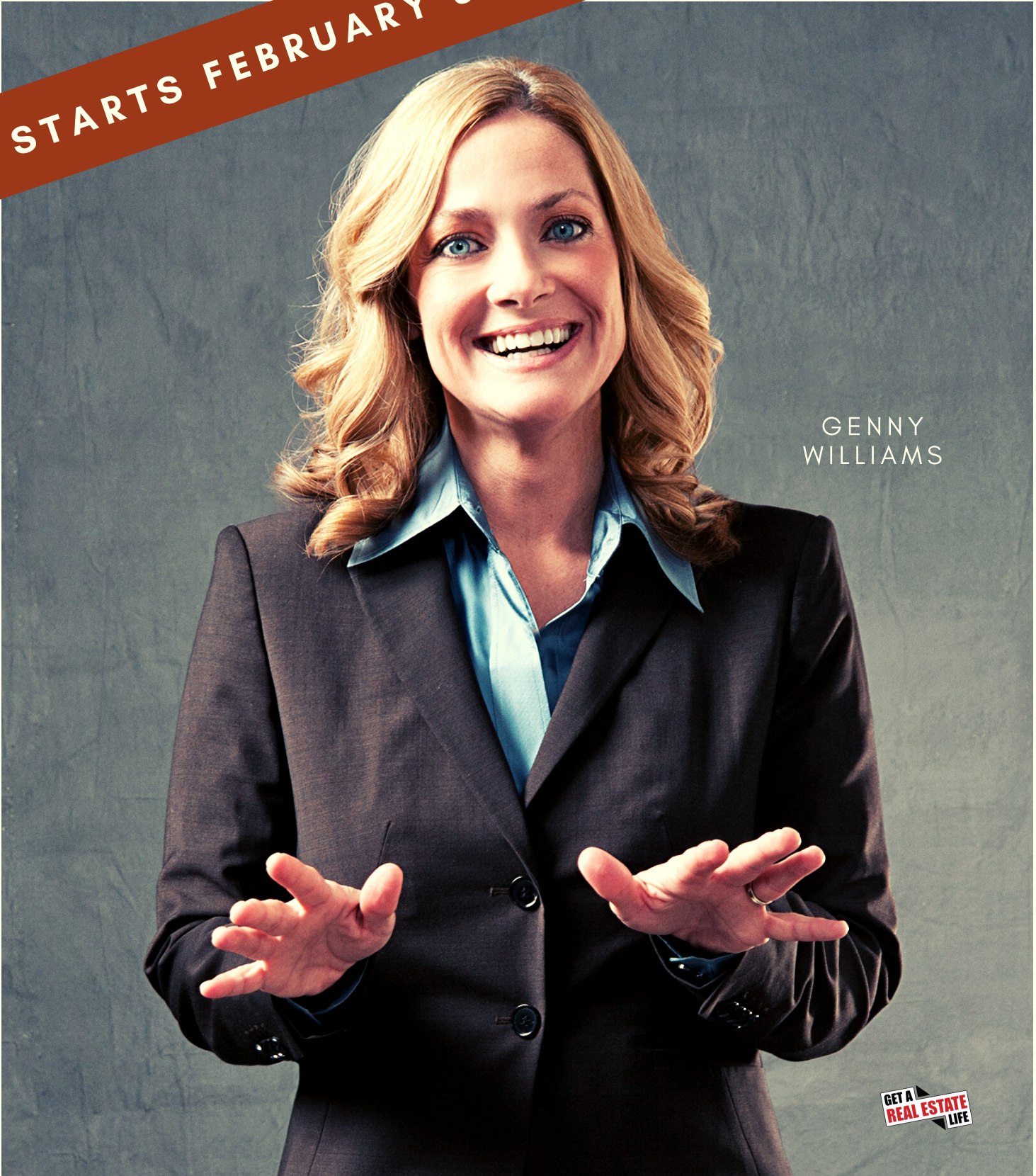


STARTS FEBRUARY 3!



GENNY
WILLIAMS

GET A
REAL ESTATE
LIFE

6 FIGURE INTENSITY

CLEAR THE PATHWAY TO A 6-FIGURE INCOME IN 2020!

COMPETITIVE

DOMINATE THE MARKET YOU WANT,
REGARDLESS OF WHO'S TOP DOG NOW

CHARISMATIC

BECOME THE MOST REFERRABLE REAL
ESTATE AGENT IN YOUR MARKET

INVESTED

DEVELOP THE DAILY HABITS OF TOP
PERFORMERS TO REACH A NEW LEVEL

INTENSE

ATTACK EACH DAY WITH PURPOSE &
BECOME THE EXPERT IN YOUR MARKET

JOIN 6 FIGURE INTENSITY COACHING!

