

Ricky Carruth's Zero to Diamond

EVERYTHING
IN REAL
ESTATE
IS A WIN
WIN

- RICKY CARRUTH
ZEROTODIAMOND.COM

Welcome to the Zero to Diamond 90-Day Action Plan: How I Sold Over 100 Properties a Year Since 2014 as a Single Agent and Still Going

This plan is exactly what I would do if I were a brand-new real estate agent in today's world. If you have followed me long enough, you know that I started selling real estate when I was 20 years old. It was 2002, and there was no Facebook, Zillow, Redx, Constant Contacts, etc. The world of today is a completely different time, and the opportunities are abundant. Things are so much easier than when I started. What used to take me 15 hours now takes me 1.5 hours. That's right. I do things 10 times faster now than I did when I began my real estate career. And, it's all because of technology. However, success in real estate all boils down to having real voice-to-voice conversations with people. Technology just helps us get to those conversations quicker and helps us build a better brand with all the easy access marketing tools available. Dive in and reach out with questions.

The very first thing I would do is to fully commit to me and the ZTD program for these 90 days. Do not read, listen to or watch any other coaches or trainers during this time. You could get conflicting information and we need full commitment and concentration. You need to subscribe to my podcast, YouTube channel and Instagram right this second if you haven't already so that you can go deeper with my content and the message I am trying to share with you. You can find all the links for all of this in the "Resources" section of the online course. Whatever goals or dreams you are reaching for, I want to see you reach them just as much or worse than you do. My daily content will keep you motivated and informed of what to do. And, if you have questions, just send me a message or comment under and video or post. I always do my very best to answer.

The next thing I would do is totally complete the ZTD online course. The content is right on point for exactly the mindset and details on how to find the right clients, what to say and how to follow up forever. Follow this to a tee. It builds your short and long-term business at the same time.

Days 1-30	Days 30-60	Days 60-90
Find Your <i>Why</i>	Add to Your Farm	Momentum
Establish Farm Area	Send Mailouts	Send Mailouts
Send Mail outs	FSBO's	Expired Listings
Circle Prospecting	Call Your Sphere	Lunches with Prospect
Social Media	Create a Facebook Ad	Read Books
Start Weekly Email Report	Open Houses	Stay Focused

Days 1-30

Finding your Why

The first step is finding your *Why*, what motivates you. Your why could be anything from your family to wanting a better lifestyle. It could be to see your child go to college or to travel the world. Every top producer has a why that keeps them motivated under any circumstance. Your why will push you to new levels at times when you don't think there are any more levels. It will give you a reason to keep moving forward when times get tough. Every top producer needs to find their why. What is yours? Fill out the next page and rally think about this.

Everything Else You Need To Do

To be successful you must put all the pieces together.

Different Kinds of Leads

- 1) Sphere of Influence
- 2) Circle Prospecting
- 3) FSBO
- 4) Expired
- 5) Buyer Leads
- 6) Referrals

Different Kinds of Advertising

- 1) Phone Calls
- 2) Mailouts
- 3) Online
- 4) Social Media
- 5) Signs
- 6) Open Houses
- 7) Word-of-Mouth

You must get into a rhythm with obtaining these leads using the marketing methods above. That is the truth of this business. Everything else is secondary.

I want you to know that there are more deals for every single agent than they can handle ever. The problem is the work that goes into contacting enough people to find these deals.

So, the trick is to connect with as many people voice-to-voice either in-person or over the phone and building your database of people you connect with. Then marketing to them for the rest of their life staying relative in their mind as their real estate agent.

Zero to Diamond Worksheet “The WHY Roadmap”

1. Think about and describe the reason(s) you are in real estate. For example, to help your children, your parents, to buy a nicer house, to travel, whatever it may be. Everyone must find their own *why* in this business. What is yours?

2. Where do you see yourself 5-10 years from now?

Goal-Setting: A Written Goal Has Power;

An unwritten goal is merely a whim or passing pipedream.

