



# Power Hours

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Planning + Executing Touches

# Who is @emilyse11sdenver



- Born/raised/lived in Massachusetts until I was 27 years old!
- October 2009 - Visited Colorado for first time.....
- January 2010 - Visited Colorado for second time.....
- March 2010 - I drove 1,872 miles to call Colorado home!
- August 2013 - lost my job and moved back to Connecticut to live with sister!
- June 2016 - visited CO for wedding and said "I'm moving back to Colorado!"
- September 2016 - I drove a scenic route back to Colorado!
- TODAY - I live in Denver - and am a full time genuine hustlin' real estate agent!

# Why Real Estate?

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- Lost Job in 2013 - said "I'm never going to let someone else determine my "worth""
- Moved to CT - all the jobs I was finding online were pulling me to Real Estate...
- My sister introduced me to the guy that helped her buy a house...
- July 2014 got my license... I knew no one. I got my first listing from a handwritten card in my sister's neighborhood.
- #sell3takeatrip
- September 2016 moved back to Colorado....  
January 2017 got my Colorado license... I knew people - but they did not know me as a Real Estate Professional

# *Coaching + Personal Development*

January 2018 - I joined current brokerage and said this is my year to have a breakthrough!

Invested time and money in a sales training program - took away two things:

- I am NOT salesy
- 100 touch challenges

April 2018 - spent a weekend "discovering my purpose"....

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*"To make people feel loved and that they belong...by being bold and being myself I will exceed expectations and experience financial freedom!"*

# StrengthsFinder Assessment December 2019

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- WOO - Love the challenge of meeting new people and “winning them over”!
- INCLUDER - Strive to create a sense of belonging and acceptance! (*Sounds like my purpose*)
- ACTIVATOR - Make things happen by turning thoughts into action...“Let’s start working!”
- POSITIVITY - I am more upbeat when I have a sense of belonging!
- IDEATION - Enjoy spending time with possibility thinkers who have intriguing ideas that no one else has considered!

*(this is EXACTLY why I am here today!)*



# Goals + takeaways from this class...

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- When is the best time to reach out to your sphere?
- What is the best method of contacting your hot / warm lists?
- What are you going to say?
- What if only one person replies or answers?
- What do you enjoy doing?
- **THINK OUTSIDE THE BOX!**



# Where did **POWER HOURS** come from?

- January 2020 – asked if I could facilitate a class....
- ....because I was getting messages for ideas
- ....because I was getting asked to coffee by agents in my office
- AND - I was trying to build my own business + doing these tasks
- I have a network of professionals to introduce to agents
- January, February, March 2020 did "power hours" in our offices
- I spent 10-15 minutes giving ideas of how I would spend the time
- I had my favorite vendors "sponsor" the event and give prizes
- The rest of the time – I walked around helping with ideas - or sharing resources



# Every Month Ideas

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- Birthday Cards! (*9th + 25th*)
- Birthday Texts/Videos!
- Home Anniversary Gifts / Home Values
- Congrats... Babies / Weddings / Engagements
- Facebook or Insta Messages
- BCC an email
- **PREPARE** quarterly touches
- Design on Canva
- JibJab videos
- Letterboards







# Handwritten Cards are my LOVE LANGUAGE!

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## Steps to write a handwritten card:

1. Buy Cards
2. Buy Stamps
3. Writing a Return Address
4. Recipient Address
5. Inside Note – Content
6. Put it in the mail!

## Reasons for failure:

1. Has to be perfect for everyone!
2. I hate the post office!
3. My handwritting sucks!
4. Do I even have Joe's address?
5. Writer's block!
6. I hate going to the post office

