

The image features a central white rectangular area with a dark brown border. The background is white, decorated with coffee beans and a cup of coffee. On the left side, there are several whole coffee beans and some ground coffee. On the right side, there is a white cup filled with coffee on a saucer, a small white bowl containing brown sugar cubes, and a spoon. The text is centered within the white area.

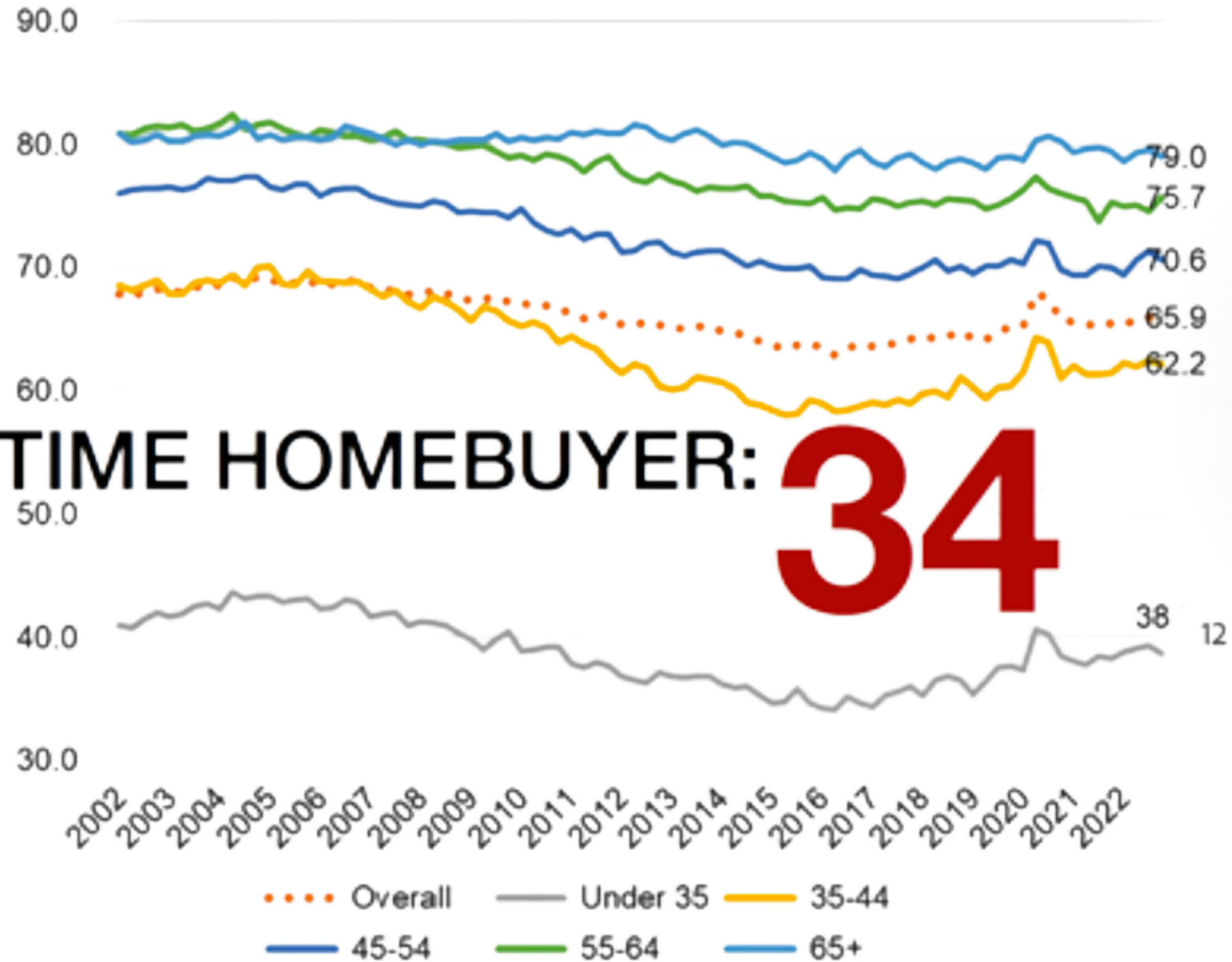
& Coffee

LEARN EXACTLY WHAT TO SAY TO
WIN NEW LEADS

Conversations

MEDIAN FIRST TIME HOMEBUYER: **34**

Homeownership Rate by Age



BOLD Conversations

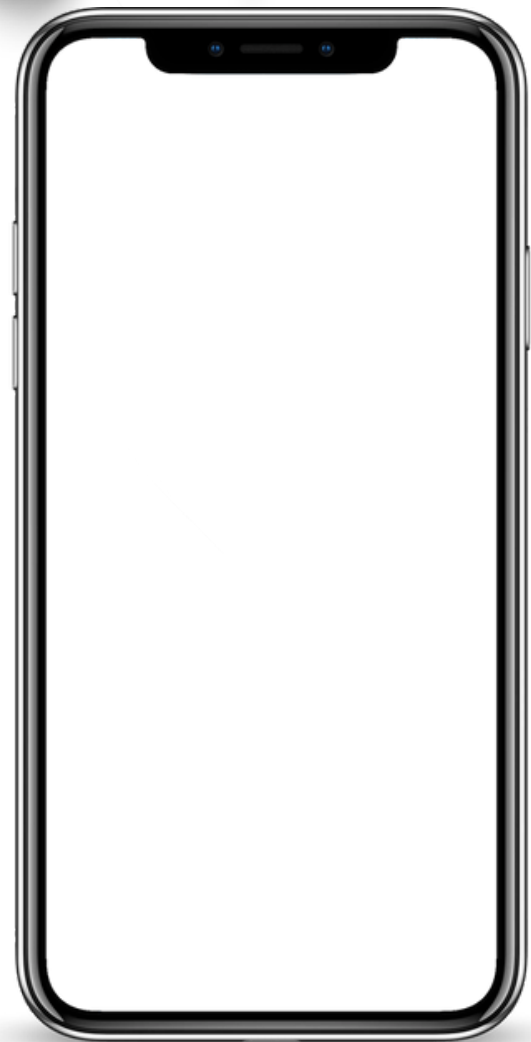
Hello _____!(FORD)

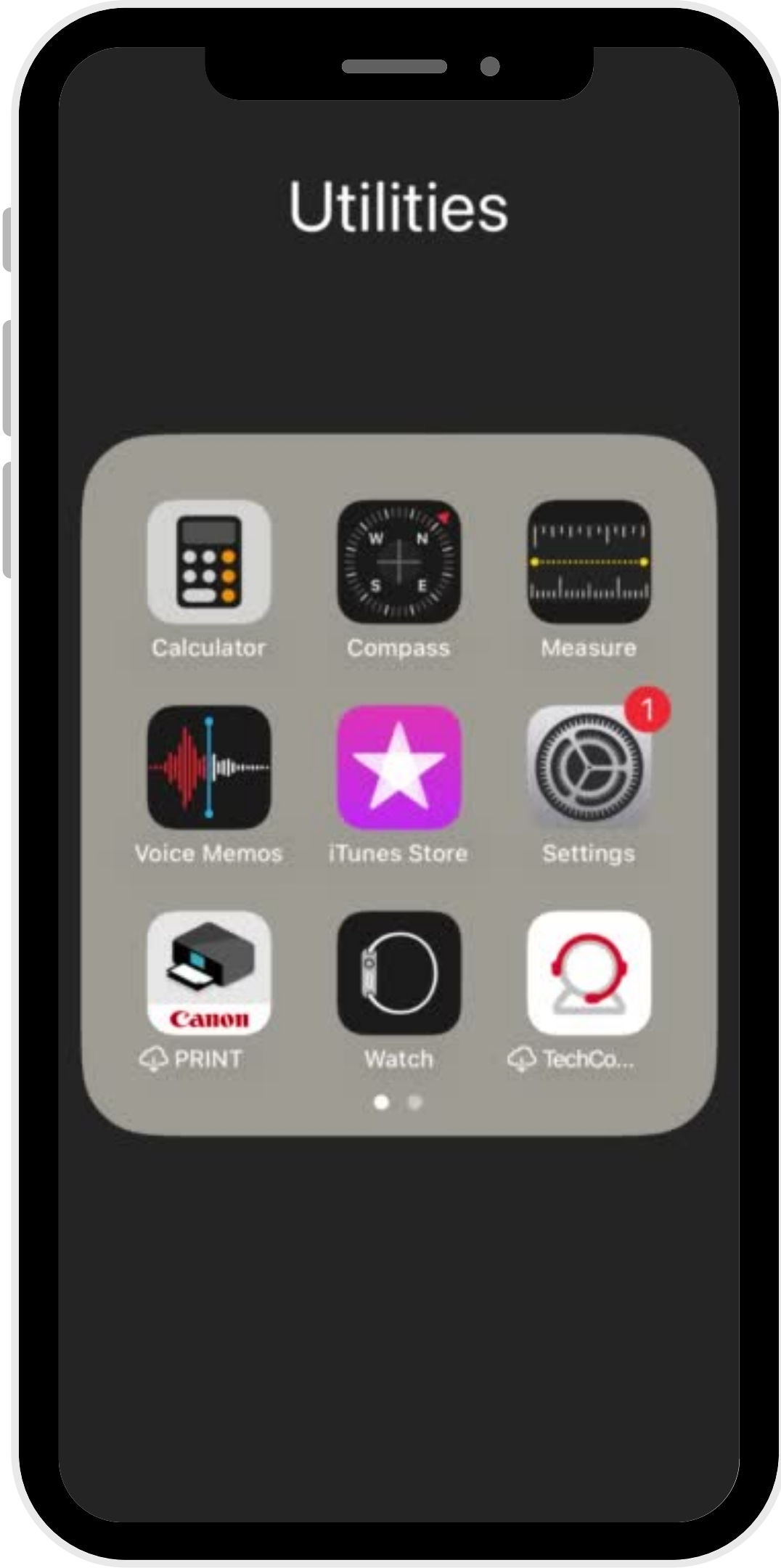
This season I'm being more intentional about connecting with my favorite people and you're at the top of my list!

