

Audio: Database Voice Broadcast

Tim Braheem

Transcript

Okay, team. So as I talked about in my presentation, a part of your database nurturing campaign, staying in touch with your past clients needs to involve various mediums, right? So I used to send out a newsletter, as I mentioned, on a quarterly basis that had a personal tone to it, two personal handwritten note cards a day, 10 a week, 520 a year. I mentioned that. Yes, you should use something like Homebot to drip timely market information on them, on the value of their property. I think that's an incredibly valuable tool. But there's a medium that very few use that is so incredibly powerful, and I brought this medium to the mortgage industry back in 1995 at a Todd Duncan seminar. So I go way back literally 30 years with the utilization of this, which is voice broadcasting technology. Now, I want to speak to the pros and cons of voice broadcasting technology for a minute before I give you the scripts.

So the ability to leave one non-salutated generic message and send it out to everybody in your past client database in the course of a couple of hours at very little cost with your energy, your excitement, your tonality, and your voice inflection is incredibly powerful. Now, the downside, of course, is that generic non-salutated part of the message. So I never had a problem with it because if you start off with some enthusiasm, they don't even realize that you didn't use their first name. But the message needs to be generic. You can't reference, as an example, "I hope you and your kids are doing well," because if somebody is getting this message and they don't have kids, then of course they're going to be like, "Well, this clearly wasn't for me." Now, I like to send these voice broadcasts out at random times of the year, but somewhat strategic.

So I used to always say, everybody sends out a holiday card, and it costs them, I don't know, over a couple of bucks with postage and everything. To me, that's not as effective as sending out a voice broadcast, which is at a fraction of the cost and has greater impact. So the times of the year that I used to send out my voice broadcasts were after the first of the year, around the 4th of July weekend, and then at Thanksgiving. And you could do it during Valentine's Day; you could do it during Labor Day weekend; whatever it is that you choose, mix it up and explore this tool. And there are a lot of different companies out there, like I said like Slydial, and other companies that you can use for this purpose.

Okay, so let me give you some sample scripts.

Success Scripts

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Script Topic: Staying in touch with your past client database through voice broadcast messages

Voice broadcast message for New Year's

"Hey, it's Tim Braheem with First Rate Financial, and I just wanted to call and wish you guys a Happy New Year. I hope the holidays were good to you. I hope that you had the opportunity to be with family and to slow things down a little bit, and to get off the grid, and just be connected. And I really hope that this next year is an amazing year for you. And just wanted to let you know that I'm thinking about you. And if there's anything you need, I'm always here to help out in any way I can."

Voice broadcast message for the 4th of July

"Hey, it's Tim Braheem with First Rate Financial, and I just wanted to wish you a happy 4th of July weekend. Hopefully, summer is in full swing for you, and you're doing something fun. If you're shooting off fireworks, be safe. Don't catch your house on fire. But if you do, you can call me for a home improvement loan. Obviously, just kidding. Anyways, I hope that you're doing some vacationing this summer and that you're enjoying the beautiful weather. And if there's anything you need, let me know. Take care."

Voice broadcast message for Thanksgiving

"Hi there. It's Tim Braheem with First Rate Financial, and I wanted to wish you a happy Thanksgiving. I hope that this holiday brings a lot of gratitude to your life and it's a time of reflection of what's important to you and the people that are important to you in your life. I love this holiday because it really kind of slows me down and has me reflective of all that I'm grateful for, and I hope that you have that same experience as well. And I'm grateful to have you as my client. So if there's anything you ever need from me, know that I'm always here to serve you. And Happy Holidays."

Team, if you just record three messages like that over the course of the year and send it out to your past clients, it's going to keep you incredibly connected with them, and they're going to be thinking of you when they have a need. -Tim