

# fusion

2022 

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# ***HEADCOUNT ACCELERATOR™***

Dan Stewart

Founder of Happy Grasshopper



# What you'll learn today

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How to **attract** great people  
**now** and **in the future**,  
in **every market condition**.



Connect With Me at  
[DanStewart.com](http://DanStewart.com)

# Dan Stewart

RECRUITMENT, LEAD CONVERSION  
& DATABASE NURTURING EXPERT

- Founder of **happygrasshopper**®
- 4-time Inc. 500 | 5,000 Honoree

**Forbes**

**Inc.** FORTUNE  Nasdaq The New York Times



REAL ESTATE'S #1 CONTENT MARKETING SOLUTION

# We write and deliver fresh, engaging content for Real Estate Professionals

Past Clients & Sphere >>

Lead Conversion >>

Recruitment >>

Email • Text • Ringless Voicemail Drop • Handwritten Card • Social Media

As featured in  
**Forbes**

Billions in volume generated for professionals at brokers like these...









# Signal vs. Noise

# **We Need a New Framework**





# What is recruitment?

## **EXIT**

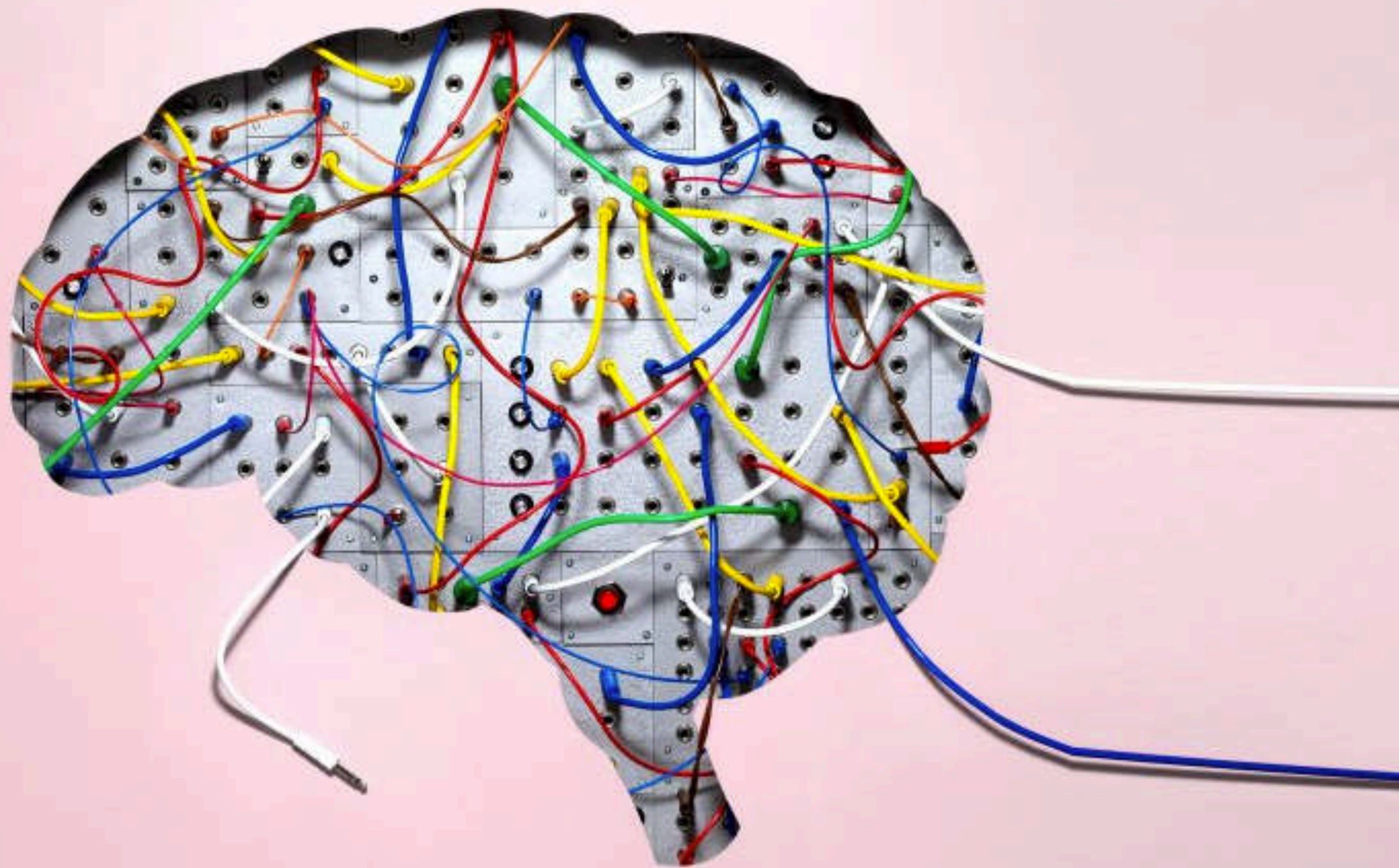
Receives a signal  
they have outgrown  
their former life

