



# 5 STRATEGIES TO GROW YOUR GEOGRAPHIC FARM

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Launch Your Farm

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# THE STRATEGIES

Here are 5 super effective strategies you can implement into your farm today using the "SCOPE" method!

## 1 / PARTNERSHIPS

Self Promotion

## 2 / DONATION DRIVES

Community

## 3 / CONTESTS

Online

## 4 / MICROFARMS

Prospecting

## 5 / OFF MARKET LIST

Education

## STRATEGY STACKING

When you are deciding what strategies you want to implement into your business it is important to create various approaches that reach people in various mediums and with different value adds. That is why I developed the "SCOPE" method.

**S - Self Promotion**

**C - Community**

**O - Online**

**P - Prospecting**

**E - Education**

To have the greatest impact and reach the largest audience, it's important that your strategies compliment each other and reach your audience in a variety of ways.



## STRATEGY #1 - SELF PROMOTION

# STRATEGIC PARTNERSHIPS

One of the most underutilized marketing strategies is to cross promote with your preferred vendors. If they have a database of people and you do too, you should be cross promoting to both of your lists. You can do this as an interview series, you can do blogging for each other, you can directly promote on their site/social sites, you can run targeted online ads, you can have a contest or giveaway for your databases. The magic happens when you start doing this with more and more businesses.

Just think about it. If you have 200 people in your database, and 4 other people have 200 in their database and you work at cross promoting, you are now reaching up to 1,000 people. That's 5x more people than you were reaching before. And the best part is when someone else is promoting you, there is already built in trust. If your mortgage broker's clients trust them, and they recommend you, that's way better than trying to convince a complete stranger that you are the right agent for them.



## ACTION STEPS:

- 1) Create a list of all the local businesses you know.
- 2) Create a list of the local businesses that you don't know that you SHOULD know.
- 3) Make a list of value add items from your business you could offer to promote. (i.e. Market evaluations, cover cost of home inspections, performance guarantees, giveaways etc)
- 4) Reach out to the businesses and build a plan to start cross promoting each other.



## STRATEGY #2 - COMMUNITY

# RUN A DONATION DRIVE

A super easy and cost-effective way to make an impact in your community, get your name out there and to meet your farm is to do a donation drive. The great thing is you don't have to reinvent the wheel. There are many organizations that already have the systems and tools out there to help you succeed.

By helping give back to the community by getting your farm involved, you are creating good will while at the same time making connections with fellow members of the community that want to make an impact too.

There are lots of options that people will support. Some of the most common are food, clothing, bottle, e-waste, book drives etc., The great thing about donation drives is it gives you a number of touch points with the community before, during and after the even has happened. So pick a cause you care about and get collecting!

### **ACTION STEPS:**

- 1) Choose a charity or cause you care about.
- 2) Pick a date and time to run your donation drive
- 3) Create your marketing and get it out to your farm.
- 4) Get other businesses and members of the community to support you and promote the event.
- 5) Pick up the donations then stay in contact!!!

**6) REPEAT!**





## STRATEGY #3 - ONLINE

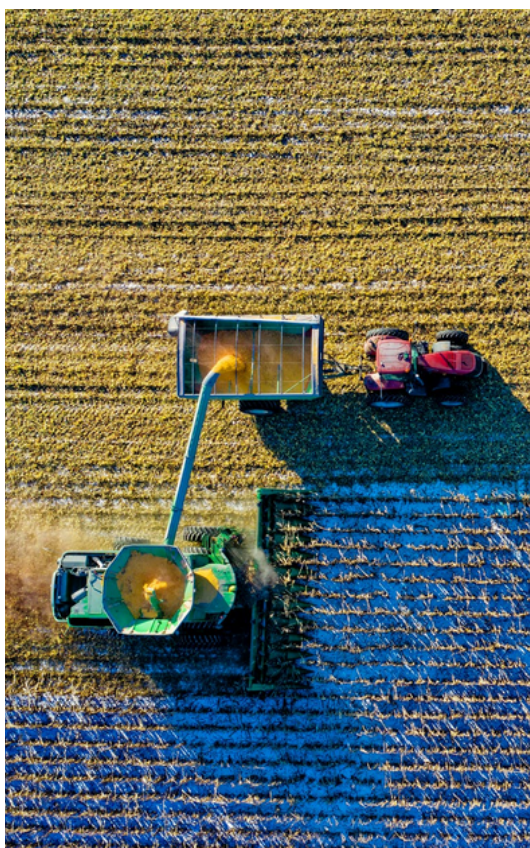
# RUN CONTESTS

Who doesn't love giveaways? Not many people! One way to create a ton of engagement in your farm is to have some contests and giveaways. One of my favorite things is to partner with local businesses to provide the prizes. You can support them by buying items, gift cards etc and in return they will offer to help promote the giveaway as well. It doesn't have to cost a lot and yet you have an opportunity to reach a large audience.