# Handwritten Cards are my LOVE LANGUAGE!

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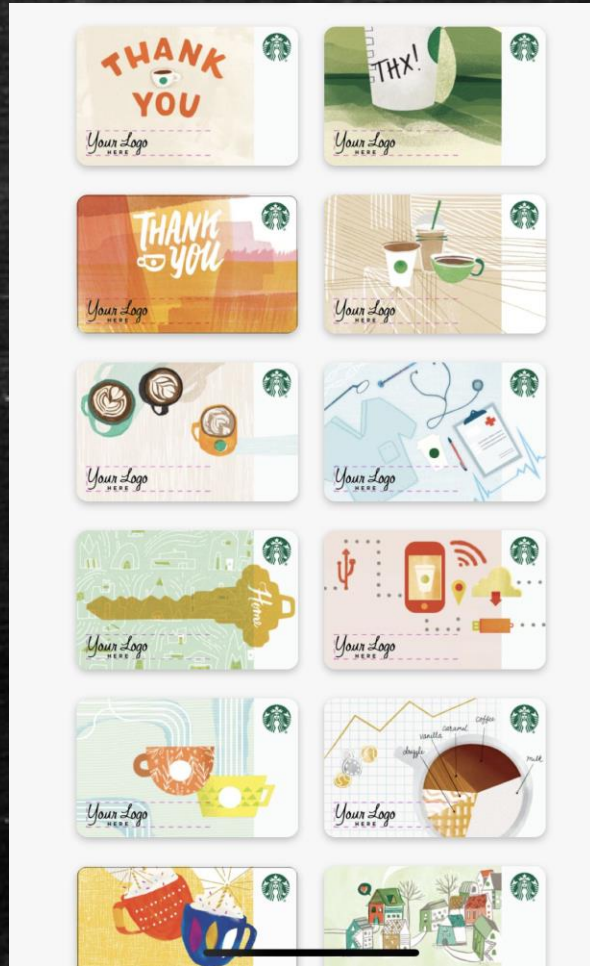
## Steps to write a handwritten card:

1. Buy Cards
2. Buy Stamps
3. Writing a Return Address
4. Recipient Address
5. Inside Note – Content
6. Put it in the mail!

## FIX THE EXCUSE:

1. Buy a multi pack on Amazon! Or design your own!
2. THEY last FOREVER!
3. Buy a stamp – for under \$30!
4. Make this your "Power Hour"?
5. KISS - Keep It Short + Simple!
6. Pull up + Drop off

**100%** of this combined is worth it **100%** of the time!



# 100 Touch Challenges!

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## Goal - "Touch" 100 people

- When – Once a month – not every third tuesday at 3pm
- Who – Friends/Past Clients/Sphere/Farm - who loves you?
- Where – texts, fb or insta messages, emails, linkedin, mailing
- What – "hello!", invite to class, invite to event, set up property search, low interest rates

GIVE YOUR FUTURE SELF AN HOUR!



# EVENTS are MY JAM!



Last regular season  
Rockies game  
← Sept 2018

Early Rockies game  
May 2019 →



- Lender that gave me a buyer – she then referred 2 friends!
- Couple – currently UC!
- Home buyers that have bought twice!
- Home buyer that turned home seller!
- Friends that forwarded my newsletter to a mutual friend – currently UC

# "Invite Like Emily" - 100 touch examples



Sept 24, 2019 –  
Invited 79 people

8 people showed  
up!



71 people did **NOT** show up nor  
respond

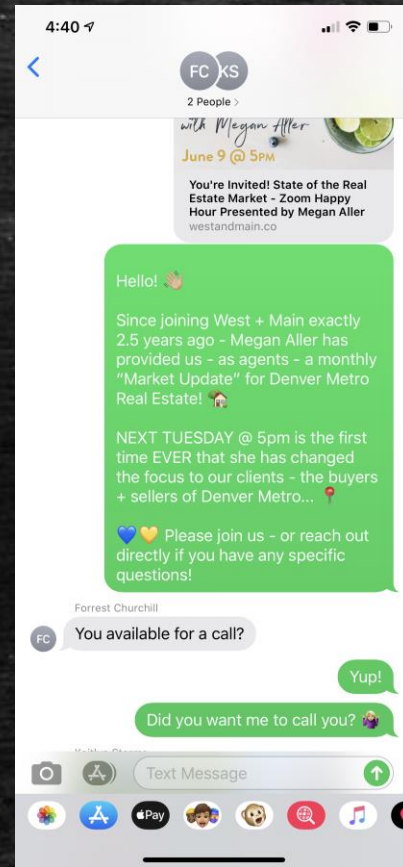
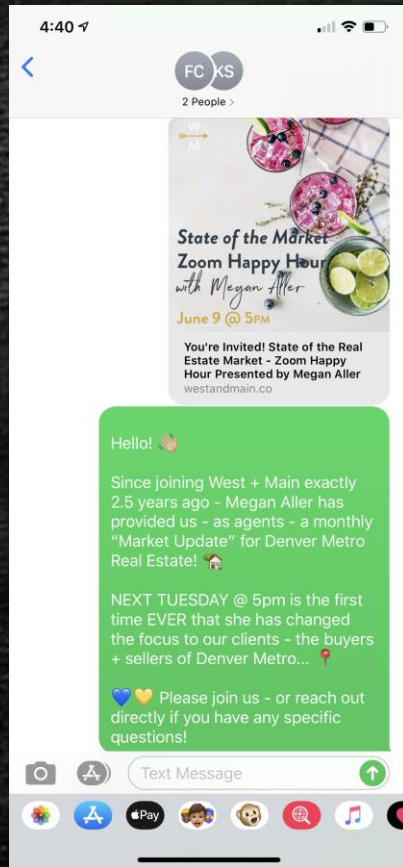
BUT....