and

## **ARRIVAL**

In a new, fantastic  
adventure, opportunity,  
career, or way of thinking

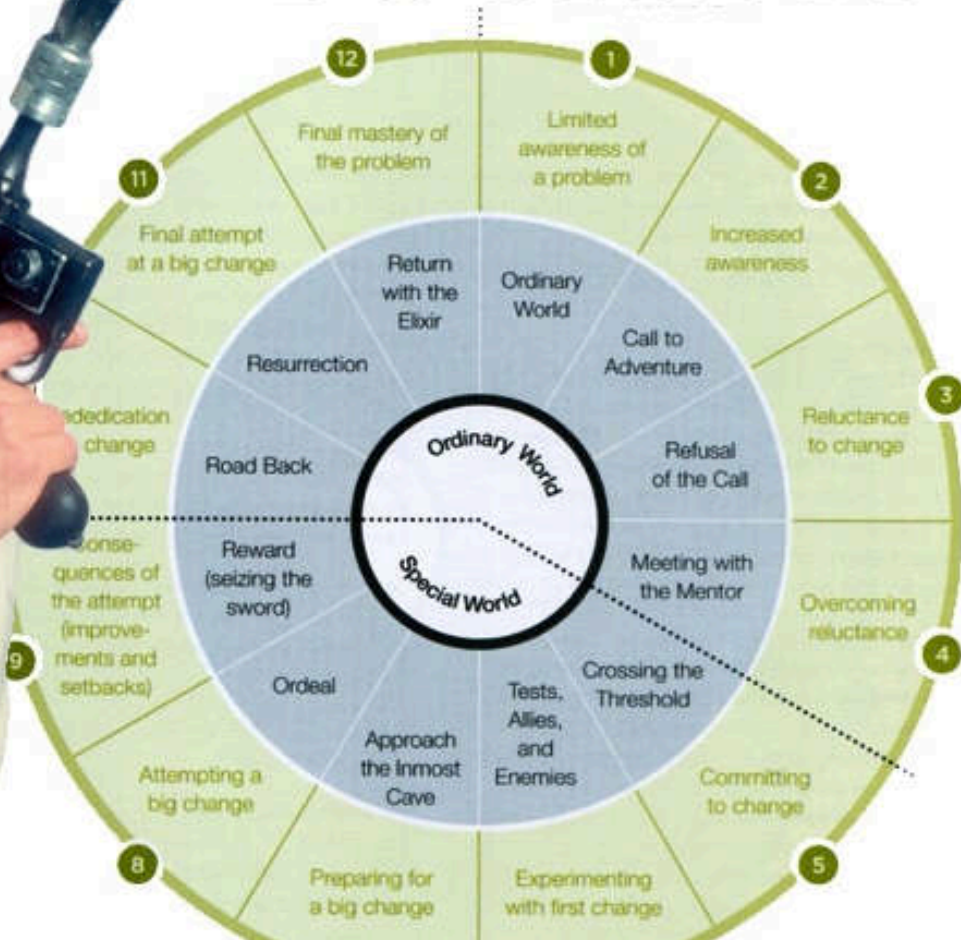




# THE HERO'S JOURNEY



# the HERO'S JOURNEY



# YOU ARE THE GUIDE



**OBI-WAN**



**Recruits and departs**

**LUKE**



**Stays on mission with recruit**



The background is a solid green gradient. The top half of the image is decorated with a dense pattern of small, semi-transparent circles in various colors including blue, orange, red, white, and light green. Some of these circles contain small, stylized grass icons. The bottom half of the image is a plain, solid green.

[yes@happygrasshopper.com](mailto:yes@happygrasshopper.com)

# terrain

Where do you  
need to be?





# terrain

What can you rescue  
them from?



# terrain

Where are you  
taking them?



# HOW TO DO IT IN FOUR STEPS



**step one**  
**LOOK INWARD**



# Who Is Your Ideal Recruit?

**Alignment with  
YOUR core values**



# Wounds

What keeps my ideal recruit up at night?

