

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JANUARY 2020



## Sneak Peak – New Book

As a friend and reader of my Monthly Newsletter I want to give you a sneak peak into a new book that I JUST finished. This will be my research and culmination of what I've learned over the last 6 years, You – my friends – have been a HUGE part of what I've learned.

This is the first of 21 chapters... broken down into 21 'lessons' where I teach. But before I do that, I have to give my Origin Story. The next 3 pages are that Origin Story which makes up the foundation for what follows in the book.

I'd LOVE your thoughts... Text, Email, Message me.

At Impact Maryland Real Estate we live by the philosophy that "Stories are the Currency of our Society." That's why we say, 'We Don't Sell Homes; We Sell Dreams.'

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Most businesses enact a variety of marketing tactics to engage with their audience. Thanks to online marketing, the possibilities are endless.

This book, [insert title], is the blueprint and mindset that we teach StoryArchitects during our 21 Days to Publish program. Throughout these chapters, I'm going to show you how to maximize your efforts, increase your brand recognition, gain a loyal following, and have business delivered to you from your current clients. I will also teach you the one SECRET that I've used to increase my business by 487% in a 36-month period with **ONE** of these marketing strategies – a Sitcom Newsletter.

Maybe you have a newsletter already, or maybe you have no idea of how to get started. Either way, over these next few days, you are going to learn a lot about transforming results with this one tool.

And, the best part is that I've broken everything down, so that you can learn this strategy step-by-step.

If you have friends, neighbors or family members who, like you, are a savvy homeowner who is concerned about how to maximize the value of your investment, and you think they would appreciate IMPACT MARYLAND MONTHLY, I'd be happy to make that happen...and, have it come as a gift from you. Here's how it works: Simply shoot us an email ([subscribe@ClientProfitSecrets.com](mailto:subscribe@ClientProfitSecrets.com)) with your name and the name and address of the person whom would enjoy this newsletter. I'll include a note explaining that it is totally free because you arranged for a free subscription.

In this chapter, I'm going to kick off the program by explaining how consistent and compelling content can help you create a movement one story at a time. You can engage your audience through the written word with a sitcom-based newsletter, which you will learn about in this book.

### **Why Building an Audience is Essential**

As you may already know, building a loyal audience that becomes the number one source of your business isn't easy. Anyone can build a list. Only a skilled storyteller can build a loyal following. It's something that only rare breeds can do.

You see, it's easy to post on Facebook or put a picture on Instagram. But actually, building your audience and encouraging them to accept the belief that you need or want them isn't easy. However, the rewards of doing this successfully can bring you freedom, more money, or whatever you desire.

And it's all possible when you can control the narrative you have with your audience and potential clients.

How do I know this works?

Because it's what I did with my business, and it's why I believe in creating your newsletter with StoryArchitect.

Over the years, I've learned a lot. And thankfully, I've had partners and colleagues that taught me the business, and how to do things the right way.

And now, it's my turn to do the same for you.

### **My Journey into Newsletters**

I realized early on in my business that I couldn't cut corners. I went to those "will buy your house" seminars where they teach you about buying your client's house if it doesn't sell in 60 days. I knew that wasn't what I wanted to do for my business. I don't do "bait and switch," and I'd never be comfortable promoting gimmicks.

Then, I found a company called By Referral Only®, which is their whole premise. You get new business through referrals. They had a newsletter that they wrote for you. They also taught you how to make calls, how to talk to people, and how to overcome rejection.

It was mostly stuff that I wasn't comfortable doing, but I did publish the newsletter they gave me every month. It helped me to stay in front of my audience, my past clients, my family, and the 148 people on my mailing list.

I ended up getting referred business for about six to twelve transactions a year, which lead to a good income of about \$90 - \$120k for a four to five-year period.

And the only thing I really did was send out that newsletter. I didn't call people and ask them who they might know that is buying or selling their home. Those tactics were never really in my DNA. So, with just the newsletter, I had steady business, but it had also leveled off.