Whether it's coffee, lunch or just a chit chat...I would love to catch up.

When is a good time for you?

*You're
Thank!!!*





Text Y's

Week Of:	DTD2 Group	Text Letter	Week Of:	DTD2 Group	Text Letter
6/6/2023	A&W	R	9/5/2023	A&W	N
6/13/2023	B&E	U	9/12/2023	B&E	S
6/20/2023	D&O	L	9/19/2023	D&O	T
6/27/2023	H&V	J	9/26/2023	H&V	T
7/4/2023	C&K	Q	10/3/2023	C&K	I
7/11/2023	F&G	Z	10/10/2023	F&G	Y
7/18/2023	M&X	W	10/17/2023	M&X	X
7/25/2023	N&R	E	10/24/2023	N&R	A
8/1/2023	S&U	O	10/31/2023	S&U	B
8/8/2023	P&L	V	11/7/2023	P&L	D
8/15/2023	T&J	K	11/14/2023	T&J	H
8/22/2023	I&Q	G	11/21/2023	I&Q	C
8/29/2023	Y&Z	M	11/28/2023	Y&Z	F

Change Your Words. Change Your World.

THE FUNDAMENTAL TRUTH: NEGOTIATIONS

The person asking the questions is in control of the conversation

-Use prefacers, frames, and lead-ins to control more of your conversations

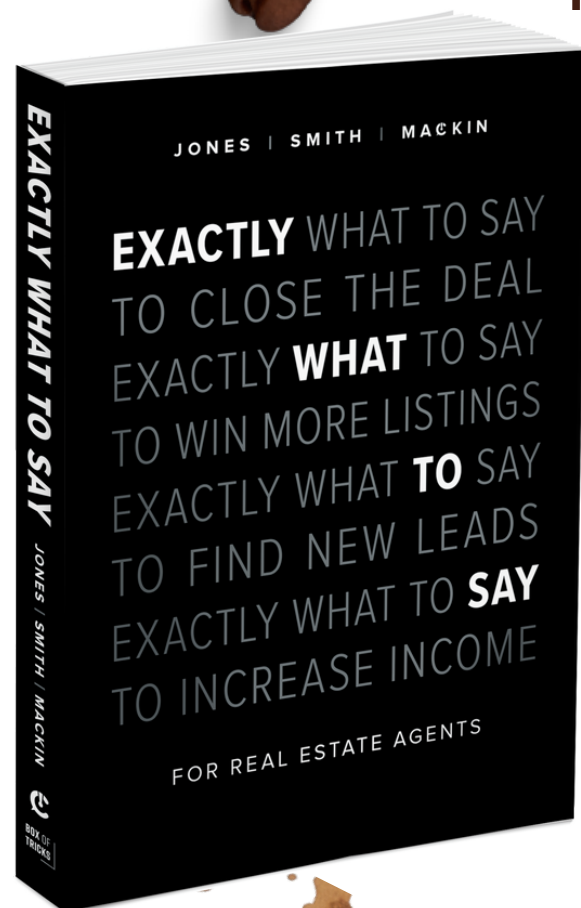
??????