- Closed a referral in March
- Closed a Buy/Sell for over \$1 Million in April
- Closed a repeat client yesterday
- 4+ others have since reached out with RE related questions





# I keep texting / I keep inviting...

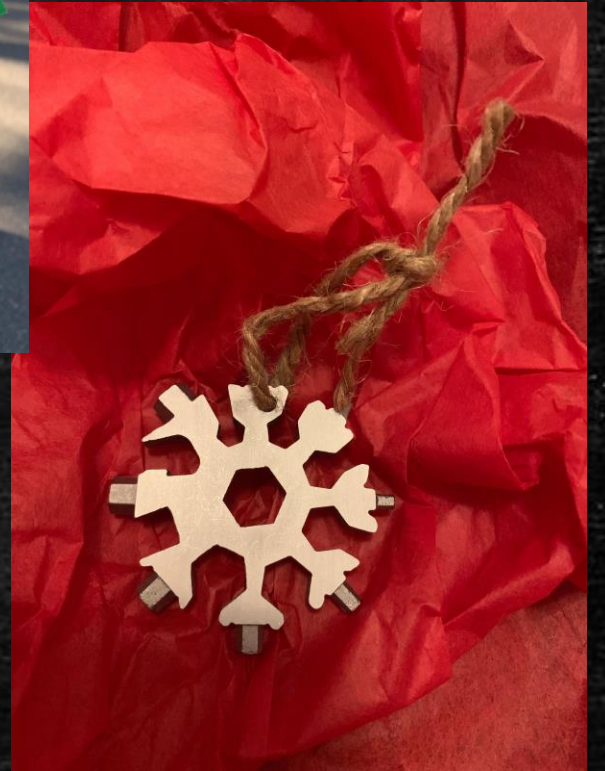


- We went Under Contract the next day!
- She attended the market update after we were under contract!

# Just "poppin' by"...

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- I try to do these quarterly
- Past clients + hot /warm clients
- Time changes / Season changes
- Holidays / National Days
- What is going on in your city / town ?
- There are people that make them all for you! (Or you can "use" their ideas!
- Search pinterest



Does anyone know what June 5th is?



# Happy National Donut Day!

During this crazy time - it is important to stop and celebrate the silly things!

Enjoy the classic + chocolate donuts that you can decorate at home with chocolate + vanilla frostings and donut forget the sprinkles!

Donut forget to send me pictures or share on Instagram and tag @emilysellsdenver!

If you know anyone that is considering a move of any kind - donut forget to think of me! emily@emilysellsdenver.com

Baked by Cherry On Top Bakery and provided with love from Emily Sells Denver.

WEST + MAIN  
homes

@EMILYSELSDENVER  
@WESTANDMAINHOMES

thanks!

@CHERRYONTOPBAKERYCO

FOR MAKING THE TREATS FOR MY PEEPS!

Lyra and I are super excited about these donuts and finding our new home with you! Thank you so much! 🍩💕



PUPPIES AND DONUTS!!!

@EMILYSELSDENVER  
@WESTANDMAINHOMES



Green Gable Roofing and Exteriors

1 hr · 🌐

Special thank you to [Emily Johnson](#) at West and Main Real Estate! 🍷 She does great work and we are proud to be a part of her referral network! She dropped by this DIY donut box today as a fun "thank you" for the work we do for her clientele!