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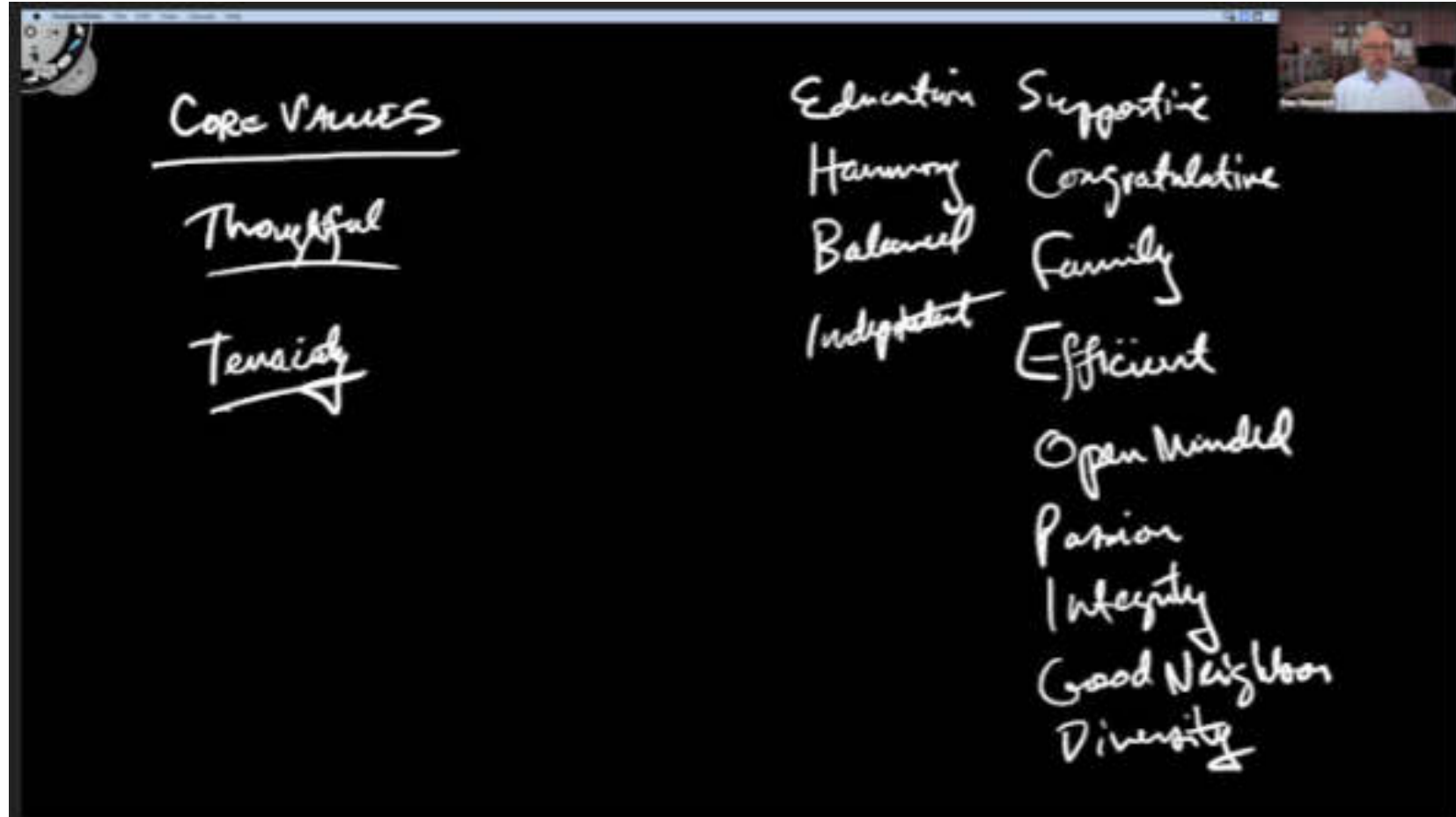
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# Plant Your Flag

**Defend your  
CORE VALUES**



## Core Values

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Every member of our company is sincerely committed to your success. Each of us will strive to exceed your expectations in a way that leaves you feeling surprised, delighted, and absolutely thrilled to be a member of Happy Grasshopper.



### Thoughtful

We deeply listen and strive to understand.



### Intentional

Actions guided by intentions create results.



### Tenacious

We tirelessly pursue the achievement of our goals.



### Consistent

Consistency equals professionalism.



### Positive

Opportunity is everywhere with the right mindset.



### Open-minded

We set aside our egos in the quest for victory.



### Honest

Transparency is critical to improvement.



### Dependable

Time-on-task over time achieves everything.

# Goals & Metrics

What's your TAM?



The image shows a blackboard with handwritten notes. At the top, the title "GOALS & METRICS" is written and underlined. Below the title, there are three numbered items: ① TAM - total addressable market, ② Performance, and ③ Persona. To the left of item ②, there is a list of names and values: "Zelda - 10k", "Shene - 60", "Brie - 4900", and "50k". At the bottom right of the blackboard, the question "What keeps me up?" is written. In the top right corner of the blackboard frame, there is a small video feed of a man.

GOALS & METRICS

① TAM - total addressable market

Zelda - 10k  
Shene - 60  
Brie - 4900  
50k

② Performance

③ Persona

What keeps me up?



