



New Years Resolution: Reinforce The Positives To Obtain Your Desired Results

This year, give something extra to yourself instead of depriving yourself

Successful Resolutions Reward... They Don't Deprive

"New Year's Resolution." Rarely does the phrase breed positive thoughts. Most likely you either cringe with dread or feel guilty from past failed resolutions.

Resolutions are simply learned behaviors. The reason most people renege on their resolutions is because they focus on the deprivation rather than the positive result. The key to any successful discipline is to reinforce with positives. Think about one of the earliest disciplines that you learned: language. Mothers and teachers teach language skills by positive reinforcement; not by deprivation.

This year, commit to resolutions that give something to you instead of taking something away.

Resolution 1: Maximize Value Added Relationships by Nurturing Positives and Dissolving Negatives

Value Added Relationship (VAR) are unions in which you have identified yourself or your business with others that would help you build the value of

your services to your prospects. In a VAR, you would align yourself with people you trust and whose service is a natural extension of your own. These are businesses and individuals that you will be referring to your customers and potential customers, so not only should you benefit from reciprocation of referrals, but their image and professionalism should complement you and your business.

While in some of these relationships you may not see a dollar amount associated, they are nevertheless important and should be monitored and assessed for their quality. If after your assessment of these relationships you find it necessary to dissolve one or more of them, do some research to find the best VARs in your area. Meet with them and show them how it would be beneficial to work together.

Resolution 2: Enjoy New Growth through the Benefits of Affinity Marketing

There are VAR's that directly boost your profit margin. Typically, these relationships aren't too difficult for you to identify, because they positively reinforce you with commissions. Affinity marketing is cooperatively

working with key people in industries or organizations for the purpose of selling and supporting one another's products and/or services. Affinity marketing requires teamwork and cooperation and provides each party value-added service to offer prospects.

For realtors and lenders, one obvious place to look to develop affinity-marketing plans is each other. Still, many agents and originators are not taking advantage of this natural relationship. There are missed marketing opportunities and therefore many missed sales and profits that would be realized if affinity relationships would be developed and nurtured.

There are two keys to establishing winning affinity relationships:

1. Target affinity relationships with professionals that are already successful and have solid reputations.

Many agents or lenders seek to network with affinity groups based on the volume of output. Quality is key, though, and when you associate yourself with other business colleagues, their level of professionalism will reflect on you as well.

2. Bring enough value to the relationship that the affinity party is compelled to do business with you.

Targeting the winners is a no-brainer. Your competition will target the same individuals. When you bring something to the table that separates you from your competition—something unique—your targeted affinity partner will be compelled to do business with you.

Powerline, Voice Broadcast, the Home Affordability and Refinance Line are innovative tools that will bring value to the table in order for your targeted affinity partner to be attracted to building a relationship with you.

Resolution 3: Get Organized for the New Year

You've done a lot of work this past year and you deserve to reap the benefits of all your past efforts. Any successful top producer will tell you the most lucrative asset you can have is a responsive, accurate database.

Powerline generates a lot of leads. Unfortunately, many users become overwhelmed with the leads, can't follow up timely and lose them to a competitor or to the cracks.

Well... those leads are valuable. Those leads build a responsive and accurate database for your mailings, voice broadcasting and general farming.

Resolve to import those leads into your contact manager. It's quite simple, all you do is select the "comma delimited" highlight under Advanced Selections at the bottom of your report selections. Save the file to your hard drive and reopen it in your contact manager. Even if you have no immediate plans for farming those leads, they will become invaluable in the future.

In the spirit of maximizing your VAR's, you could cooperatively share the work load with your affinity partner. You provide the database; they provide the mailings.

While lead generation is important, just as valuable is how you prioritize and organize your follow up. One good suggestion is to organize your farm into three groups:

1. High probability of Converting,
2. Medium probability of Converting, and
3. Low probability of converting.

The high group should include prospects recently uncovered. They should be the focus of your time and marketing money. Contact them every month.

The medium group should include prospects that you have been unable to create a transaction within the first 90 days of first contact. Mail them every other month.

The low group should include past clients and low interest prospects. Send mail to them four times a year.

These suggestions may not conform to how you want to organize your farm, but nevertheless, you should devise a system of following up for all prospects. Remember that you have worked hard for these leads and they should be put to work for you.

Resolution 4: Set GOALS

1. Make a list of your values. Family, religion, hobbies, business. Make sure the goals you set include and enhance them.
2. Begin with an end in mind. If you want to start an exercise regimen, think of what you need to do every day to achieve that end, then do it.
3. Project yourself into the future. Act like you've already achieved whatever it is you want. "We become what we think about" – Earl Nightingale
4. Write down ten things you want. This creates the images in your mind necessary to make them a reality.
5. Decide the three most important things you want to achieve before you die. Then work backwards

listing three things you want in the next 20 years, ten years, five, three, etc.

6. Ask yourself HOW and WHAT you can do to get these goals accomplished.
7. Focus on one project at a time. There is tremendous power in giving laser beam focused attention to something.
8. Spend some time just thinking about your goal. Get a clear and colorful image of the things you will be doing after you've attained your goal(s). Then begin to ask and demand these things through prayer and/or meditation.

The point of this newsletter is to reinforce small positives to create a new learned behavior. By allowing yourself to enjoy the small positives you will continue to establish the behavior. Once you've done that, you have a new good habit, which will result in your obtaining your goals, which is the end result of a New Year's Resolution.

Voice Broadcast New Reporting

The web is a powerful tool. Its benefits enable you to obtain information from a company or competitor, distribute your information or provide a professional store front—just to name a few. At Arch, we feel the power of the web is a communication playing ground between you, the customer, and us. We are committed to maximizing its benefit to you.

If you are a Voice Broadcast user, we are currently in the end design of web reporting of broadcast results, group management, recorded messages management and downloading of lists. These tools enable you to "see" your history of lists, messages and results. To view this new report, scroll down to the end of the Voice Broadcast online report and click on the new report link. We'd appreciate any input or suggestions!