### **The Meeting That Changed Everything**

Around 2012, I met Ryan Fletcher, who came from a copywriting background. He worked with Agora, which is a major financial services publication company. Because of that experience, he was very into direct response copywriting. By talking with him, it opened my eyes to writing, putting words on paper, getting somebody to take action, and influencing them to buy a product or service from you with writing. This intrigued me!

For the next year and a half, I read over 50 copywriting books from the masters like Dan Kennedy, Eugene Schwartz, Gary Halbert, and Joseph Sugarman to help me learn how to write copy. I studied all the key elements like the headline, sub-headline, and the formulas that you can follow to write copy and get people to your desired result.

Ryan started looking at how I ran my business, and I showed him the newsletter. He went through a few months of content and dissected it thoroughly. Then, he came back to me and told me it was time to stop.

He commended me for being committed to sending the newsletter out, but it was time to make a major change.

We were going to start writing stories every month.

### **How I Went from an Okay Newsletter...**

Up until this point, the content in my newsletter was okay. But, it wasn't engaging on any level.

There were a few interesting articles, some jokes, and a few more articles that discussed personal finance-related tips.

Only there was one problem.

None of the content connected with my audience – at all.

However, I did include the birthdays of my clients, past clients, friends, and everyone who was on the newsletter list, which was a step in the right direction. Again, it's not

that this was a bad thing to do, but it didn't demonstrate who I am at the core of my character.

### **...to an Incredible Newsletter**

Now it was time for Ryan to help me take things up a few notches.

Over the course of six months, Ryan changed my mindset from just putting out consistent content to putting out consistent, compelling content. And that would only be done by sharing my story with the people that I love – my audience members.

I knew this was a journey that would lead to a connection with my audience, but I wasn't sure how to do it. I wasn't sure how to write.

That first newsletter started with a story that Ryan and I went back and forth with for about 40 hours to get correct. It was only about a thousand words, but it was very impactful in my business.

I had just gone on vacation with my wife to Italy. It was so amazing that I wanted to share it with anyone who would listen, and it made for a great story.

For two and a half pages, I told of an epic anniversary trip with my wife to Italy. I shared how we left the kids with their grandparents and researched the ideal places to eat and visit. I included some great stories of driving to our destination, the food we ate, and the people we met. All around, we had a level of service and family-like welcome at those places that would have been hard to find anywhere else.

### **How Story Made a Difference with My Audience**

I tied that experience to how I run my real estate business. Our trip to Italy crystallized what had been in my subconscious for the past ten or more years. I was brought into a family-run business with an impeccable reputation and a high standard of customer service.

I explained how I could have immensely changed my business. It would have been easy to hire a team of agents to work under me. I could have delegated clients to the minions. And yes, this type of business model might have provided me with greater profits. But I chose to put my customers first. The compliments that I constantly received from my clients showed they felt as if they were my only client because of my personalized attention they received.

So, I compared myself to the Italians running a small business with great food and how they incorporated a family atmosphere. But I also planted the seed of how my business grows. I explained why those reading the newsletter were vital to me in my business and how my business flows from word-of-mouth. There's a constant stream of satisfied clients referring their friends, family, and co-workers my way. I strive to provide extraordinary services and results for each of my clients.

Now, this new way of writing the newsletter took me 40 hours to write on the first try. But that significantly changed as the months went on.

Did it work?

The change to my newsletter was the only tweak I made to my business for 18 months. It's the only thing that I did differently.

Before writing this way, my income was at \$118k a year. After I started writing it with story-based content, it went to \$187k the next year. Then, I went from \$187k to \$278k to mid-six-figures, and it's been there pretty much ever since. Even though I've implemented a few other things with my business like my podcast, the number one constant has been the newsletter.

Given my results, you can see how much of a difference it made. Instead of cold calling and getting rejected 97 times out of 100, you can bring in more business simply by publishing consistent, compelling content to your audience without all those rejections.

As you read the rest of this book, you will learn the 21 mindsets that every StoryArchitect learns during the 21 Days to Publish program. By having a printed newsletter in your marketing toolbox, you have an excellent way to reach out to people in your audience, including your past clients, friends, and family.

In the next chapter, we'll delve deep into the 3 C's and discover why they're essential to enhancing your newsletter strategy.