# **TAM: Total Addressable Market**

# of licensed agents in your market = \_\_\_\_\_

# who fit your criteria (or 20% (+/-)) = \_\_\_\_\_

**SET YOUR GOAL: How many would you like to recruit?**



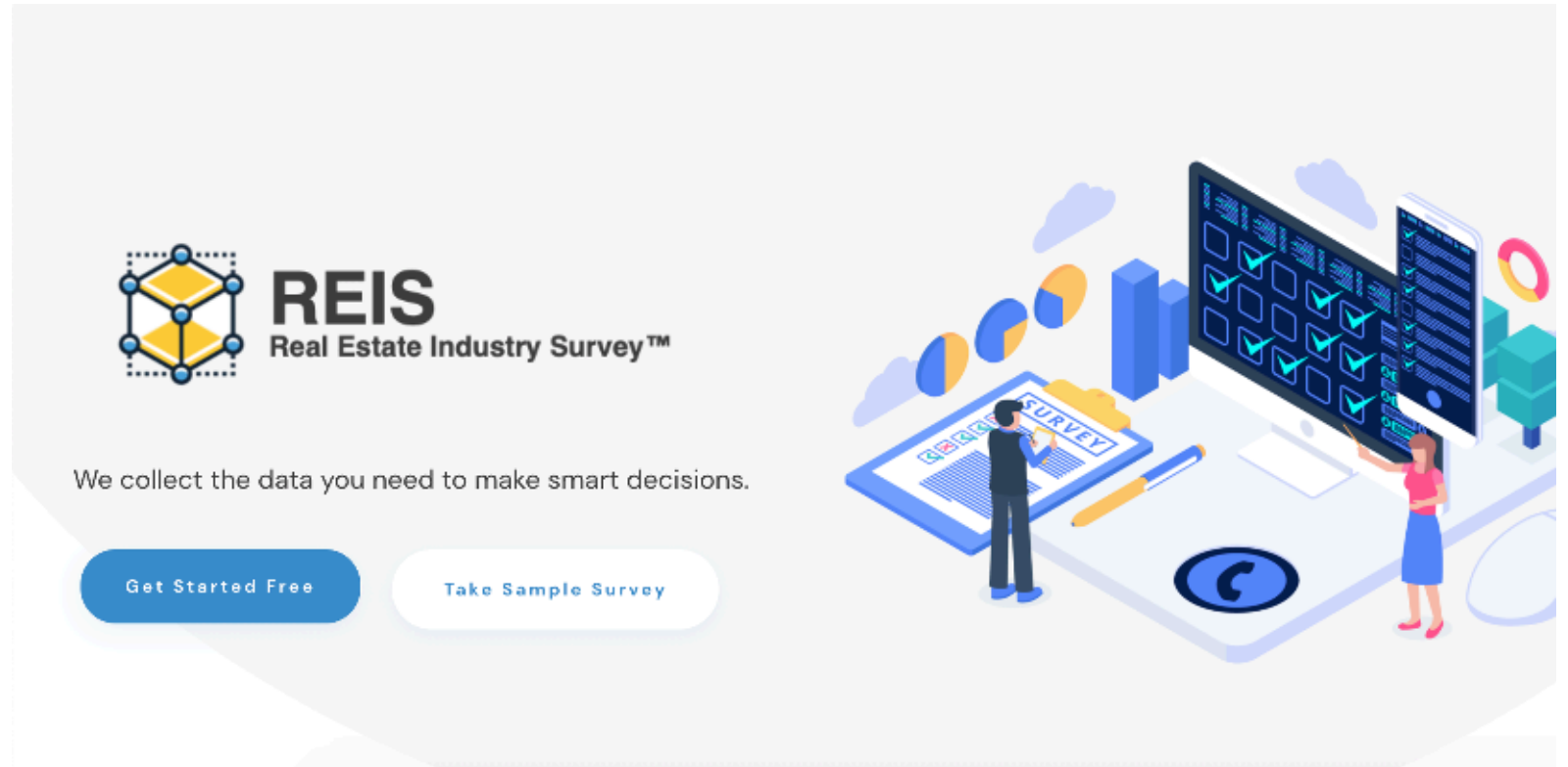




**step two**  
**LOOK OUTWARD**

# Conduct Surveys

1. Your agents
2. Your prospects

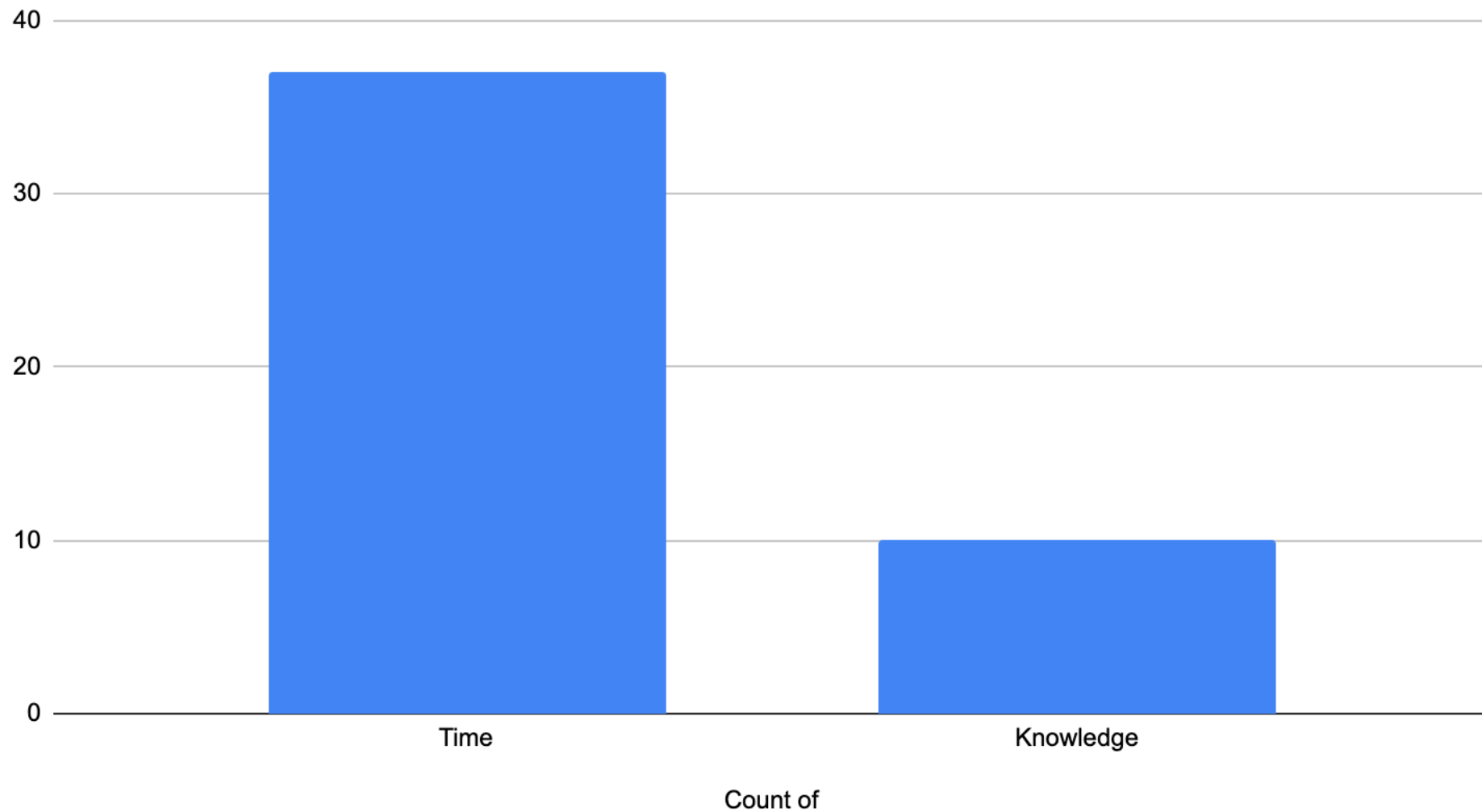


How important is agent attraction/recruitment for you?

How important is agent attraction/recruitment for you?

What are your biggest challenges regarding recruitment?

