Memorize and practice the following techniques:

Today’s lesson: Building Your Sphere of Influence

Question: Daniel, I have been working on putting a list together from my friends, family and previous co-workers. However, my list isn’t as long as I would like. Can you think of anything else to increase the number of people that I have on my Sphere of Influence (SOI) list? Do you have any suggestions?

I always say: If you want something in life – you must give it away. I want you to get involved with something that you believe in.

Let’s think about it. What are you passionate about? What could you get your teeth into? What do you believe in? I want you to join an organization that you could go out and help other people. This is the principle that by giving something away you will automatically receive, if you do it unconditionally.

My Mother had breast cancer and lost both her breasts. I believed that I could do something to make a difference to help other people. So I got involved with the Cancer Society, running for cancer, walking for cancer and meeting other people within that organization that had the same type of passion of helping others.
If you are giving your time, you have committed to give back to these people. These people in this organization whether it be 50, 500 or 5,000 will be looking at others inside of that organization to refer their business to because they know that you are going to feed it right back in. So they can’t wait to do business in their circle.

Begin talking to others and sharing with them that you are in Real Estate and you are willing to help them. You can say:

If you were going to buy or sell a piece of Real Estate do you know other Realtors that you would recommend? Or if you do have other properties or needs would you refer me?

Of course they are going to say sure because you are in the same organization. Then start working with them and helping them. In this way you start building a base by using the language and your new Sphere of Influence along with helping more people.

It is a wonderful blessing…and it is not too late to start now…get involved and make a difference. I can’t think of any better way to build a Monster Referral Based Business and to start working with other people that want to do good for others.

UNTIL NEXT TIME…SEE IT, SAY IT, JOIN IT!
Building Your Sphere of Influence – Assignment

1. Do your best to add an additional 50 names, addresses, phone numbers, etc., to your Sphere of Influence (SOI) list. Ask your family for their friend’s names and your friends for their family’s names. Anyone you can think of that you have even the smallest connection to.

2. Decide on a cause that you feel strongly about. Research volunteer organizations that support your cause. Call one of these organizations and find out when their meeting is, and add it to your day planner. Commit yourself to attending one meeting. If you end up joining, you will have a new powerful referral source.