3. Write down your **Long-Term Goals** (usually requiring YEARS to accomplish):

4. Now list your **Short-Term Goals**, arranged as weekly and monthly goals:

Your Short-Term Goals should be driven by your daily “Roadmap” or “To Do List” of specific actions, and together they should *all* be working to achieve your Long-Term Goals. If your daily “to do” items do not fuel your Long-Term Goals, then you should question whether they should be on your list at all.

5. Set definitive benchmarks (usually Quarterly and/or Annually) to show your progress on the “Why” Roadmap (often these are numeric/measurable):

Take the Entire ZTD Online Course

The content in the ZTD course will set you up for the correct mindset and have all the tools you need to get in the market and start crushing it today. Start with “WEEK ONE” of the 60-Day Jumpstart Program. It is totally free and listen to one every week. Watch me make LIVE calls, and go for it <http://zerotodiamond.com>

My Secret Strategy

Ok, here is my overall strategy wrapped up in just a few sentences. I use all the tools below to do the following. Target neighborhoods in my area and call all the owners in that neighborhood. I use REDX to find the phone numbers to all the owners with a few clicks of a mouse. I also use REDX to dial the numbers for me so that I can get through them quicker as some will be bad numbers that the dialer will cut right through, and I don't have to spend time dialing by finger. I use the ZTD Circle Prospecting Phone Script found in the course. My goal is to be low-pressure and approach them as a friend or family member and see if there is anything I can do to help them. If not, I want to find out if they have an agent they would work with if they were to buy or sell, and, if not, ask if I can stay in touch via email. If they don't have an agent in the back of their mind, then the door is wide open for you to begin a lifelong relationship with this owner. You see, I want the relationship regardless if they want to do a deal today or not. Most agents throw these prospects away, but this is where all the money is. From there we put every prospect, owner, buyer lead, friends, family, etc. into an email database using Constant Contacts, and send a weekly market report via email every single week on the same day of the week forever. This will be the foundation of your future business and the path to becoming the #1 agent in your market. While you are making these calls, you will run into owners who want to buy and sell today. This will be your short-term business. And, they will want to deal with you as their agent because you were low-pressure and showed them that you cared. This strategy builds a short and long-term business at the exact same time. Genius! From there you just build the database larger and larger. The consistent emails every week show everybody how professional, hardworking, dependable, knowledgeable and active in the market you are. It will maintain your relevance to them for the rest of their life. Also, the sky is the limit here. You cannot ever call all the property owners in your market. Its unlimited. Owners are also your best buyers. SO, you don't have to pay for internet leads of any kind. You just concentrate on owners for buyer and seller leads. Each of these leads, if correctly connected with, are worth 10-20 deals to you over the life of your career through repeat business, referrals, and referrals of referrals. So, start accumulating these clients immediately. This is all I concentrate on, and it's all I need. I can't handle all the business that is available to me, and neither can you if you apply what I am teaching you.

The Tools You Need

Here is a list of the tools you need:

- 1) REDX
- 2) Constant Contact
- 3) Website
- 4) Books
- 5) YouTube and Instagram

REDX-This is the most incredible tool for agents today in my opinion. You can find property owners phone numbers of an area, FSBOs and Expireds with the click of a mouse. The best quality I have found, and I have tried them all. It will also serve you as a dialer and dial the numbers for you while all you do is talk to people.

REDX will waive the \$150 start up fee for all ZTD members if you use this link:

<http://www.theredx.com/affiliate/diamond-discount/>

Constant Contact: I use Constant Contact to send my weekly email out every single Wednesday to my entire database. This is the glue that holds my business together. You can watch a video tutorial in the online ZTD course for more details.