What are your biggest challenges regarding recruitment?



# Lists

Florida Department of  
Business &  
Professional  
Regulation

**MBA**<sup>®</sup>  
MORTGAGE BANKERS ASSOCIATION

**NATIONAL  
ASSOCIATION of  
REALTORS**<sup>®</sup>

**AMERICAN  
INSURANCE  
ASSOCIATION**



# Agent Data





**step three**

# **USE A BLUEPRINT**



# RECRUITING

# DONE RIGHT MAKES YOU

# MONEY.

# RECRUITING

# DONE WRONG MAKES YOU

# TIRED.



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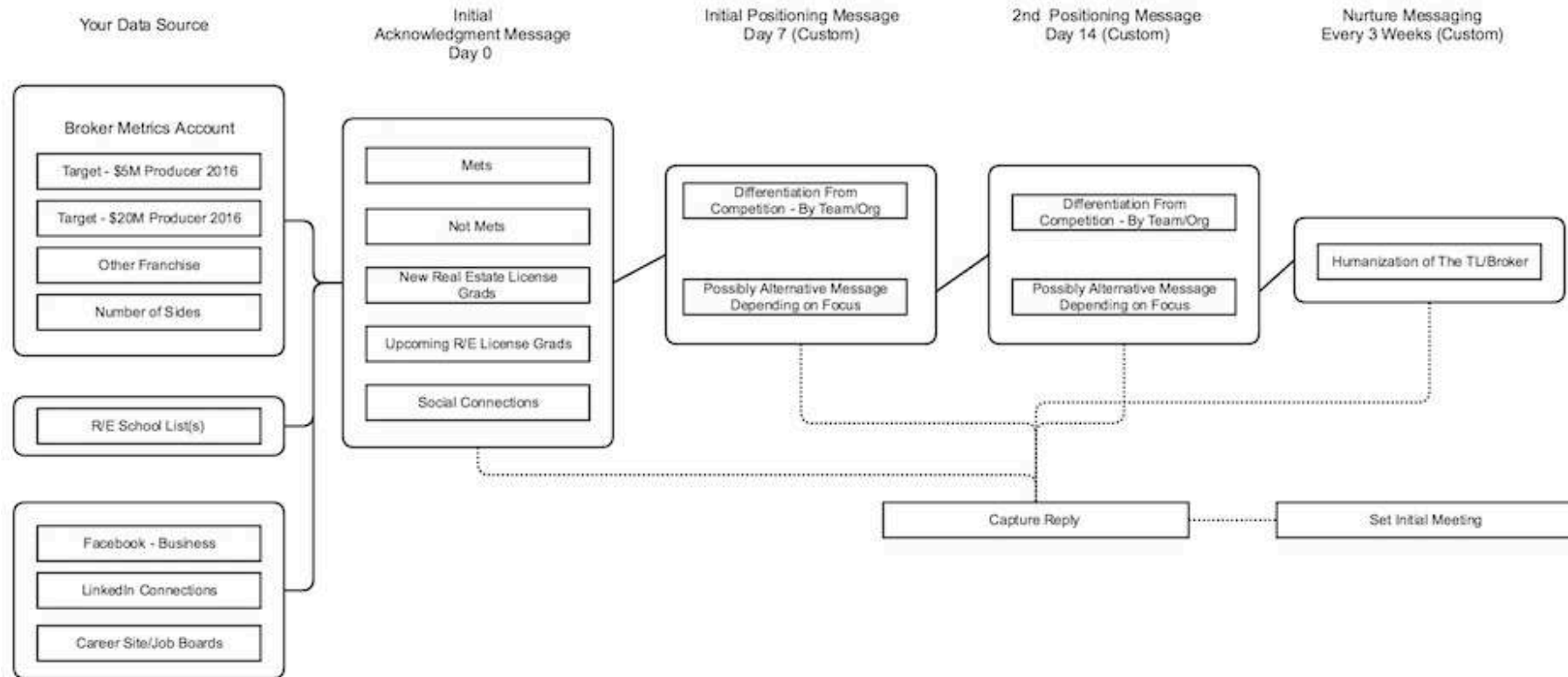
**MECHANICS**