8 POWERFUL WEEKLY SESSIONS SENT TO YOU
FEBRUARY 3-MARCH 23, 2020

SIGN UP AT WWW.6FIGUREINTENSITY.COM



ABOUT GENNY WILLIAMS



Over the last 22+ years, Genny Williams has helped THOUSANDS of Real Estate Agents across the United States generate consistent and predictable 6 Figure Incomes through proven marketing, networking, lead generation, self-promotion and negotiation strategies as CEO of Get a Real Estate Life, a marketing and training company based in Birmingham, Alabama. In 2019, she went back into full time sales for the first time in over 11 years as Associate Broker for X-tra Living at eXp Realty, closing over **\$10 Million** in sales volume and earning the prestigious title of ICON Agent at eXp Realty. Genny has been featured in numerous national publications, as well as NBC, CBS, FOX and ABC network affiliates.

WHAT IS 6FI?

6 Figure Intensity Coaching is an 8-week, video-based program designed to help real estate agents develop the daily habits of top producers, implement strategies that generate immediate business, build structure to support a heavy listing business and plan for an early retirement.

WHO'S IT FOR?

This program is designed for agents at all levels. New agents will benefit from implementing systems and creating focus on money-making moves, mid-level agents will learn how to build structure and predictability and high-level agents will learn how to develop an exit strategy to confidently step away from the spotlight while their business still fires on all cylinders.

HOW'S IT WORK?

Each week throughout the course period, you will be sent a video from Genny, who will teach on a broad range of subjects (see schedule on following page) scheduled purposefully and diving incrementally deeper into the foundation of building a 6 Figure Income. You will be expected to fill out a form, noting your weekly accomplishments. Also, you will be invited to a Private, Facebook Mastermind group, where students will share their challenges, celebrate successes, lift one another up and ask questions. This program is 100% collaborative.

WHAT'S IT COST?

Total cost for the course is \$398, billed in two monthly increments of \$199. To gain access to the course before the February 10 start date, please visit www.6FigureIntensity.com. You will be billed \$199 to gain initial access, then you'll receive a second invoice for \$199 at the beginning of March. Costs are to cover time spent recording each video, distribution and creation of helpful documents and sample materials to inspire you. Without making an investment, professionals tend to decline taking responsibility.

COURSE SCHEDULE

Session 1 | Monday, February 3 | 9 a.m. CT

What does Success Mean to you? (Worksheet) | What does it Really Take to Earn 6 Figures?

Explanation of class, Introduce yourself in group, Prewrite email/expectations, 150 in database (Google Sheets), Focus tools/Materials needed: white board, lined index cards, notebook, post it notes, notecards (branded and non-branded), binder, and My 6 Figure Day, My 6 Figure Day overview (how to calculate), Goals on index cards, Sign commitment, Personal name tag, Top 5 goals this year on worksheet, Building your daily schedule, Accountability, 7 must-haves for a 6 figure business

7L: The Seven Levels of Communication

Tracking, Power notes to get appointments, Use unbranded cards, Blue ink, Use you, avoid I/Me/My, Specific Praise, Positive projection, Rightly, PS- call to action, Database Letter- Foot soldier training, How to work phones, Why hire you?

Session 2 | Monday, February 10 | 9 a.m. CT

Referral Goals

Tracking = Report, Network Stack, Place - meet the manager/staff, Same day each month/week, Who to invite, How to invite, Get the most from the meeting - FROG, Spectrum of solutions, What's your biggest struggle?, Intro to others, Follow up

Database Marketing

CRM, Client Nurture Plan, Budget (NYE, Valentines, St. Patrick's, Easter, Memorial Day, July 4th, Labor Day, Halloween, Thanksgiving, Christmas), Who to love on, How to love on - worksheet, When to love on, Staying in touch with social (Facebook)

Session 3 | Monday, February 17 | 9 a.m. CT

Event Planning

Power is the invite!, Live seminars, Webinars, Community events - 5ks, charitable, cook-offs, festivals, Type - be fun, Activity/Venue, Referral Card, Prompters - Maximize, Social - During, Host Parties or workshops (concerts, softball games, pic nics, bowling, ice skating, movie night, ice cream social), Follow up

Buyers

Where to find them, Convert them - Scripts, Red Carpet Consultation - gift/wow, Getting hired, Turning 1 into 3, Write your own Rules, HW: complete presentation, write your rules, schedule a Red Carpet Consultation

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COURSE SCHEDULE

Session 4 | Monday, February 24 | 9 a.m. CT

Servicing Buyers

House warming parties, Video drips/emails, Referral card, Postcard to neighbors (Sold/FB), Gifts, After-the-sale, follow-up plan