Cheers,

*Eric Verdi*

## Don't Forget to Have Fun!!!!

### January Quiz Question

**Q:** Salvation Army in London was formed by?

Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Amazon.

### December Question & Answer

**Q** Who won the World Series in 2009??

**A:** New York Yankees

Congratulations: Brian Brushwood!

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## Happy Birthday

Here are January Birthdays from our friends of **Impact Maryland Monthly**. If you have a birthday in January and don't see your name on this list, please email or call us so that we will include your birthday.

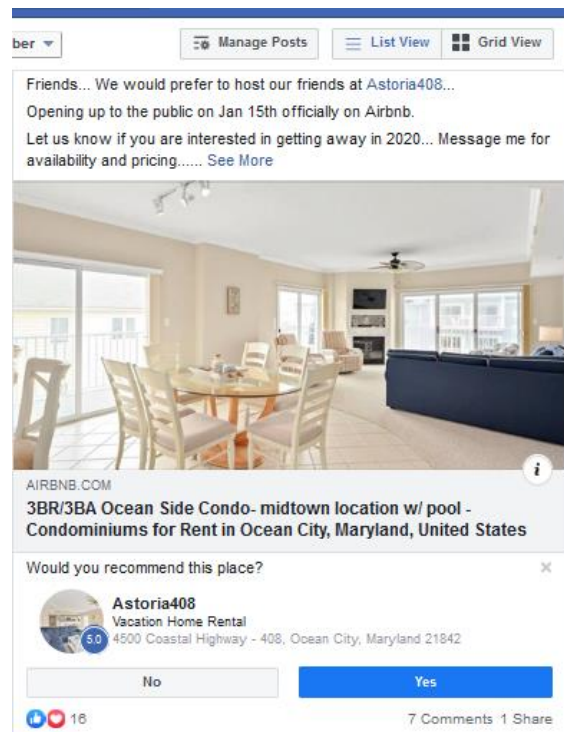
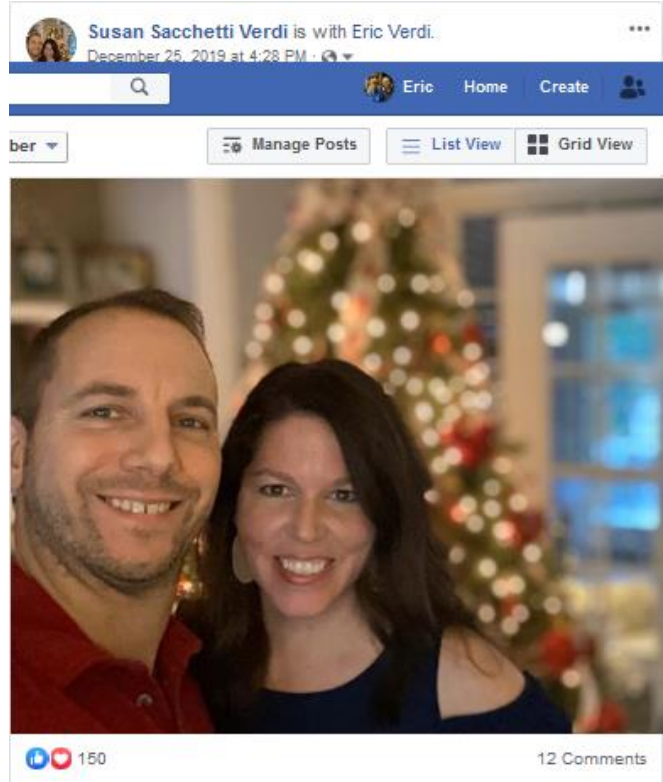
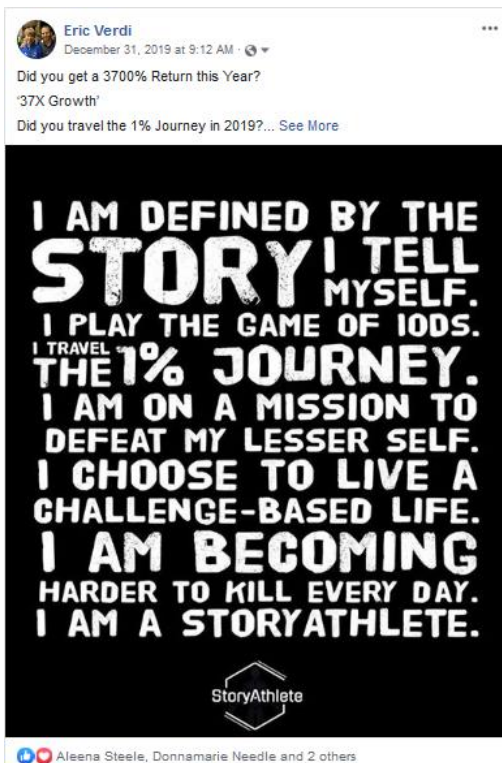
Clancy Murphy	Jan 1st	Mike Roderick	Jan 13th	Brooks Campbell	Jan 20th
Shari Aldridge	Jan 1st	Phil Ranneberger	Jan 13th	Brian Meagher	Jan 20th
John Knowlton	Jan 2nd	Joseph Durnal	Jan 15th	Jane McClellan	Jan 20th
Jeff Willem	Jan 3rd	Amber Fehnel	Jan 15th	Jeff Purgason	Jan 20th
Landon Clime	Jan 3rd	Brandon Kaas	Jan 15th	Joe Main	Jan 20th
Sophie Reaver	Jan 3rd	Sara Tuel	Jan 15th	Natjala Menocal	Jan 20th
