Define and Categorize Your Sphere

It's important to understand who is in your sphere and how to define and categorize them to best serve your business. Your strong ties to these people motivate them to promote your business regularly. When you request a call to action, they respond. These are the people in your life who are willing allies of yours and promote you to their own spheres of influence. Complete the activity below to begin to segment and tag your sphere appropriately, so you can target your marketing and messaging to them.

1 Avoid having names of your sphere in several different locations. Consolidate all of your identified sphere into one database. Include:

- [ ] Family
- [ ] Friends
- [ ] Past Clients
- [ ] People Who Have Referred to You
- [ ] Allied Resources–Businesses You Work with Related to Real Estate
- [ ] Parents or Children of Friends
- [ ] People in Your Community Associations or Religious Associations
- [ ] Social Media Connections

2 Segment or group your list into common themes, interests, or value to your business. Ideas:

- [ ] Past clients
- [ ] Repeat client or you expect to be a repeat client
- [ ] Has bought and sold multiple times with you
- [ ] Has given you multiple referrals over the years
- [ ] Has given you a referral in the past year
- [ ] Your top 100 advocates
- [ ] Has bought or sold with you in the last 3 months
- [ ] People who know, like, and trust you and have never bought, sold, or given you any referrals
- [ ] You have strong ties to, like your close friends and family members
- [ ] Shares your social media posts and participates in marketing campaigns
- [ ] Is influential and has a large network or sphere themselves

Define and Categorize Your Sphere

In Command:

- [ ] In Contacts enter your sphere names and complete contact information.
- [ ] Set up custom tags for the following five groups of people. Make your tag names describe the category in a few words.
    1. Has given you a referral in the past year (example tag: Recent Referral)
    2. Is a repeat client or you expect to be a repeat client (example tag: Repeat Client)
    3. You have strong ties to, like your close friends and family members (example tag: Friends Family)
    4. Shares your social media posts and participates in marketing campaigns frequently (example tag: Active on FB)
- [ ] Assign tags to the people who fall into these categories.

Any Additional Aha's from Lesson