Listings

Where to find sellers, Converting sellers to appointments, Pre-listing presentation, Writing your own rules, Tracking results, Testimonials, Creating a winning listing presentation

Session 5 | Monday, March 2 | 9 a.m. CT

Servicing Listings

How Lenders can help, Shortcuts - video, Process - drip, Communication plan - tools: Sly, Trello, MLS, video, Marketing Plan, Feedback, Turn 1 into 3, Contract to Close, Testimonials, After-the-sale promo, HW: put systems into place

Social Media

You in your social, Be an expert, Testimonials, Engagement, Get others' audiences, Fun, Content

Session 6 | Monday, March 9 | 9 a.m. CT

Advanced Social Media

Database - Download Ads Manager, Jerry Pinkas Real Estate Experts, Groups, Promo for your page, Targeting/Retargeting, Bots, DONTs, LeadPages

Create a Listing Communication Plan

Pricing (Bonus Video), Open houses on steroids, Themes, Promo, Follow-up, Agent open, After-the-Sale Plan, Training foot soldiers

Session 7 | Monday, March 16 | 9 a.m. CT

Give People a Reason to Hire You

How to write 6-Figure handwritten notes, 7L Power Notes, Create your HOOK, Learn how to stand out in a cluttered industry, Be a professional, Prepare your office and your car, Track referrals you get and you give, Focus on giving, Script to keep top of mind

Using the Triangle of Trust to Find Listings in the Neighborhoods you want

Hosting a seller seminar/event for your target area, Hosting a seller webinar for your target area, Getting appointments by promotion small businesses, Price reduction systems and scripts, Practice role play

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COURSE SCHEDULE

Session 8 | Monday, March 23 | 9 a.m. CT

Creating the perfect Red Carpet Consultation

Getting control, Setting expectations, Getting hired, Turning 1 into 3, FEAST for Life Formula, Be a buyer matchmaker, Ask the right questions, Closing day celebration, Closing gifts, After-the-Sale Communication and Marketing Plan

Final Recap

Database - existing/feed, My 6 Figure Day - 100 points, Visibility - Inescapable, Be the market expert, Create foot soldiers, Testimonials - Reviews, Don't forget your rules/standards, Focus on the outcome you want, Choose the lead-generation systems

SUCCESS POSTS

- "6 Figure Intensity has help me grow my business, and I highly recommend it to all agents!"
- "I got 90 points today and a listing appointment booked!"
- "Took a listing yesterday and put a buyer under contract. Feeling productive today!"
- "150 points. My best friend decided to buy today. She was so impressed with my gift!!!"
- "I just finished getting all the marketing pieces printed and gathering my items for listing kits and plan to hit the trail with those in the last quarter"
- "120 points and 4 offers written and accepted.I love love and love what I do!"
- "Put a home UC, after negotiating multiple offers all morning met with buyers who may be buying and selling, showed them a home , signed new listing, photographed the house. Just another productive day"
- "110 points today! In the process of writing a contract!!!"
- "I've got 2 new listings that will hit market next week. Tomorrow is a big day for me I'm hosting my client party and have 50 rsvps!!"
- "160 points. It feels really good to be kind with those personal note cards"
- "New goals for the week, and just surpassed a career milestone"
- "80 points !!!Just got a seller referral"
- "90 pts today, meeting with a new referral partner, had a listing appt , mailed 40 pc to farm area and closed a sellers home!"
- "Last week, I entered over 300 contacts into my database in a single day, and adding 3 new ones I met while doing so. Saturday I sent out 126 emails. Today I scheduled a showing and we wrote my first contract. Also, I've been exercising as of a few weeks ago and have dropped and kept off 6 lbs!"
- "90 points today I'm increasing a little each day! Got 2 list appts set up!!"
- "I'm grateful for writing up 3 offers, 2 were accepted, Oh and I accepted an offer on 1 of my listings. Not a bad Monday at all!"
- "Grateful for 2 referrals today. Set a listing appt and a buyer appt."
- "I finally made 100 points today! I love the idea about giving online reviews and posting endorsement videos. This is such a win win! Thank you!!"

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MY 6 FIGURE DAY

KEEP TRACK OF PRODUCTIVE HABITS
WITH OUR DAILY SCORING SYSTEM

6FI CHECKLISTS

PUT YOUR GOALS ON PAPER AND KNOW
EXACTLY WHERE YOU STAND

PROMO PIECES

SAMPLE OUR 100% PROVEN MARKETING
AND PROMOTIONAL TEMPLATES

COLLABORATE

RELY ON OTHERS IN OUR PRIVATE GROUP
TO MOTIVATE AND LIFT YOU UP

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