

Sphere of Influence Playbook

Wealth Horizons Academy | \$247

YOUR SPHERE OF INFLUENCE IS YOUR BUSINESS

Every successful real estate agent will tell you the same thing: their database is their most valuable business asset. This playbook gives you the complete system for building, managing and monetizing your sphere.

CHAPTER 1: BUILDING YOUR DATABASE

Who Is In Your Sphere?

Everyone you know and have ever known is in your sphere: - Family (immediate: 15-25 people; extended: 20-50+) - Close friends (10-25 people) - Casual friends and acquaintances (50-200) - Former colleagues (10-50) - Neighbors current and past (10-50) - Service providers (your doctor, dentist, mechanic, etc.) - Community connections (church, gym, clubs) - Social media connections (Facebook, LinkedIn, Instagram)

Target: 200 contacts minimum to start. 500+ is your goal.

Building Your Database Step by Step

1. Export contacts from your phone
2. Export Facebook friends list
3. Export LinkedIn connections
4. Export email contacts
5. Add everyone manually you can think of
6. Organize into CRM with contact details

Categorizing Your Sphere

- A List: Your closest relationships (top 50) — highest effort
- B List: Good relationships (next 100) — consistent effort
- C List: Acquaintances (everyone else) — lowest effort

CHAPTER 2: THE SPHERE COMMUNICATION SYSTEM

The Monthly Newsletter

Send a value-packed email newsletter every month without fail.

Content Formula: - Local market update (2 paragraphs with real data) - One home buying or selling tip - Community news or event - Brief personal update (keeps it human) - Soft call to action ("Thinking of buying or selling? I'm here.")

The Quarterly Personal Call

A list: Call every 90 days personally B list: Call every 6 months personally C list: Email only

The Call Script: "Hi [Name], this is [Your Name]. I was thinking about you and wanted to check in. How is everything going? ... [Listen genuinely] ... I won't keep you long — I just wanted you to know I'm always here if you need anything real estate related. And if you know anyone thinking about buying or selling, I would really appreciate the referral."

CHAPTER 3: REFERRAL GENERATION STRATEGIES

The Ask

Most agents never ask for referrals. This is the #1 mistake.

After every closing, say: "[Client Name], working with you was a genuine pleasure. The best compliment you could give me is introducing me to your friends, family or colleagues who might need real estate help. Would you be comfortable doing that?"

Referral Reward Program

Thank everyone who sends you a referral, whether it closes or not.

Referral Acknowledgment Sequence: - Immediate: Personal thank you call - When they refer: Handwritten card + small gift (\$15-25) - When it closes: Meaningful gift relative to commission earned

The Client Appreciation Event

Host one annual event for your top 50 sphere members.

Event Ideas: - Summer barbecue at a local park - Holiday wine and cheese party - Movie night at a local theater - Charity fundraiser (positions you as a community leader)

Budget: \$15-25 per person. ROI: Priceless.

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