**+**

**MESSAGE**



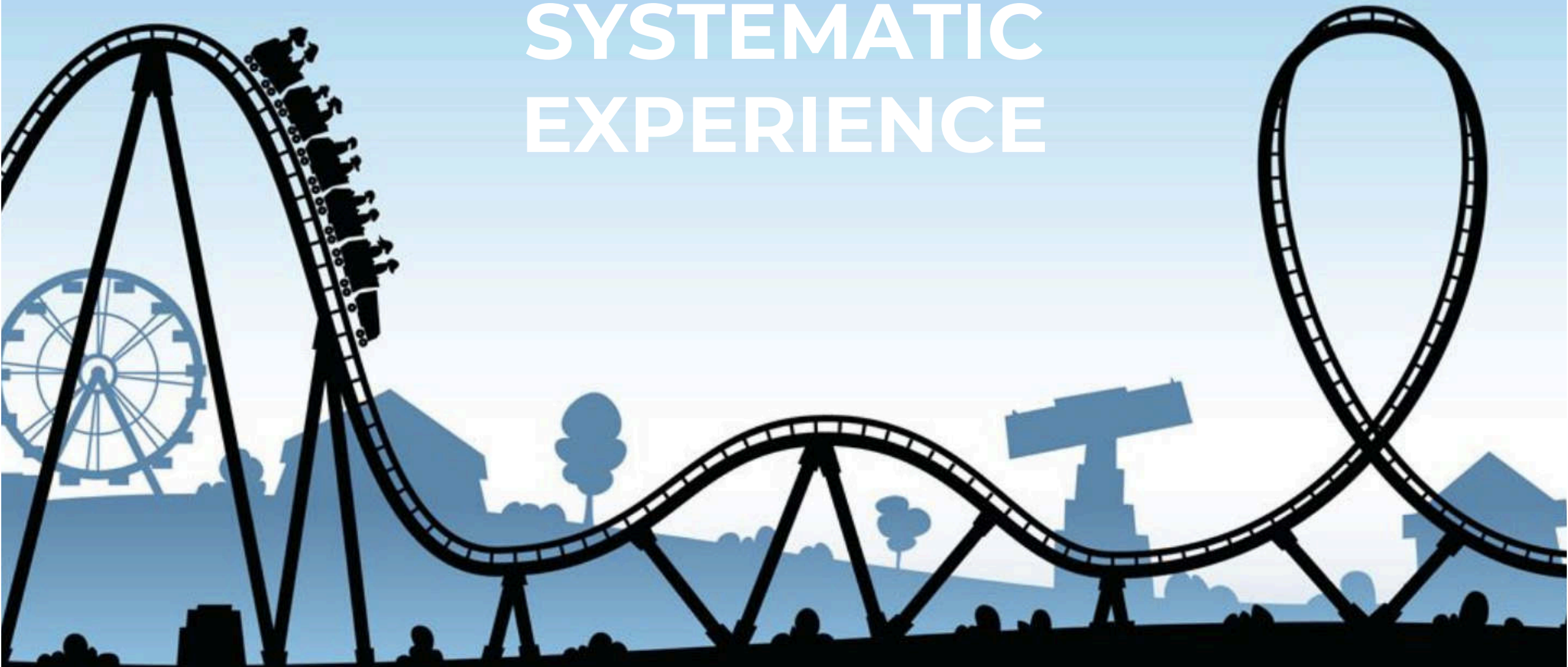
# Recruitment Blueprint





happygrasshopper<sup>®</sup>

# SYSTEMATIC EXPERIENCE



happygrasshopper<sup>®</sup>





GET LEADS

WOW CLIENTS

CLOSE SALES

happygrasshopper<sup>®</sup>

***THEIR EXPERIENCE***

**=**

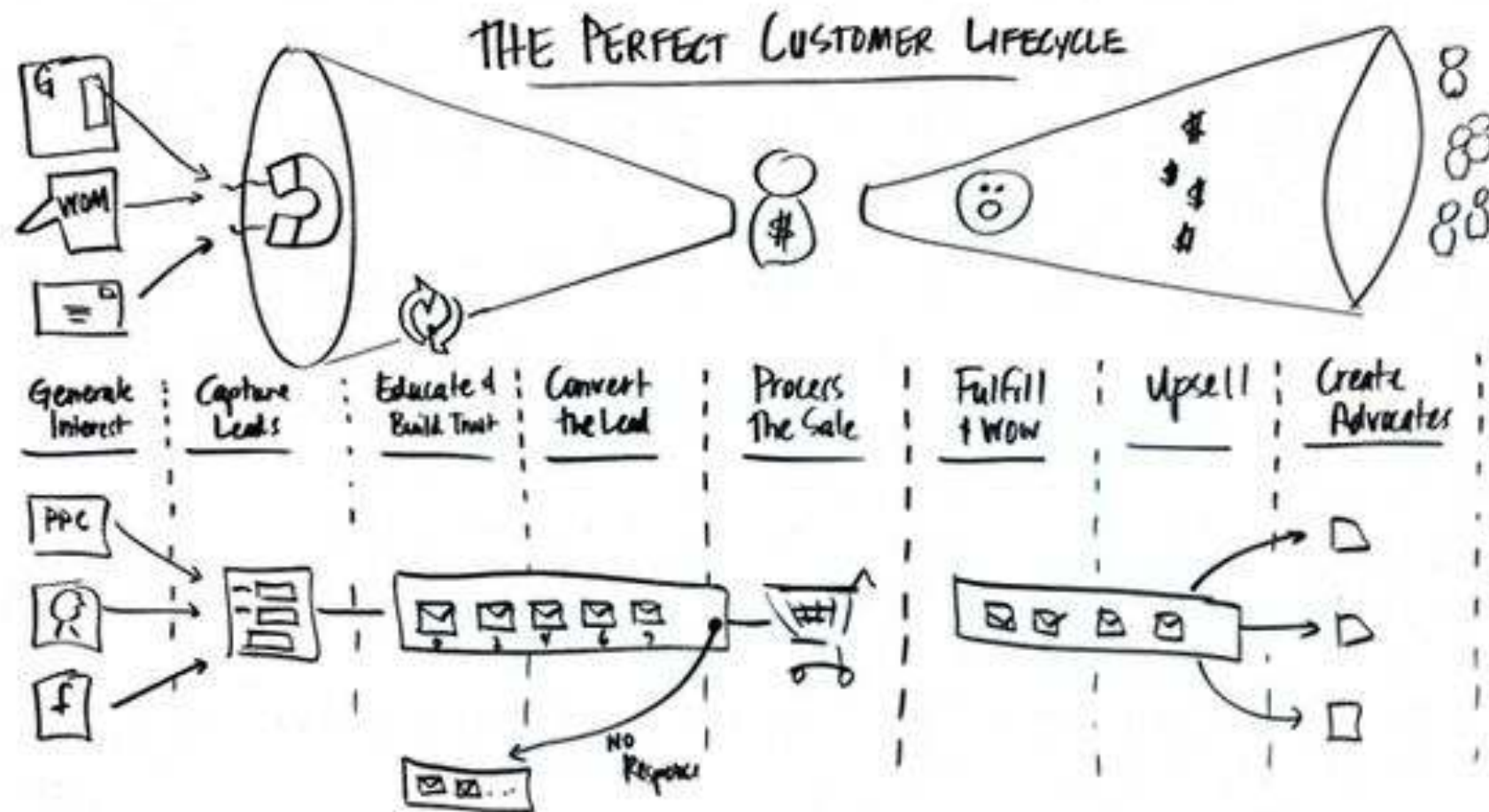
