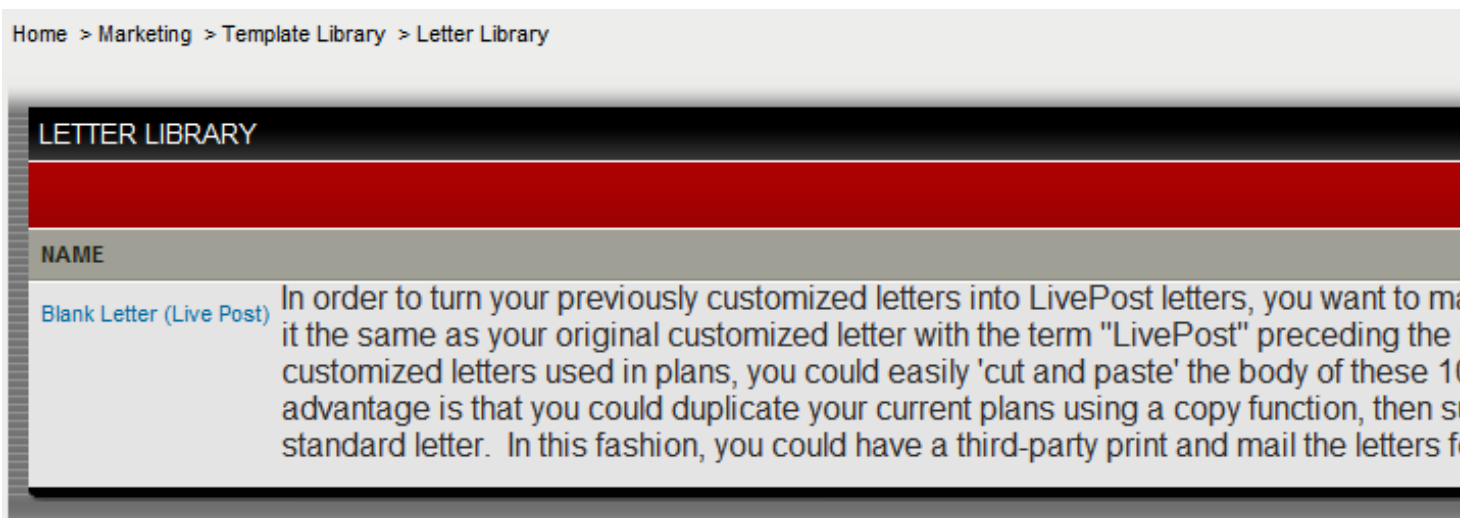
Like Wedding Anniversaries, I enter the "0-Home Anniversary" as a birthday name within my system. While I could certainly include this date as part of a follow-up plan, entering it as a birthday keeps it repeating in the system forever, unlike a plan which will eventually have an end date. Of course, I can have the plan send an e-mail automatically, or prompt me to print a letter/postcard, but entering Birthdays, Wedding Anniversaries, and Home Anniversaries as birthdays gives me visibility over all this data in one spot. Note earlier that I mention typing "0-Home Anniversary" and "0-Wedding Anniversary" into the name field. This causes any sort order list to reflect the Home Anniversary, followed by the Wedding Anniversary, followed by the family member names in alphabetical order.

4. Using LivePost "Blank" templates

Have you finally written customized messages which you have attached to your plans? Do you have at least one plan being assigned to every contact within your database? Well, I certainly hope that you can answer affirmatively to both of those questions. If so, you are well on your way to further automating your practice.

TOP PRODUCER 8i has now included two "LivePost" enabled blank letter templates (one with and one without a header). These include the special instructions which permit PostNexus to send out letters on your behalf (they print and mail them for you). Costs are reflected below.

Letter with envelope (B&W)	Std Mail \$.78 first page	First Class \$.88 first page	Extra Page \$.08
Letter with envelope (Color)	Std Mail \$1.03 first page	First Class \$1.13 first page	Extra Page \$.35



Home > Marketing > Template Library > Letter Library

LETTER LIBRARY

NAME	
Blank Letter (Live Post)	In order to turn your previously customized letters into LivePost letters, you want to make it the same as your original customized letter with the term "LivePost" preceding the customized letters used in plans, you could easily 'cut and paste' the body of these 10 advantage is that you could duplicate your current plans using a copy function, then send a standard letter. In this fashion, you could have a third-party print and mail the letters for

A significant advantage is that these can be included within your plans, and someone else takes care of the delivery of your messages. If your administrative staff is overburdened in keeping in contact with your clients, this may be an optimal solution. Between labor, material, and stamps, this should be a boon to your practice.

