The Path of Least Resistance

Speaker
David Greenspan
Learning Objective:
After completing this session, you will be able to apply what you’ve learned to affect decisions people make when it comes to hiring you as their REALTOR®.

Course Outline/Table of Contents:
- Define why people typically make instinctive decisions
- Identify the 2 Groups of People
- Identify where our business comes from
- Understand how to determine your Marketing Budget
- Identify what Marketing channels you currently have in place and their associated costs
- How to Review and Adjust your Marketing Budget as needed
- Define the 3 levels of the brain
- Learn why the reptilian level of our human brain is so important and how to leverage it in business
- Understand why you need to track your realistic time, and create predictable days with income producing activities
- Learn the 7 ways to communicate and which ones you should be using for your business
- How reciprocity affects your business
- Trusted Advisor Status
- Define the 5 Steps required to become: The Path of Least Resistance
- The affect MindShare has on our minds and why it helps grow your business
Your Commitment to You

How are you going to affect why people make many of the decisions they make?

‘I am going to be their Path of Least Resistance.’
(Write this sentence and then sign and date)

______________________________________________________________
Sign__________________________  Date_____________________

Identify the 2 Groups of People

Group #1:________________________________
Group #2:________________________________

70-90% of my business comes from:
Group 1  OR  Group 2  (Circle one)
• Understand how to determine your Marketing Budget
• Identify what Marketing channels you currently have in place and their associated costs
• How to Review and Adjust your Marketing Budget as needed

2 Groups

People I DO Know

People I DON’T Know
Define the 3 Levels of the Brain
(draw a line to match the level to the definition)

<table>
<thead>
<tr>
<th>Level</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neo-Cortex</td>
<td>primitive, instinctive function</td>
</tr>
<tr>
<td>Limbic System</td>
<td>instinct, and mood</td>
</tr>
<tr>
<td>Reptilian</td>
<td>sensory, and motor skills</td>
</tr>
</tbody>
</table>

• Identify my______________ Time.
• Create ____________ Days,
  with ______________________Activities.

The 7 Ways to Communicate

1.___________________    2.___________________
3.___________________   4.___________________
5.___________________  6.___________________
7.___________________
When you become their ______________________, they will ask you about, and trust you for, everything.

5 Steps to becoming The Path of Least Resistance

1. _____________________________________________
2. ______________________________________________
3. ______________________________________________
4. _____________________________________________
5. _____________________________________________

What is MindShare?
MindShare is ________________________________
___________________________________________

When someone thinks of Real Estate the first name that comes to mind should be______________.

MindShare = ________________.

I now know HOW TO be their _____________
of______________________________.
ABOUT – David Greenspan

He is a Marketing Strategist, and the VP of KiTS Keep-in-Touch Systems. He is the voice of #MindShare101, and host of The MindShare PodCast, as well as The MindShare Challenge Real Estate Training. He is a nationally recognized Keynote Speaker. He’s been featured in REM Magazine, on NewsTalk1010AM, on Real Estate TV, and Inman. He is a Husband, and the Father of 2 of the most awesome Kids in the world. He is a die hard Toronto Maple Leafs fan, he Coaches Hockey and Baseball, he loves to play Hockey, and he finds his quiet time while riding his Harley Davidson. He is a high energy, motivating, tell it like it is personality, with a goal of helping his clients learn to Work Easier, Spend Less, Make More, and build #MindShare!

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