Elizabeth Fehringer

1 hr · 🌐

Thanks @emilysellsdenver for the amazing donuts!! #bestagentever #emilysellsdenver



ktstorms10



@KSTORMS10 - AWWW! THEY LOOK SOOOOO GOOD! GREAT SEEING YOU YESTERDAY 😊

#TOGETHER

# August Ideas

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## *National Days*

- 8/1 - Girlfriends Day
- 8/4 - Choc Chip Cookie
- 8/6 - IPA Day
- 8/7 - Water Balloon Day
- 8/8 - Dollar Day
- 8/10 - S'More's Day
- 8/13 - Prosecco Day
- 8/16 - Tell a joke day
- 8/27 - Just Because Day

## *Other Ideas*

- Teachers!
- Parents! - 8/1 is "Respect for Parents Day"

# September Ideas

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## *National Days*

- Lazy Mom's Day
- Day of Encouragement
- Kids take over the kitchen
- Play-Doh day
- Working Parents

## *Other Ideas*

- First day of fall
- "Winter Spring Summer Fall – all you have to do is call....."

# October Ideas

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## *National Days*

- Homemade cookies
- Taco Day
- Do something nice
- Make a difference
- Hermit Day

## *Other Ideas*

- Learn the trick or treat rules
- BOO books



# November Ideas

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## *National Days*

- Calzone day
- Sandwich day
- Forget me not
- Small Business Saturday

## *Other Ideas*

- Daylight Savings – Add value
- Thanksgiving Cards
- Pie Dishes
- Pie pick-ups

# December Ideas

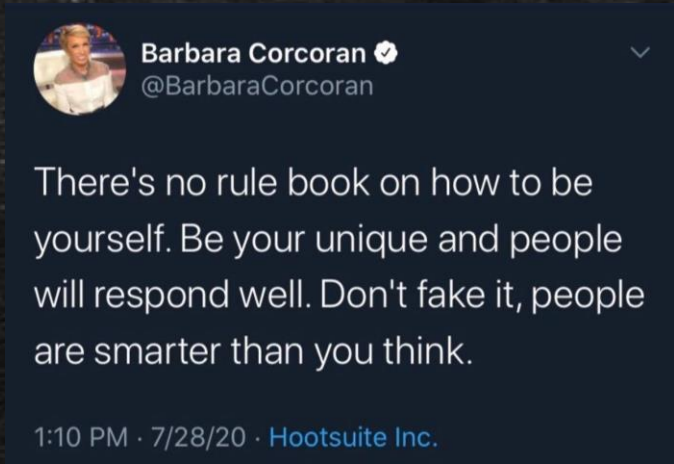
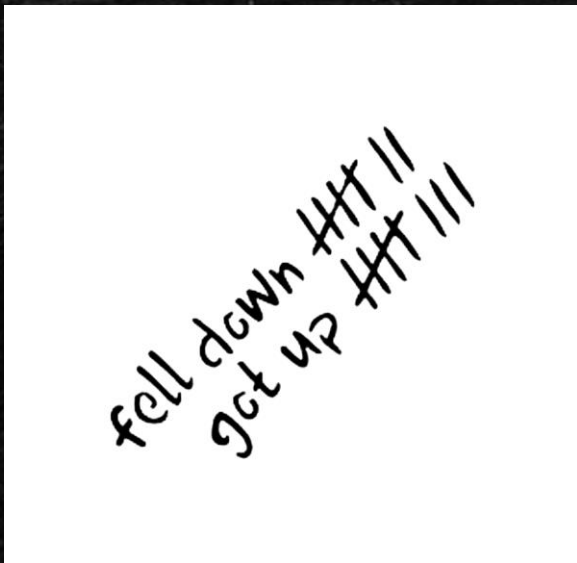
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## *National Days*

- Sock day
- Cupcake day
- Crossword puzzle

## *Other Ideas*

- **BIRTHDAY CARDS are a must!**



# Did you learn?

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- When is the best time to reach out to your sphere?
- What is the best method of contacting your hot / warm lists?
- What are you going to say?
- What if only one person replies or answers?
- How can YOU be YOU?

Q+A time

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**WEST + MAIN**



*Emily Sells Denver*

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