5. Recent TOP PRODUCER 8i changes

Changes were made to TOP PRODUCER 8i during mid-December. These covered both enhancements and fixes. If you have not yet noticed the enhancements, some may be of particular interest.

Activities: Enhancement to Activities Summary, including search by Date Range, ability to see both outstanding activities over the range, to include repeating and birthday activities, type of To-Do's now identified (standard, Listing, and Closing), and Mass Open Contact Records.

Calls Manager: Again, a Mass Open of Contact Records for calls (making it easier for you to call your clients and schedule a next call date).

Contacts/Leads: Next Call Date now shown in Contact Record header, more contact information now found in the header, assigned action plans now show in the header.

6. Get Those Photos Out Of Your Camera

Many of us take photographs over the holidays. But, some of us never do anything with them. If you are using Microsoft's Vista Operating System, getting them into your computer is easy.

To copy photos from your camera to your computer:

1. Connect your camera to your computer (generally using an included cord).
2. Make sure your camera is turned on.
3. Click the File menu within Photo Gallery (Start, All Programs, Windows Photo Gallery).
4. Click the Import from Scanner or Camera option.
5. Click your camera from the list of devices and click the Import button.
6. You may now either enhance the photos within Photo Gallery or merely print them.
 - Adjust the exposure
 - Adjust the brightness or contrast
 - Adjust the color
 - Trim unwanted portions
 - Fix red eyes

To edit a photo in Photo Gallery:

1. Open the Windows Photo Gallery.
2. Click the photo you want to edit and click the Fix button.
3. Click Auto Adjust to correct the brightness, contrast, and color.
4. Click Adjust Color and use the sliders to change the Color Temperature, the Tint, and/or the Saturation.
5. Click the Fix Red Eye button to correct any red eyes within the image.
6. If you are not happy with one of your changes, click the Undo button.

7. Wouldn't having only one Username be helpful?

Sometimes, remembering all our user names on various servers is difficult. A new utility at www.UserNameCheck.com permits you to check for the availability of a user name across multiple web-sites. This gives you the ability to see if a certain user name is either available or in use. If you could rely upon fewer user names logging in to various web-sites might be much easier.

And don't forget the earlier KeePass program (<http://keepass.info/>). KeePass is a free open source password manager, which helps you to manage your passwords in a secure way. You can put all your passwords in one database, which is locked with one master key or a key file. So you only have to remember one single master password or select the key file to unlock the whole database. The databases are encrypted using the best and most secure encryption algorithms currently known (AES and Twofish).

8. Lawn Signs

Need any additional lawn signs? While I certainly don't know your current source, you might be interested in the new lawn signs added to the www.VistaPrint.com web-site. Their 27" by 18" lawn signs may be of interest. December 22nd pricing is reflected below:

Lawn Sign - Small		Lawn Sign - Large	
Qty	Price	Color	Backside
1	\$19.99 \$9.99	\$22.98	\$12.98
2	\$35.99 \$19.98	\$41.98	\$25.97
4	\$66.99 \$39.96	\$76.98	\$49.95
6	\$96.99 \$59.94	\$111.98	\$74.93
8	\$126.99 \$79.92	\$144.98	\$98.91
10	\$153.99 \$99.90	\$176.98	\$122.89
20	\$288.99 \$199.80	\$334.98	\$245.79
30	\$418.99 \$299.70	\$486.98	\$367.69
40	\$538.99 \$399.60	\$628.98	\$489.59

Their least-cost shipping is \$33.18 for 40 lawn signs. Therefore, 40 signs, delivered, average \$10.82 each.

9. Need custom embroidered apparel?

I have mentioned this before, but should you require custom embroidered shirts, jackets, hats, etc., you might want to browse through www.Queensboro.com . Goos way to get your company logo on your personal wear. If you register with them, you get frequent e-mails of specials. But, their prices are quite good and satisfaction is guaranteed.

Agent.signature

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