If you use this link to set up your free trial, I will send you my eBook “How I Make \$1,000,000 With Email”: <http://www.constantcontact.com/signup.jsp?pn=zerotodiamond>

Website: If you want an incredible website just like mine (see my website here <https://rickycarruthrealestate.com>), ZTD members can be set up for \$0 down and \$69 a month. Sign up for a consultation with my web designer here: <https://webn8.com/ztd-members-only/>

My Books: My two books have changed the lives of so many real estate agents around the world. They are available in paperback, kindle and audio:

<https://www.amazon.com/Ricky-Carruth/e/B06WWH71SQ>

YouTube and Instagram: YouTube is where all the free training sessions are, and Instagram is where I post my thoughts and motivational content daily. Follow me in both places and turn notifications on. @rickycarruth

These are all the tools that I use in my personal business, and I have used them for years. I have been using Constant Contact to send out my weekly reports since 2010. I have been using REDX since 2015. My website is the best website in the state. And, I am giving you all of this on a silver platter for you to execute. No more thinking. No more wondering how the Top Producers do it. Here it is. Now go do it!

Establish Your Farm Area

Do not overthink this part. What we want to do is establish a 200-1000 database of owners who own property in the “sweet spot” price range in your market. Find the average price per sale in your market using your local MLS, and choose neighborhoods, subdivisions or complexes close to that price range. Start sending postcards and letters once a month to this database. I use <https://www.vistaprint.com> to create and send all my postcards.

Start this immediately as it takes seven touches by mail before an owner even starts to recognize your name. Of course, we are going to follow up with phone calls to speed this process up by 600%, but start now. Send to this group religiously every month.

You will also start your Circle Prospecting journey with these owners. But, when you get to the end of calling all of them, you will immediately start calling owners that you haven’t mailed to yet and keep going. Never stop calling. This is what will make or break your career. I have a video on how to overcome your fear of cold calling if you are scared to make the calls. You can try anything you want, but there are very few agents that really go big not making calls. And, its easier and more lucrative short and long-term.

Circle Prospecting

Calling property owners who own property in the niche you want to sell in is the most important part of your business. If you ever find yourself not knowing what you should be doing at any given moment to be the most productive, start circle prospecting.

Circle Prospecting- Calling a targeted group of property owners informing them of a new listing, recent sale or any other market information pertaining to their property and beginning a lifelong relationship with each owner. Find my video of me Circle Prospecting and the ZTD Circle Prospecting Phone Scripts in the course. <https://zerotodiamond.com/>

First step to take to start Circle Prospecting is to get REDX

Create an account at REDX <http://www.theredx.com/affiliate/diamond-discount> and **save the \$150 startup fee**. This is a realtor’s dream come true. This website is a phone dialing system that will dial all the phone numbers for you so that you can make 5 times as many calls. On top of that, **it also finds the phone numbers for you**.

To find the phone numbers, use the “Geo Lead” feature. This will allow you to enter any address, and the system will find all the owners around that address. It will give you the name, address and phone number of up to 500 property owners that are around the address that you entered.

If you have trouble with REDX, call them or reach out to me and we will walk you through it.

Social Media

Social Media is the new internet. It is where most of the population's attention is these days, and it is very powerful. We all have access to billions of people in the palm of our hand. The world is changing, and you must adapt. Although calling property owners and developing lifelong relationships is the absolute number one priority, Social Media also needs to be a very high priority.

Go to the Lesson in the ZTD course "Build Your Brand With Social Media" and watch that video. From there, reach out with any questions you may have.



MARKET SHARE

The Real Estate Agent who has the largest percentage of real, lifelong relationships with property owners in the area.

Start Weekly Email Report

This Weekly Email Report will be the glue that holds your business together and is the reason I have sold over 100 properties for the last five years running. Mine has went out every single Wednesday since 2007 regardless of anything-market's crashing, hurricanes, oil spills, changing companies, low pointe in my life, vacations, etc. Never missed a single Wednesday and never will. It works too well.

Can you be that discipline? If you want to make it to the top, you must be. The weekly report works for you on a large scale, while you can continue working towards other deals.

I can only tell you what I am doing. It is up to you to execute.

When you never miss a week, you show the people receiving your email that you are hardworking, dependable, consistent, professional, knowledgeable, full-time, etc. It makes such a strong impression for you that it's not hard for them to decide to use you as their agent when they decide it's time to buy or sell. So, this is very important, and you must get started now.

