

#KEEPITMOVIN COACHING 07/08

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ATTENDEES - 85

QUOTES

Let us not wish to become more disciplined, but rather create a more disciplined environment, one that allows us the benefit of being more free.

TOPICS

WHY TIME MANAGEMENT IS IMPORTANT?

Your time management is not about just discipline structure and getting the things done that you need to do in your life. This is about your health. This is about your relationships. This is about your self care. This is about the time that you give back to yourself. Because if you're allowing the world to take everything from you, you may not have much more to give to yourself.

WHO ARE YOUR TARGET AUDIENCE AND HAVE CRAFTED THEIR MESSAGES?

Ernesto Hernandez - His target audience are the ones who want to move in Concord. So his messaging is how do you make that transition easy and can be their guide.

Dameon Bledsoe - Being a native from the East Bay, Richmond and Oakland, I'm an advocate for all of my clients, because the bulk of them are not from here, like they might have lived here for a little while. But they really don't know the areas, they don't know the neighborhoods, they don't know the history. So they can potentially miss out on something that they would really love. Because they don't know anything about these areas. So being a specialist in these areas is big for me, because they don't have that. On a whole, it's harder to find these days, because everybody is from somewhere else and transient. So just being that local advocate, I believe gives me an advantage and a value. So going forward I'm targeting this market that again, needs somebody that knows the place.

Nita Teurm - I identify two groups of people that seem on different ends of the spectrum, but it actually provides one solution, which is housing, right. So the first group that identified were homeowners that were interested in purchasing another property. I have so many people who want to get into another property, they have equity in their house, they're trying to figure out what to do with it. The second group is I hear stories about how people were like, getting pushed out of their homes, they've been long time renters, you know, the cost of living is going up. I actually do want to help the people that don't really know how to attain a house or maybe a loan to like, get into that. And if there's more homeowners buying second homes in our area, they could possibly provide housing for the people who are looking.

Andrew Lin - I've been helping a lot of SOI friends, and many of them are first time homebuyers. And I've noticed that I really like making sure my clients have the specific information of how to buy a home, and what it takes. So I usually am very detailed and give them the information so that they understand so that they can make the decision. And then also ends up many times that being it ends up being a new home build.

Nyas Cook - My target audience is when I'm going out and I'm doing fundraisers. I guess my niche would be in the nonprofit world of targeting nonprofit work. And you're dealing with executive directors, which I've been doing for the last five years. And so I think that's where I manage more.

Beau Pryor - I'm starting to notice more dialogue with people who are finding the same things that are important: financial freedom, ability to move throughout the world, you know, and pass things along to their kids that are more than just financial but more experienced and things like that. So it's definitely opened up another aspect where I wanted, what I'm trying to target people who are looking toward investment to make their life easy and simple, be able to have and provide for their kids more than just like I said that financial freedom but more of that freedom of experience.

Malinda - I want to target my family. I want to get them in a home so they have something for their children. So I think for right now that's my target is my family to get them in homes, make their dreams.

Otis White - I've been getting a lot of buyers, a lot of baby boomers, that have kids, they have grandkids grandbabies and they want to leave something for him. So you know, the initial not being informed earlier on in life where they could have had all this equity for them now, at least that they're starting to realize that now and it's really touching.

KEY TAKEAWAYS

Chris Barcenas - Management is definitely key, so that you're not so you'll be more efficient and actually get stuff done. And knock stuff off your list. Having a niche and strategy when you talk to potential leads, like when agents mentioned earlier. For me For listings, I have a contractor that's willing to do all the work in front, all the money and take it out of escrow later, which is really big, because it gives more value, so on that, and they'll choose to use you because they don't have to come out of money out of your pocket up front. So if you just need to do that, a little extra is different and separates you from other agents, gives you a better quality to convert, and I'm getting more business.

RESOURCES

Meeting transcript:

https://www.dropbox.com/s/6tcfgl2bplxsq93/%23KeepItMovin%20Coaching%2007_08%3A%20Identify%20Your%20Target%20Audience.pdf?dl=0

Book: America's Young Black Male 2000: Too Black, Not Black Enough by Dameon Bledsoe

<https://www.amazon.com/Americas-Young-Black-Male-2000/dp/1985825120>

Elias' video - <https://www.instagram.com/p/Ca7hedpFFbK/>

Instagram: <https://www.instagram.com/eliasastuto/>

Tiktok: https://www.tiktok.com/@elias_astuto?lang=en

Koji: <https://withkoji.com/@Eastuto>

Youtube: <https://www.youtube.com/channel/UCI3ToQQf7rjh7V0txeiWGe>