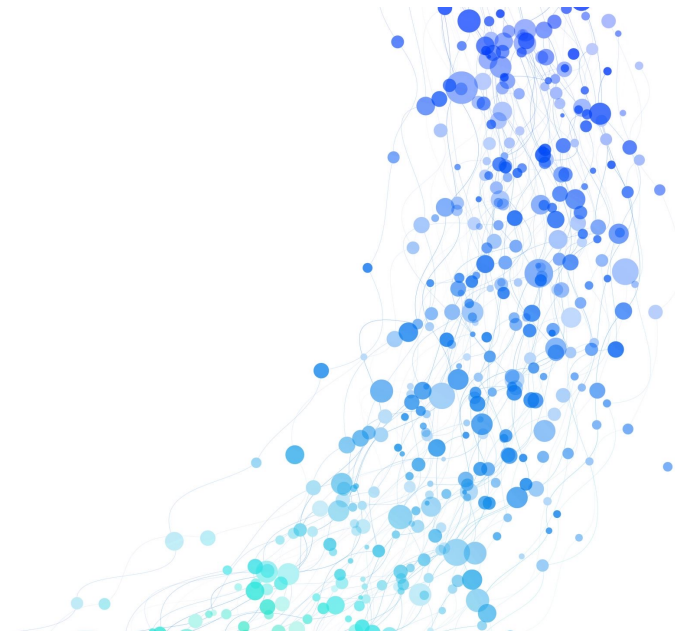


---

# GAMIFY YOUR DATABASE!

Definition: “Turning an activity into a game to add fun and creativity to important tasks”



---

# OUR PERCEPTION ABOUT WHAT WE DO DETERMINES EVERYTHING

One of the ways to change your outlook about one of THE MOST ESSENTIAL parts of our business is to gamify it. Turning standard activities in games helps relieve monotony, gives us new perspective, raises our energy, and eliminates database avoidance.

Make your business *central* around your database. Your database will become more meaningful and rewarding as you look forward to the creativity of playing games.

Create a clear goal around this. Which of the following games will you be willing to play?

---

# DATA BASE ROULETTE



Spin the wheel and take a chance!

- Randomly pick a letter of the alphabet and call everyone in your database with a first or last name with that letter. This helps you dive into your database beyond A,B,C,D, and work on L's or O's.
- Print out all of the people in your database in a spreadsheet. Cut them into strips with one name and phone number on each strip. Put them in a basket. Pick 10 a day from your basket.
- Play “cell phone roulette” like coaching client Chris Hill.

# Reticular activation: What you are looking for finds you.

---

# I SPY-HOW WELL DO YOU KNOW THEM?

Do you make notes  
about the clients you  
work with?

How many children  
and what are their  
names?

What are their  
hobbies and what do  
they enjoy doing?

Have you friended  
them on Facebook to  
maintain  
relationship?

What year did they  
buy their house?

Do you have their  
picture in your  
database?

Pick ONE question  
and scroll through  
your database to find  
out how well you  
know your people.

