



THE BRODKIN TRAINING METHOD

# Module 3 - Lesson 6

## It's Game Time!

[TheBrodkinTrainingMethod.com](http://TheBrodkinTrainingMethod.com)



The Brodkin Group



## **Power of Your Database and Sphere of Influence**

- ☐ Develop your Unique Value Proposition
- ☐ Create your sphere of influence list using the contact list spreadsheet
- ☐ Set up Your Top Producer CRM - Complete Module 23 in TBTM
- ☐ Import Your Contact List into your CRM
- ☐ Customize Your Announcement Letter or Note Cards
- ☐ Email or mail your announcement to your database
- ☐ Make follow-up phone calls to your list and ask for referrals
- ☐ Customize your Top Producer Action Plan for your SOI
- ☐ Create Your Connect 35 Program

