

GIVE 'EM SOMETHING TO TALK ABOUT



Creating a Better Story for Success

MICHIGAN REALTORS®
THE CONVENTION
Grand Traverse Resort & Spa • Sept 26-28, 2018

Sean M. Carpenter
Sean Speaks, LLC

I. Introduction

A Story of Two Hotels

II. What Are We Aiming For?

A. The Basics of Great Service

1. Use your _____
2. Know your _____
3. Use _____
4. Show up _____
5. _____ promptly
6. _____ with people the way they _____
7. _____ their _____
8. _____ & _____

B. Deliver great service or provide a _____?

***“Doing what is _____ only prevents _____.
 You must do _____ than is _____ to truly
 _____ a _____”***

We want to _____ the experiences

Can you capture people being _____

Your marketplace is tired of _____

It’s a new world these days...

*It’s no longer _____,
 ...It’s now _____*

III. If You Build It, They Will Come

Pop Quiz: _____

IV. Getting Back to Basics; Old School vs. New School

Listen vs. Talk

V. Word of Mouth Marketing

The Rules about Word of Mouth Marketing

#1.

#2.

#3.

#4.

VI. What's the story you're telling?

What's the story being told about you?

VII. Final Thoughts

❖ Advertising is _____

❖ Marketing is _____

❖ Word of Mouth is _____

The Recipe for Word of Mouth Success

1. Have a _____
2. Build a _____
3. _____ your fan base
4. _____ with others how you _____ / _____ your fan base
5. _____ as necessary

Sean's Recommended Reading List

- ✓ QBO! – John Miller
- ✓ Tribes – Seth Godin
- ✓ Linchpin – Seth Godin
- ✓ Poke the Box – Seth Godin
- ✓ Trust Agents – Chris Brogan & Julien Smith
- ✓ Delivering Happiness – Tony Hsieh
- ✓ Setting the Table; *The Transforming Power of Hospitality in Business* – Danny Meyer
- ✓ The Fred Factor – Mark Sanborn
- ✓ The Difference Maker – John A. Maxwell
- ✓ The Good Life Rules – Bryan Dodge
- ✓ Predictably Irrational – Dan Ariely
- ✓ Contagious; Why Things Catch On – Jonah Berger
- ✓ A Whole New Mind – Daniel Pink
- ✓ Steal Like an Artists; – Austin Kleon
- ✓ Switch; *How to Change Things When Change is Hard* – Chip & Dan Heath
- ✓ The Referral Engine – John Jantsch
- ✓ The Conversion Code – Chris Smith
- ✓ Blink! – Malcolm Gladwell
- ✓ First Break All the Rules – Marcus Buckingham & Curt Coffman
- ✓ Now, Discover Your Strengths – Marcus Buckingham & Donald Clifton
- ✓ Really Important Stuff My Kids Have Taught Me – Cynthia Copeland Lewis
- ✓ Crush It! – Gary Vaynerchuk
- ✓ Integrity Selling for the 21st Century – Ron Willingham
- ✓ The Alchemist – Paulo Coelho
- ✓ Think & Grow Rich – Napoleon Hill
- ✓ The Complete Calvin & Hobbes – Bill Watterson



Sean M. Carpenter

(614) 989-2277

E-mail me at Sean.Carpenter@cboki.com

www.SeanCarpenter.com

PLEASE CONNECT TO ME ON THESE SITES...



[Facebook.com/Seanmcarpenter](https://www.facebook.com/Seanmcarpenter)



[@SeanCarp](https://twitter.com/SeanCarp)



[SeanCarp](https://www.instagram.com/SeanCarp)



[seanmcarp](https://www.snapchat.com/add/seanmcarp)

Please sign up to receive my blog in your E-Mail Inbox @

www.CarpsCorner.net