Patrick Roderick	Jan 5th	Elizabeth Wells	Jan 16th	Julie Bronsan	Jan 21st
Matt Fogelson	Jan 8th	Katie Nicholson	Jan 16th	Mike Seiter	Jan 22nd
Amy Temporado	Jan 10th	Monica MacCracken	Jan 16th	Heather Throckmorton	Jan 23rd
Justin Anderson	Jan 10th	Ryan Hines	Jan 16th	Kaelan Skaggs	Jan 23rd
Paul Ford	Jan 10th	Susan Martin	Jan 16th	Gina Keefer	Jan 24th
Craig Myers	Jan 10th	Kenneth Orsini	Jan 17th	Jeslyn Simmons	Jan 24th
Andy Knight	Jan 10th	Shane Doody	Jan 17th	Michelle Tranchitella	Jan 24th
Debra Boyer	Jan 11th	Shawn Doody	Jan 17th	Elke Wharton	Jan 25th
Jon Roark	Jan 11th	Arielle King	Jan 17th	Max Basile	Jan 25th
Stephanie Felmet	Jan 12th	Doug Cooper	Jan 18th	Zach Brown	Jan 26th
Kylee Callahan	Jan 12th	Jennifer Long	Jan 18th	Emily Keefer	Jan 27th
Laela Blumer	Jan 12th	Michael Riling	Jan 18th	Kingston Skaggs	Jan 28th
Franek Zielinski	Jan 13th	Vicky Nichodmus	Jan 18th	Mandy Rawlett	Jan 30th
Kristen Bonadies	Jan 13th	Bryan Bronsan	Jan 18th	Mike Orsini	Jan 30th
Mark Haraway	Jan 13th	Mikayla Tranchitella	Jan 19th	Lizzie Goodwin	Jan 31st
Max Lopacienski	Jan 13th				