---

---

# FIND AND SEEK

CLIENT NOT RESPONDING? FIND THEM IN NEW WAYS

- Texting
- Video
- Send video via text
- Pop Bys
- Social Media
- Zoom

**And most importantly, know the communication channel your client prefers...**

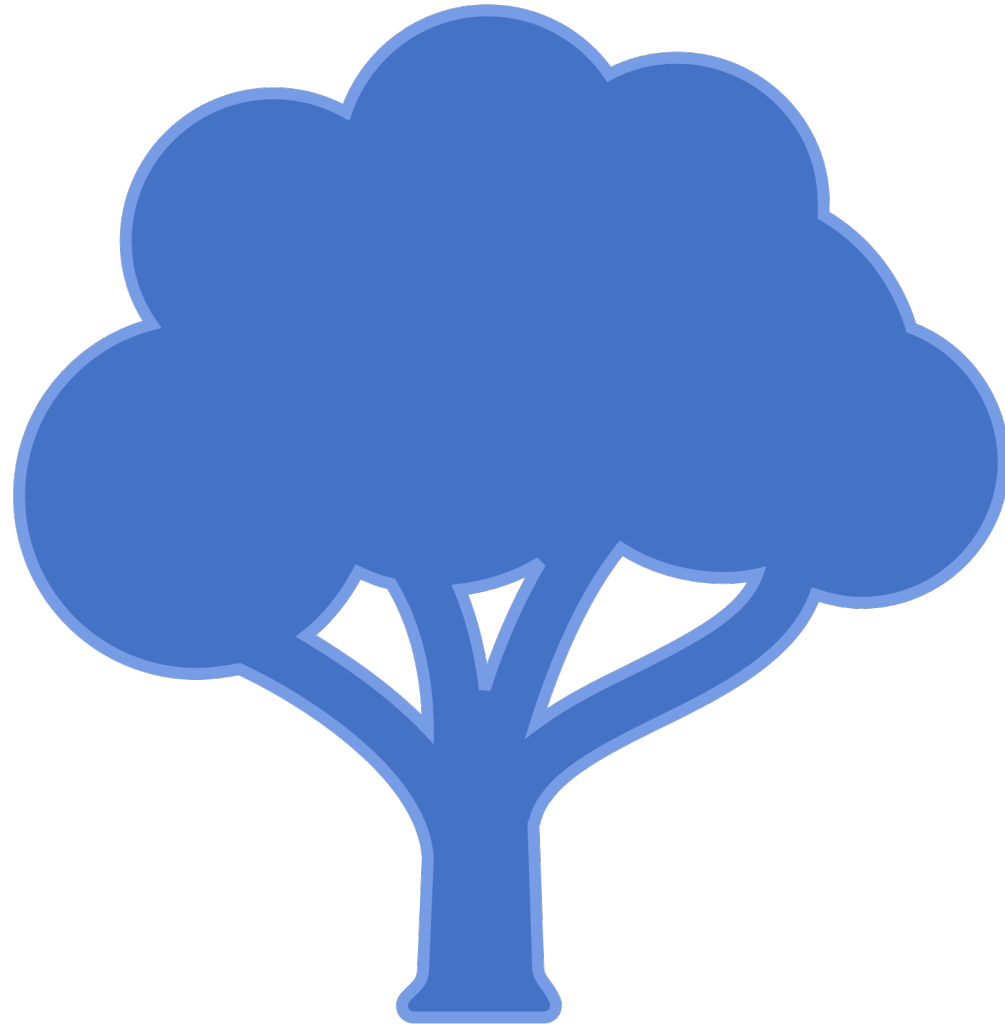
---

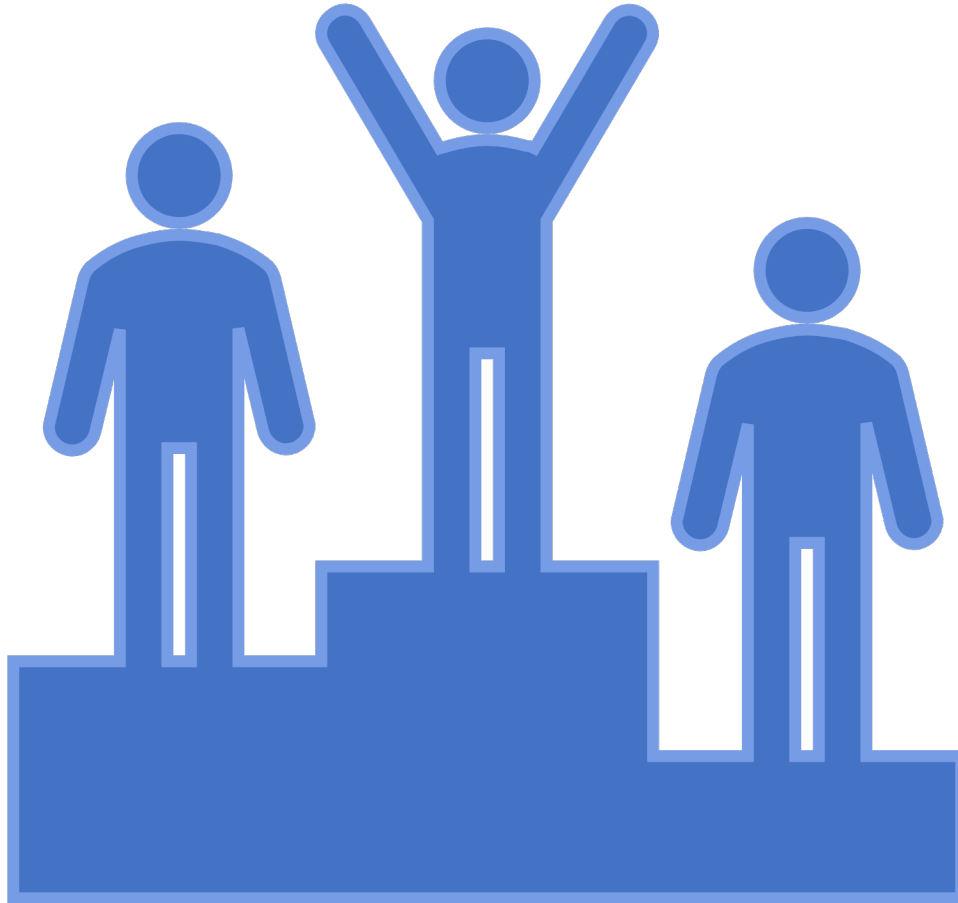


---

# THE GAME OF REFERRALS

- An agent I once knew had a referral tree painted on her office wall. You don't need to go to that extent but you do need to know you are giving your referrals and encourage others.
- Part of any game is REWARDS
- Do you track referrals in your database? Do you have a group that you reward or have a rewards program for? Don't just reward them once, reward them annually. For instance, you could send a small inspirational book every year. You could offer a discount with a landscaper, etc.
- We lose sight of our referral people and they are the most IMPORTANT people we can nurture.