Refer to the lesson in the course "Ricky's Weekly Email" and watch the video tutorial on how I build mine.

I also post my report every week in the ZTD Facebook Group and on Instagram for you to see and get ideas.

Start your free trial with Constant Contact using my link below and I will send you my eBook "How I Made \$1,000,000 With Email"

<http://www.constantcontact.com/signup?pn=zerotodiamond>

I can't stress the importance of this weekly email report. Please take this seriously and start sending it this week.

From there, the sky is the limit. Spend all your time gathering email addresses from everyone you can and place them into your email database to start receiving your reports.

I have people call me all the time that say they have been receiving my repots for years and they are now ready to buy or sell. It really is magic...

Recap

You are now through the first 30 days of the ZTD 90-Day Action Plan. At this point you should have all the following in place forever:

1. Monthly Postcards/Letters to a Farm Area
2. Posting Every day on Social Media
3. Weekly Email Report on the Same Day Each Week
4. Circle Prospecting Every Week

These are the four pillars of your business. If you establish these actions and follow through with consistent action throughout your entire career. You will be one of the highest producing agents in your area without a doubt. This is exactly how I grew my business and reach 100 sales per year every year since 2014. No, it did not happen overnight, but I never gave up and it did happen. I believed in what I was doing.

A few things to think about is that if you are crushing this action plan the way I would if I were you, then you will find prospects that want to buy and sell soon. This is how you start succeeding little by little as you build this monster business for the future.

Also, you will get leads for other random places that you should work on. From friends and family, sitting on duty, open houses, etc. Take everything you can get and try to make deals happen. When things do not go your way, learn from the experience and use that new knowledge to become a better agent moving forward.

The more people you help, the more money you make. Think really big and do not get stuck on one or two possible clients. Keep moving forward and work towards helping more people than any other agent in your market.

In real estate, you get paid to learn...



Days 30-60

Add to your Farm Area

In the beginning of your second month, it is time to add people to your Farming Database. Add as many as you feel comfortable financially, as you will be sending these new people postcards/letters every month along with the first group you started with. From here, as you feel comfortable, you will add more property owners to your Farming Database as you see fit. You will know when it is time to add some and we to hold tight. Don't go over your budget because if you end up not being consistent because you can't afford the mailings each month, that will do more harm than good. Stay within your means but continue growing.

Send Mail outs

It's that time of the month again, mail outs. It is time to do your second month of mailouts by combining your first group and second group you just added as they are part of the same group now. Design your mailing and get it out.

FSBO's

Watch me call FSBO's Live in the course and grab my ZTD FSBO Phone Script, and go to town.

Call Your Sphere

Now that you have gotten your feet wet and found a little experience in the business, and, even if you have been in the business for years, it is time to call your sphere. Your sphere consists of everyone you know, and if you are not new to real estate, **this includes all your past clients** (and any person you have ever come in contact with about real estate).

For newer agents, call everyone you know using the "ZTD Sphere Scripts" and strike up conversations letting them know you are in the business and ready to help them if they ever need anything. Don't go after the deal or seem high-pressure. Just let them know you are here to help. Get their email address if you don't already have it and put them in your email database.

If you are an experienced agent with plenty of sales under your belt, your sphere is now including past clients. Take a week to go through every single past client and anyone you have ever come in contact with regarding real estate. Ask how they have been doing and if there is anything you can do for them. Let them know if they ever need anything you will be more than happy to work with them. Get their email address if you don't have it already.

Create a Facebook Ad

You are now established as an agent who has direction in your career. You have picked out your niche in the market, talked to property owners, contacted your sphere, etc. Now let's create a Facebook Ad through your business page. Make it short and powerful. For your first Facebook ad, I would suggest sharing a listing from MLS to your business page, and then boosting that post to people in the area. This will allow your boosted listing to show up on people news feed in the area. This will grab all kinds of attention. Once you get the hang of it, you will want to have something being boosted or advertised through Facebook every day. You can spend as little as \$5 a day. Play around with it and get creative and get info out to the world about how great of an agent you are and how well the market is doing.