**Be Sure to Wish these Friends a HAPPY BIRTHDAY if you see them.**



# Social Media Stories

I share quite a bit on Social Media platforms, especially on Facebook. I know some of you may not be on Social Media, so here are a few of my **Social Media Stories** that got some interest, likes, and comments.



# 'Stories From The Street'

**Stories from the Street** is a series monthly articles using real life examples, told in 'story' format to give you knowledge of what actually happens behind the scenes of a Real Estate Transaction.

## Despicable ME...

Have you seen the movie? If you have kiddos, I'm sure you have. It's entertaining and they get a kick of the minions.

If you watch kids movies I'm always interested in the sub-meaning of these movies and TV shows. From Tom and Jerry growing up (good vs evil). The Roadrunner. The Simpsons. Wizard of Oz. All of these have subtle life lessons that teach kids.

Despicable Me, I've watched one with the boys years ago, so to do an Apples to Apples comparison would not be fair as I don't remember all the details of the movie, but I want to make a larger point and one that irks me.

**The other day I came across a real estate agent that was peddling their 'wares' on a private Elementary School Facebook page.**

Typically reserved for car rider questions. Field trip questions. Fundraiser issues. Spirit wear outfits and questions about what to wear.

Then right in the middle of these posts was a Real Estate Agent promoting themselves.

**Is it just me because I'm so close to the situation that I think this is in bad taste?**

Maybe, just Maybe you could NOT help the perception that all real estate agents are out for themselves, don't look out for clients, only concerned about 'leads' and 'sales', and how much they can promote their business. All the while the perception is them working out everyday, driving their Mercedes, and making a Million Dollars.



I'll tell you that for MOST of us in Real Estate, that could not be further from the truth. We are incessantly working. Taking phone calls and text messages ALL hours of the day. Trying to do the best for our clients. Looking out for them and protecting them. Putting out fires –

**ALL THE FIRES!!!** To make their transaction as pain-free as possible. Using our vast network of professionals to provide THE VERY BEST for our clients.

**Yes, that is MOST real estate agents I know.**

However, those a few that are ALL about themselves... Using ANY and EVERY chance to show how good THEY are on an Elementary School Page, they are what give agents a bad name. Yes, we all need business, and we all have to market and brand ourselves and our company to get MORE business and to make a greater impact with our clients.

However, there is a RIGHT way and a 'Despicable Me' way to do it 😊



# IMPACT CLUB™

## ImpactClub® Announcement...



One thing about life that is certain to happen is CHANGE. Some good. Some bad. Some just happens. It is the adaption to this change which keeps you on your toes and can turn a negative situation into a positive one!

The week after our last ImpactClub® event in November I received notification the The BlueSide Tavern closed its doors. Feeling bad for the employees for their unexpected unemployment and feeling bad for my friend, Mike – the owner, as he poured his heart and soul into that place.

Almost immediately we started searching for a new place to host our Quarterly Event. My phone and Facebook started blowing up with places that wanted to host you, ImpactClub®.

### **We did some recon and visited various locations in Frederick.**

We had many great choices but ultimately chose the location for our 13<sup>th</sup> Event on Tuesday February 18<sup>th</sup> and Idiom Brewery on East Patrick St is thrilled to host us. They recently opened up their location and should easily be able to accommodate the largest ImpactClub® in the US.

**Then we had to figure out the food situation.**

We will again have some light appetizers available for our guests. Then we will also have a food truck outside for those who want to have more than just appetizers.

We are nervous as we had EVERYTHING down to a science at The BlueSide Tavern.

Now we start over at Idiom with everything new. Where do we do registration? Check-in? Speakers and Alex with the Dapper DJ needs to set up. Members need to be able to watch and hear the presenters. Check presentation? Counting the votes.



**It is ALL going to be new so bear with us on this first event.**

If you aren't an ImpactClub® member yet, we would LOVE to have you join as we will donate over \$30,000 on February 18<sup>th</sup> at Idiom. You can register at [www.impactclubfrederick.com](http://www.impactclubfrederick.com) or if you just want to come see what it's all about you can come as my guest, just stop in and see me when you get there.

Thanks for your Support.

# IMPACT MARYLAND MONTHLY

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## **Testimonials from recent 'IMPACT Maryland Monthly' Members**

We LOVE our clients and work tirelessly to get Superior Results when you hire us. We realize that your home is your most important investment we treat the entire experience knowing that it is YOUR family and YOUR life that we are involved. We don't take this responsibility lightly. The following review is of one of our Partners and is taken off our Facebook Page. If we have worked with you, we'd love your feedback. [www.facebook.com/impactmarylandrealestate](https://www.facebook.com/impactmarylandrealestate)

- Impact continues to impress with their attitude, knowledge, and understanding of my needs - both buying and selling. I would never consider utilizing the skills of a different broker. – Lisa G
- Eric patiently walked me through the entire selling/ buying process & was readily available to answer all my questions – J Cobbs

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