

TOP PRODUCER COACHING & TRAINING

Phone: 410-790-4422 Dwight@DwightKitchens.com www.DwightKitchens.com

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TOP PRODUCER® e-mail newsletter for August 2010 from Dwight Kitchens

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Hopefully, your Summer of 2010 has shown improving transaction numbers. While summers are generally busy times for REALTORS, they are slow times for trainers. But, since I travel by motorcoach around the country, I can't readily travel to the northern climates during the winter. Therefore, during late August and September, you'll find me training in New York, Ohio, North Carolina, Georgia, and Florida. While you can see the group training sessions below, I also have a few days available for individual training assistance, if this is what you believe you need. In either case, if you have interest, either register now or call me with your questions.

Should you know REALTORS who are having trouble mastering TOP PRODUCER 8i, please, encourage them to get help. My training sessions are one option, self-study through www.topproducercampus.com are another. In either case, TOP PRODUCER 8i has tremendous capabilities which are often overlooked without further investigation. Don't miss using them all.

As downtime, we spent four weeks in Canada mid-July through mid-August, cycling in Quebec City, Montreal, and Ottawa. Plenty of bicycle paths and routes to keep us occupied. If you ever have an opportunity to visit our northern neighbors, I highly encourage it.

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. Training Schedule:

If you want to learn how to effectively use TOP PRODUCER 8i, consider joining us for one of our hands-on training experiences. Over two days, fourteen hours, you will learn how to make maximum use of your database and integrate it into your practice. Click the city name hyperlink to find more details for your desired location.

<u>Buffalo, NY</u>	August 26th & 27th	
<u>Cleveland, OH</u>	August 30th & 31st	included 14 hours OH CEUs
<u>Columbus, OH</u>	September 2nd & 3rd	includes 14 hours OH CEUs
<u>Raleigh, NC</u>	September 9th & 10th	
<u>Charlotte, NC</u>	September 15th & 16th	
<u>Atlanta, GA</u>	September 23rd & 24th	includes 14 hours GA CEUs
<u>Destin, FL</u>	September 27th & 28th	

2. Birthday Plans

Why make remembering your client's birthdays such a big deal? Because they think it is! Therefore, you should attempt to automate your practice so that TOP PRODUCER 8i never lets you forget a birthday.

First, I think it is a nice practice to call your client prior to their birthdate to wish them well. No matter what other plan you have in effect, this is a nice touch. This can be done either through a plan, or by setting up a repeating call. Making it a repeating call is generally easier, but you won't have instant visibility to it as it would not show up in Assigned Plans from the Contact Record header information.

Personally, I think that I would build a plan which both reminds me to set up a recurring call, and either tells me to mail a card, or automatically chooses one of my select e-mail messages.

without. In both cases, I'm getting my message out in a means which can be received by my client.

For an e-mail plan, I would create a 'Birthday E-Mail' Template Library under the Marketing tab. Within I would draft, name, and save five different e-mail birthday messages. If you wanted to get really fancy, you might search the Internet for appropriate messages. But, they need not look like Hallmark cards to get your message across.

The e-mail plan might be crafted as follows:

1. setup for Day 0 from start a recurring Call every 365 days (This is a To-Do which reminds me to setup the recurring call as I apply the plan)
2. setup a 1st year e-mail message for 365 days out
3. setup a 2nd year e-mail message for 730 days out
4. setup a 3rd year e-mail message for 1095 days out
5. setup a 4th year e-mail message for 1460 days out
6. setup a 5th year e-mail message for 1825 days out
7. repeat your 1st year e-mail message for 2190 days out
8. repeat your year e-mail message for 2555 days out
9. repeat your year e-mail message for 2920 days out
10. repeat your year e-mail message for 3285 days out
11. repeat your year e-mail message for 3650 days out
12. (repeate the message series and add 365 days to the previous entry for as long as you want to develop the plan)

This insures that you have a plan which continues into the future, yet you only need to write five different e-mail messages. The first five are recycled.

If you require a letter plan, take your e-mail messages and convert them to letter format, stored within the 'Birthday Letter' Template Library. Then, build a similar plan, this time calling your letters rather than e-mails.

Once you've found your client's birthday and recorded it, you then apply your plan. You can always see in the Contact Record header under Plans: whether they currently have a Birthday Plan assigned or not. Of course, this begs the question, if not, why not?