Open Houses

Open Houses are a great way to find new buyers and it gives you a reason to call sellers. Let them know about the Open House and engage in relationship building conversations (Is there anything in the world I can do for you?) When you are at your Open House, if it is a slow day, make follow up phone calls while you wait and knock two birds out with one stone.

Recap

Through the second 30 days of the action plan you should have completed the following tasks:

1. Added property owners to your Farming Database
2. Sent your second mailing
3. Cold Called the second group of owners you added
4. Called everyone you know and/or all past clients
5. Created a Facebook Ad
6. Continued sending your Weekly Email Reports and posting daily on Facebook
7. Conducted several Open houses
8. Called FSBO's

Keep grinding right here. You are now understanding that real estate is a full-time job and if you are going to accomplish the goals you want, you will have to put everything you have into it, and it will not always be easy. Please get with me if you feel any moments of disappointment or frustration. I will help you through it. This action plan is not easy, but is the REAL DEAL...

Days 60-90

Momentum

Momentum is your best friend in real estate. Once you get it going, you cannot let up even the slightest bit. Once moving, you must push even harder to keep it going. You can't stop...

Here is my definition of momentum:

Momentum: Working so hard that opportunities present their self at a rapid pace, and then ceasing those opportunities. Plant the seeds and the reap the harvest.

Start building momentum with a vengeance...

Understand that the action I am laying out for you in this action plan have been developed to help you achieve long-term success and weather any market crash. I only wish someone would have shared all of this with me when I was a newer agent.

Send Mail outs

This is our third month and will also be our third mailout to our Farming Database. If you feel like you want to add owners this month, you can. But, if not, that is ok. The more important thing is that whoever you add, will receive mailings every month forever. **Never stop doing this even if you don't see any results after a year.** I got plenty of deals from postcards that I had sent for three years. So, never stop.

Call Expired Listings

Expired Listings are golden. I suggest going back 6 months to a year worth of Expired Listings. REDX has an Expired option that is amazing. It downloads them for you daily with contact and MLS information including phone number, listing agent, days on the market, price, etc.

Go back to the course and watch me call Expired Listings LIVE and enjoy that exciting call session.

Lunches with Prospects

Face time with current and potential clients is very important. Start incorporating asking for lunch into your conversations you are having. When you have a great conversation with someone, ask them if they are available with lunch sometime in the next week. Spend some time with them in a very low-pressure way. Tell them you want to get to know one another and establish a relationship for the future.

I always have lunch with prospects that are and are not ready to buy or sell anytime soon. Spending time with them shows them that I care about them and will do anything for them. This builds trust which will in turn build loyal clients.

Read Books

The average American reads one book per year. The average CEO reads 50 book a year. Do you think there is a correlation? Reading books got me where I am. I have always read books and continue to. As I read, my skills and abilities grow, and I start to see huge differences in the way I operate my life and business. If you read one book a year, you will be average along with the rest of America. The average real estate agent fails within their first three years in business.

Do not be average. Read something every day. When you wake up or right before you go to bed. Find the time. My favorite book is "The Slight Edge" by Jeff Olson. I highly suggest it to anyone.

Here are my books: <https://www.amazon.com/Ricky-Carruth/e/B06WWH71SQ>

Stay Focused

This is the end of the ZTD 90-Day Action Plan. It is where the rubber meets the road. Did you complete every task set forth for you to dominate your market? Will you continue to be consistent forever and crush your competition? If so, then you will absolutely blow past all the other agents in your area in no time. Trust me, this is the fastest way to the top.

Stay focus and keep your eyes on the prize...

**THAT
MOMENT
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LOSE**

- RICKY CARRUTH



This business is completely unlimited. There are more deals for you to close than you can get to. The only thing between you and those deals is figuring out the best system for you and putting in the consistent, hard work to find those unlimited loyal clients.

-Ricky Carruth