✓ Start Conversations

✓ Build Relationships

✓ Create Opportunities

✓ Decisions



13 When Would Be a Good Time?



Overcome one of the biggest challenges with these words....**rejection** and **procrastination**.

The Magic: You prompt the other person to automatically assume there will be a good time and that “no” is no longer an option.



2 Who Do You Know...?

Don't become an annoying realtor by projecting your ability to help in every conversation.

The Magic: It shifts the direct ask away from the person you are speaking with and toward a third person who you currently do not know. Then think of circumstances where you can add value

A decorative border on the right side of the page features a white coffee cup with a saucer, a small bowl of brown sugar cubes, a spoon, and some pastries.

7 What Do You Understand?

Don't debate with others who think they know best and wish to lecture you on your opinion.

The Magic: Influence those who are confident of their position by moving them from certainty to doubt. Question the knowledge on which the other person's opinion was founded.



21 Most People

Indecision stops people from moving forward with you.

The Magic: When you tell people what most people would do, their brain says, “I’m most people, so perhaps that is what I should do too.” It moves people from procrastination into decisiveness.

28A Favor



You can rarely achieve success in life and business without the help of others. Asking for support increases your chances of achievement

The Magic: When you have been providing value during your conversation then you can leverage the power of a small ask to get somebody to agree to do just about anything...even if it is a conditional yes.

A top-down view of a white surface with coffee beans, a cup of coffee, and sugar cubes. The coffee beans are scattered on the left side, and a white cup filled with coffee sits on the right. A small bowl of sugar cubes is also visible on the right. The background is a clean, bright white.

7 I'm Not Sure If It's For You, But

Introduce just about anything to just about anyone, at just about any point in time, that is completely rejection-free.

The Magic: The statement prompts the little voice inside your listener's head to think "You might want to look at this."

The Grind



Farming: COFFEE SHOP CAMPING

Niche: COFFEE & CONVERSATIONS
TEACHER APPRECIATION

SOI: HAND DELIVER COFFEE TO
10/MONTH & REFERRAL
STARBUCKS GIFT CARD

Coffee Competition

Playbook

The Coffee Conversation Competition

From Wendy Papasan, Austin, TX

Lack of energy? Nervous about the shift? Want an easy, trackable way to increase business?
Follow Wendy's system in 5 easy steps!

Step 1: Identify a goal and prize

The person with the most books given, referrals received, and appointments set got a \$100 gift card.
Wendy set a goal of minimum 2 appointments in person. Don't over complicate it - ask someone to coffee!

Step 2: Get team buy in

Include admins & VAs!
Even if you're not on a team, find a friend to hold you accountable.

Step 3: Pick a theme

Wendy's team used the new Your First Home book to tailor the conversation.

Step 4: Go on the appointment

1. Bring a copy of *Your First Home*.
Be sure to staple your card to the back or write in your contact information.
2. During the conversation bring out the book and say:
"You know what, this new book from Keller Williams just came out. It's called Your First Home. Who do you know that could use this book?"

Pro Tip Tell them you only have one and ask for the referral's contact information.

Step 5: Continue the conversation

1. Thank the person for meeting you.
2. Contact the referral and send them a copy of *Your First Home*.
3. Set up a First Time Home Buyer seminar and invite all the referrals!
<https://www.kwconnect.com/details/win-big-with-your-first-home>
4. Add everyone you meet to your database.

Buy Copies Here:

