

# Database = \$\$\$\$\$

## WHY have a Database

1. It makes you money almost immediately
2. It makes you CONSISTENT money every year forever, settling out at about 2-4 years if you don't change the size of it.
3. The numbers simply makes sense.  $7,10,7, 1, 7 = 15$  (see the video slide #15)
4. You have someone's ATTENTION and that becomes a HABIT you get paid for. (see slide #13)
5. You get to work with people you love... and who love you. Instead of Strangers that don't respect your advice.
- 6. It's a salable asset.**

## WHO to have in it

1. Past Clients and COI and Vendors
2. HOT leads & Current Business
3. A Farm area or Group (like AO's, church, PTA, etc.)
4. **Your IDEAL future clients** (Like HR people, First-time Buyers, CEO's... Whatever YOUR "ideal" client looks like)

## HOW MANY to have it (for your goals)

1. What is your goal this year?
2. What should goal be in 2 years ( $24 \times 1.25 = 30$ ,  $30 \times 1.25 = 38$ ) Answer for 24 this year is 38 in 2 years if using 25% per year. ( $125 \times 1.20 = 150$ ,  $150 \times 1.20 = 180$ ) Answer for 125 this year is 180 in 2 years if using 20%. You might use 20-40% if your goals today are under 50.... You might use 10-25% if your goals are over 50.
3. Multiply the answer x 100. So in the cases above it would be 380 and 1800.

**NOTE:** *It can't be a bunch of people that don't know you... i.e.: Old internet leads, or a farm that has no idea who you are. You have to WORK it to work. That's why I say 2-4 years to truly "gel".*

## **WHAT do to with it.**

1. Create a PLAN that includes: Mail, Email, Text, In-Person, Social Media “contact”, Annual Reviews, Resource-Source, and Calls ***-In some combination that is PERFECT for YOU.***
2. Create a schedule that supports the plan.
3. Work the schedule. Do it, move it until it’s done.... On the DB Plan, we can’t DELETE IT....
4. ***Adjust the plan end of each year*** when the MAP changes. (see slide #9)

## **HOW MUCH you can sell it for when you retire.**

1. Most businesses are valued on the Size and Profitability of their DATABASE.
2. General rule of thumb is 1-2 year’s income. Smart Buyers will want to see that income is representative of an average over a period of years. Generally 5 years minimum.
3. So... building it to be as profitable as possible for 5 years, could mean a LOT of \$\$ when you retire. It’s your PENSION PLAN.

## **ARE YOU WILLING TO SPEND THE NEXT 1 MONTH in the Database Course?**

Class starts next Tuesday the 10th at 4pmET/1pmPT and goes the following 2 Tuesdays.

Only \$102 for you as a client, or \$34 a class. You can sign up at [www.YCMDatabaseCourse.com](http://www.YCMDatabaseCourse.com) and use discount code LOYAL145... or you can just tell me to bill your card on file.

If you’ve taken before and just want the new recordings, you don’t have to pay, just login to the website the day after class.

I highly recommend this refresher as it has some new material since I read the book Unstoppable Referrals.

Click below to start the video:

<http://www.meetingburner.com/b/ycm/watch?c=HDWRWR&h=f>