I suggest you take a little time and insure that you gather and acknowledge the anniversaries of birth of your clients and family. It will be appreciated and it can be automated.

3. Using Facebook

Many REALTORS now use Facebook pages. If you want to better integrate Facebook into your practice, I suggest that you check the following links from www.TopProducerCampus.com .

[Facebook Ad Creator](#)

[Adding a Market Snapshot Widget to Facebook](#)

[Display Your Realtor.com Listings on Facebook](#)

[Easy Steps to Get Your 8i Contacts into Facebook](#)

[Build Your Brand & Social Network on Facebook with a Facebook Username URL](#)

An example of the last link is where I've made a Facebook URL of www.Facebook.com/DwightKitchens . This takes you to my Facebook page. You might consider doing something like this and then linking from your signature block into your Facebook page. You'll see my example at the bottom of this message.

4. Beware of e-mail attachments

You may have received an e-mail from a friend which has been 'spoofed', meaning that their e-mail address has been captured, and you actually received a message from someone you did not know. This method is often used to send dangerous files to your computer. May I suggest that if you ever see a file with the .EXE, .ZIP, .COM, .VBS, .JSE or .BAT extensions, you should never open it, regardless of who it supposedly came from. Contact them by phone first to ascertain why you are receiving the file and whether the file is safe to open. This is one precaution which may save you a lot of grief.

If you are on the sending end, consider alternatives. Attachments are often stripped off a message if going through certain mail servers. Avoid this possibility by modifying your behavior. TOP PRODUCER 8i provides 'marketing links' to URLs on the web. You can use these to provide clients links to photos on the web, CMAs and buyer presentations, etc. Make your standard reports and documents, save them as '.pdf published materials' within TOP PRODUCER 8i, create a 'marketing link' to the 'published materials', and include the 'marketing link' in your messages instead of attaching the original document. This gives the client a .pdf document which they can either view, print, and/or forward without the concern over it's safety.

5. Outlook Connector and Outlook Files Backup

Personally, I've been using TOP PRODUCER 8i's e-mail product for years. But, while you may still choose to use Microsoft's Outlook, there are hazards. When this is the case, for whatever reason, I recommend that you purchase TOP PRODUCER Systems 'Outlook Connector' to link your contact list into Outlook and to link your Outlook messages into the appropriate client's Contact Record. But, one thing which might be overlooked. You are responsible for insuring that you always have a viable e-mail message database of anything not linked to a client's Contact Record. Should your computer be damaged, anything not linked to TOP PRODUCER 8i would be susceptible to loss.

Microsoft has developed a program to backup your Outlook database (.pst files which include messages, calendar, and contacts, if they exist). The program works with MS Outlook 2002/2003/2007. Not sure what will happen with 2010.

Personal Folders Backup for Outlook

If you need to use this program, may I suggest that you also consider scheduling an automated backup to the Internet 'cloud', such as Microsoft's Live Skydrive. With 25 GB of online storage, this is a great place to put those items you could not live without. While the upload may consume some bandwidth, if you don't have your own off-line storage, this is a great way to insure that you always have a copy of your latest Microsoft Outlook database ready to be reinstalled in case of an emergency.

6. Free PDF Converter

Sometimes, a file which has been saved as a .pdf file needs to be read, and then modified. Unfortunately, .pdf readers such as Adobe Acrobat Reader, while free, don't permit you to convert the file to Microsoft's Word, WordPerfect, .RTF, or Microsoft's Excel format. In order to make such a conversion, you could purchase Adobe Acrobat, but this is an expensive option if you rarely need to open and convert a .pdf document. A solution may be found in one of the Nuance family's line of software, PDF Reader. This is an extremely fast and free PDF Reader, which also permits you to merely read documents. Their software performs a creditable job of converting your .pdf document into an editable format.

7. Quick Keys

Again, a list of shortcut keystrokes which may be of help.

- F1: Help
- CTRL+ESC: Open **Start** menu
- ALT+TAB: Switch between open programs
- ALT+F4: Quit program
- SHIFT+DELETE: Delete item permanently
- Windows Logo+L: Lock the computer
- CTRL+A: Select All
- CTRL+C: Copy
- CTRL+X: Cut
- CTRL+V: Paste
- CTRL+Z: Undo
- CTRL+B: Bold
- CTRL+U: Underline
- CTRL+I: Italic

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