You can create a number of different options for the contests such as a "Why I love (the area)" contest, best holiday lights, colouring contest, guess the sale price, best carved pumpkin, community scavenger hunt etc... By getting the community involved and tying the local businesses, it positions you as the community ambassador and gives you an opportunity to connect everyone while at the same time having some fun and strengthening your relationships.

## ACTION STEPS:

- 1) Create a list of all the local businesses, events and points of interest you can think of.
- 2) Choose a theme for your contest.
- 3) Select the rules and the rewards.
- 4) Get the local businesses and the movers and shakers involved in promoting the contest.
- 5) Launch your marketing plan and get working on it!



## STRATEGY 4: PROSPECTING FOCUS ON A MICRO FARM

Focusing on a micro pocket within your farm can be one of the best uses of your time. When getting started, I'd rather see people double down on half their farm then do half as much on the full farm. By focusing on a pocket, you can use your budget of time and money and make a bigger impact in your farm pocket, and your own pockets! You can look for micro pockets with higher turn over rates or more desirable areas.

Sometimes agents will focus on a pocket where they have already had a few sales and have already been doing marketing around. Or you can pick a micro pocket with a specific style of homes. (i.e. town home complex, executive homes, condos etc.)

You don't have to stop farming the whole area, but by focusing on a pocket of 250-500 homes in your farm you can start the momentum that allows you to scale up quickly. So be sure to keep your eye out for micro opportunities in your farm..

### **ACTION STEPS:**

- 1) Look for micro pocket opportunities in your farm that you can focus on that will be worth doubling down on.
- 2) Make a list of strategies that you will do to increase your contact with your micro farm.
- 3) Create a budget (of time and money) for a year.
- 4) Get to work taking market share in your micro pocket!





## STRATEGY #5 - EDUCATION

# OFF-MARKET BUYER LIST

Having a list of potential buyers is like magic for listing appointments! When you are farming and you can walk in and (truthfully) say you have a list of "X#" of potential buyers, it helps solidify you as the expert and creates more trust with the sellers.

This also gives you something to advertise. You can promote your list of buyer needs/wants in your newsletter, you can run online ads saying you have buyers looking for \_\_\_ and \_\_\_! You can use this list to network with other agents who may have listings coming up on the market.

Once you have this list created and you have an off market seller list, you can start lining up deals in your farm that no one else could pull off!

## ACTION STEPS:

- 1) Create a list of any potential buyers you already have.
- 2) Make a list of places you can promote your list.
- 3) Regularly update your list with new buyers and remove the old. **(Make sure its an honest list!)**
- 4) Come up with ways you can prospect for buyers in your farm to grow your list. (i.e. Online leads, borrowing listings, open house leads etc)
- 5) Create a page exclusively on your website dedicated to your buyer needs/wants.





# WHAT NEXT?

If you would like more help building your empire through your farm, there are 3 easy ways we can help you today!

If you are stuck trying to get your farm going, then the 30 Day Launch program is for you! Each day you get a video and an assignment to complete a daily task. The purpose of this program is to get you into action and get you launched with your farm in 30 days. Sign up at: [www.TheFarmLaunch.com](http://www.TheFarmLaunch.com)

If you are trying to pick the right farm and not sure what to do? Get the "Launch Your Farm Course" to help walk you through the in's and outs of choosing the right farm and learn the fundamentals of what farming is all about. You can find it at: [www.TheFarmCourse.com](http://www.TheFarmCourse.com)

I created the Farming Boot Camp for those who are currently farming and would like to take your farm to the next level. We will be working in a small group and giving you actionable items each week to get you up and running with systems and tools ready to go. You can register at: [www.TheFarmBootcamp.com](http://www.TheFarmBootcamp.com)



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# THANK YOU!

I trust you will find these strategies valuable and if you put them to use, you will see some great things happening in your farm!

Your Friend In Farming,

Ryan Smith