---

## **MAKE IT A CONTEST**

**COMPETITION IS PART OF ANY  
GAME. CHALLENGE YOUR OFFICE  
OR YOUR ACCOUNTABILITY  
PARTNER TO A PRODUCTION  
CONTEST.**





---

# NEIGHBORHOOD HOPSKOTCH

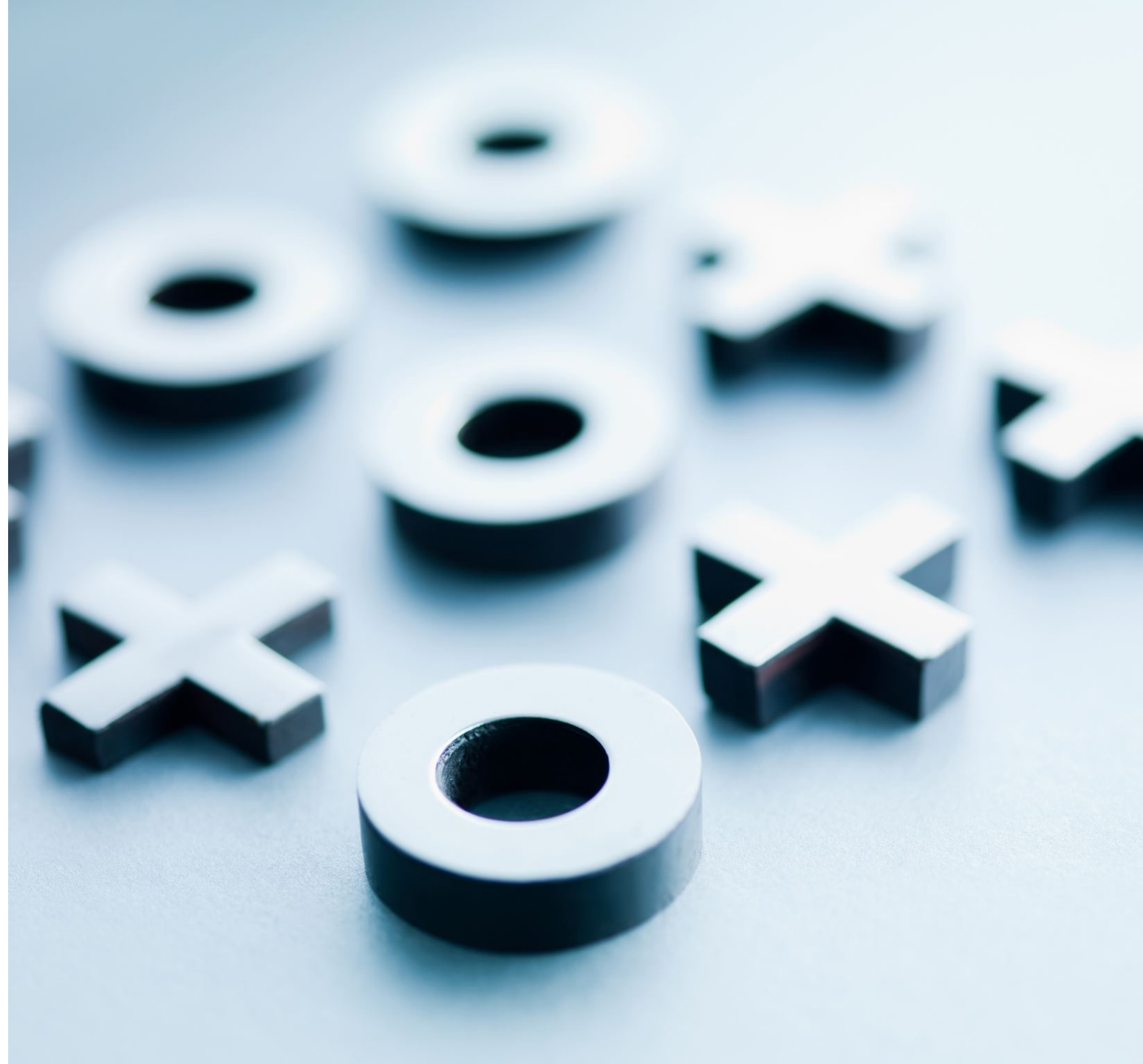
- What zip code are most of your people in? Who knows the answer to this?
  - Print out a map of that zip code or area and plot them all on a map.
  - Put the map on your wall so you can focus on where your best results come from. Note how you could hopscotch across the map to drop off something of value.
  - Note the streets nearby where you could harvest other clientele.
  - Having a visual in front of you helps your mind focus on patterns and possibilities.
-



---

# THE PENNY GAME

- This game requires a jar and some pennies. Fun to play with a partner.
- Is your goal to contact 50 people in a week? There are 50 pennies in a roll. Get some rolls at your bank and have them on your desk. On Monday break open a roll of pennies. For a week, place a penny in an empty jar ( clink!) until the 50 pennies are gone from your desk.
- The pennies are a visual and physical reminder of your actions and goal.
- If you action is not completed, it is right in front of you when the pennies pile up on your desk.



---

# STORY TIME

- One of the things that can keep a database involved and alert to referrals is to Tell The Story of your business.
  - Launch something...
  - Tell how you got started...
  - What are you building in Real Estate?
  - What is the dream?
- 
- One of the reasons buyers and sellers select an agent is to increase their own status by being attached to an attractive, charismatic leader in Real Estate

