

Recruiting by the Book TL “Battle Plan”:

Using “weapons of mass instruction” to recruit

1. Recruiting is ALWAYS about *The Millionaire Real Estate Agent* (MREA). Every new agent should receive a copy of the MREA as the basic “operations manual” of the real estate business. The MREA is as pertinent today as ever and should be the cornerstone of recruiting/training/consulting in all KW offices. Because of the price point of a 10 book/month subscription, it can be economically given to all recruits and new agents. To best utilize this subscription, a TL will have 2.5 first-time recruiting appointments/week.
2. Have an MREA/SHIFT book club using the 14-week outline going at all times. The SHIFT book outline will be available within the month. Invite recruits!
3. READ *SHIFT*! To be truly effective using *SHIFT* to recruit, you need to know it! Take a day off and get away from the office if necessary to make sure you accomplish this.
4. Attend the SHIFT tour when it comes to your area as well as bring your agents and recruits.
5. 50 SHIFT books to top agents in your area
 - a. Call for appointment (gives you a GREAT reason to stay in touch)
 - b. Hand-deliver (one office is having a “SHIFT day,” when agents are committing to hand-deliver *SHIFT* to recruits they are talking to. At the end of the day, they are all gathering for “SHIFT happy hour” to report the results.
 - c. Wrap in black/red paper, and mail or deliver to office with invitation to meet or to attend a SHIFT book club.
 - d. FOLLOW UP, FOLLOW UP, FOLLOW UP!
6. Have *SHIFT* on hand in your office, available for your agents to purchase or when recruiting productive agents.
7. Implement the Breakthrough to Mastery 12 agent guide training in your market center. Invite recruits.
8. Once a month, use the Your First Home PowerPoint presentation to put on a first-time home-buyer seminar. Give a copy of *Your First Home* to all your agents and recruits to show them the contribution we make to the consumers as well. Keep a case of *Your First Home* on hand at all times as a service to your agents.
9. Once a quarter, put on a *Millionaire Real Estate Investor* seminar. Use *The Millionaire Real Estate Investor* PowerPoint found on [millionairesystems.com]. Keep a case of *The Millionaire Real Estate Investor* on hand at all times for those agents who specialize in investment properties. Seek out agents focusing on investors and give them a book. Also remember, potential investors CAN become real estate agents, so view this event as a recruiting event as well.
10. Do a presentation from MREA/SHIFT/MREI at any service organization you can (i.e., chamber of commerce, rotary, etc.). These books are valid in BUSINESS, not just real estate. You never know who will share the information with a real estate agent or BECOME a real estate agent in the future.

Price of RBB recruiting plan:

20 book MREA/SHIFT subscription- \$210/month or \$2,520/year

5 cases SHIFT- \$12/recruit — \$600 total

1 case YFH/month- \$10/recruit \$100/case- \$1,200/year

1 case MREI/quarter- \$11/recruit \$100/case- \$440

Total Cost- \$396/month or \$4,760/year

Price of recruiting one capper:

PRICELESS ... One capper pays for a LOT of books.