***YOUR GCI***





happygrasshopper<sup>®</sup>





# Message Optimization

# **WORDS MATTER**

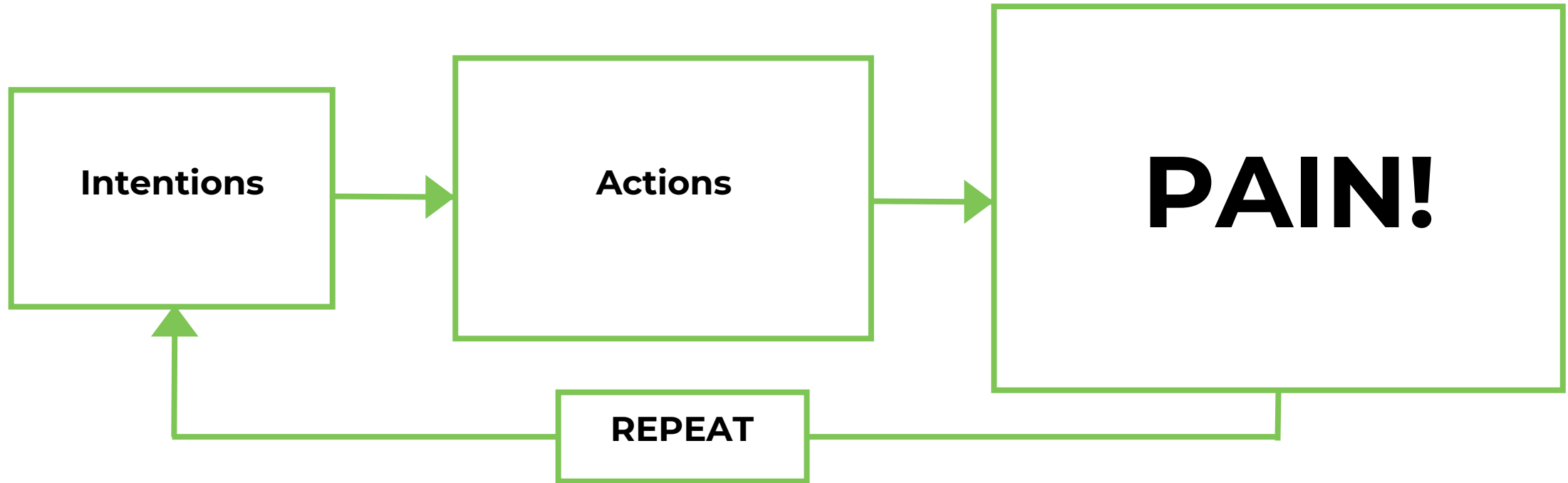




**step four**  
**GET LEVERAGE**

# The Cycle of Suck

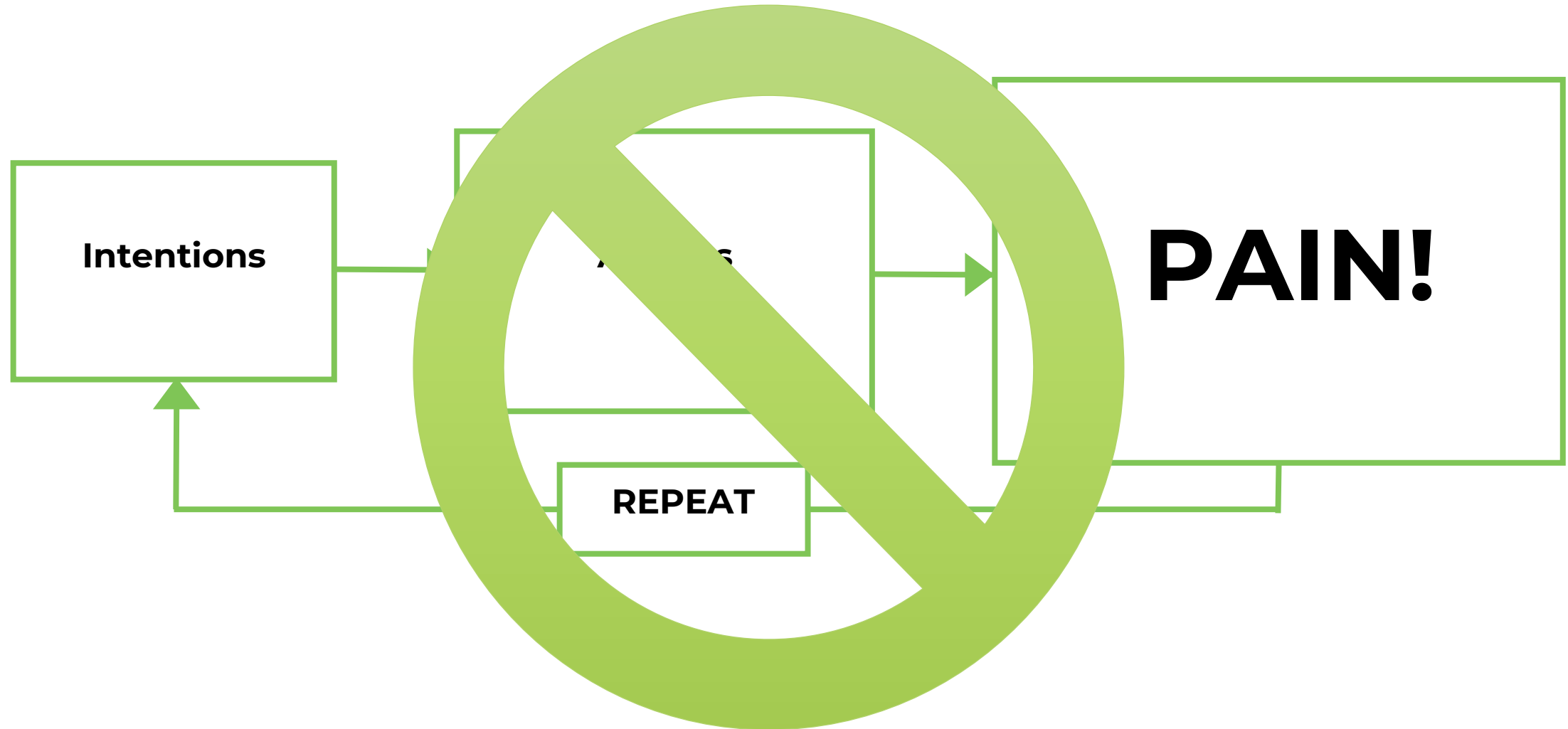
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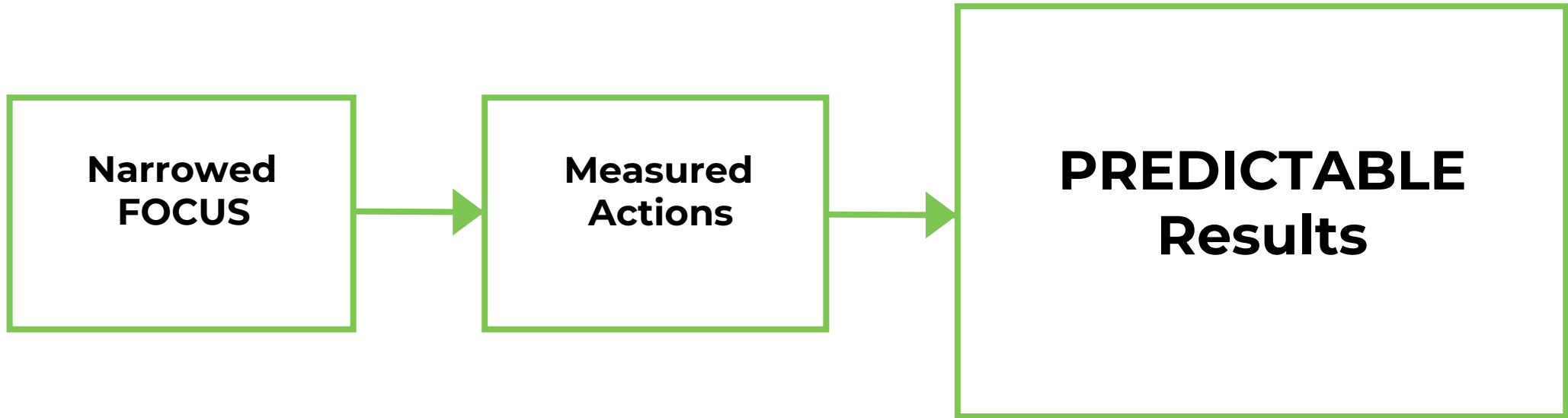
# Breaking the Cycle of Suck

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# The Path of Mastery

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# QBR

**QUEEN BEE ROLE**

12,000 members

26,000,000 contacts

**Over 1B datapoints**

# SUBJECT LINE TEST

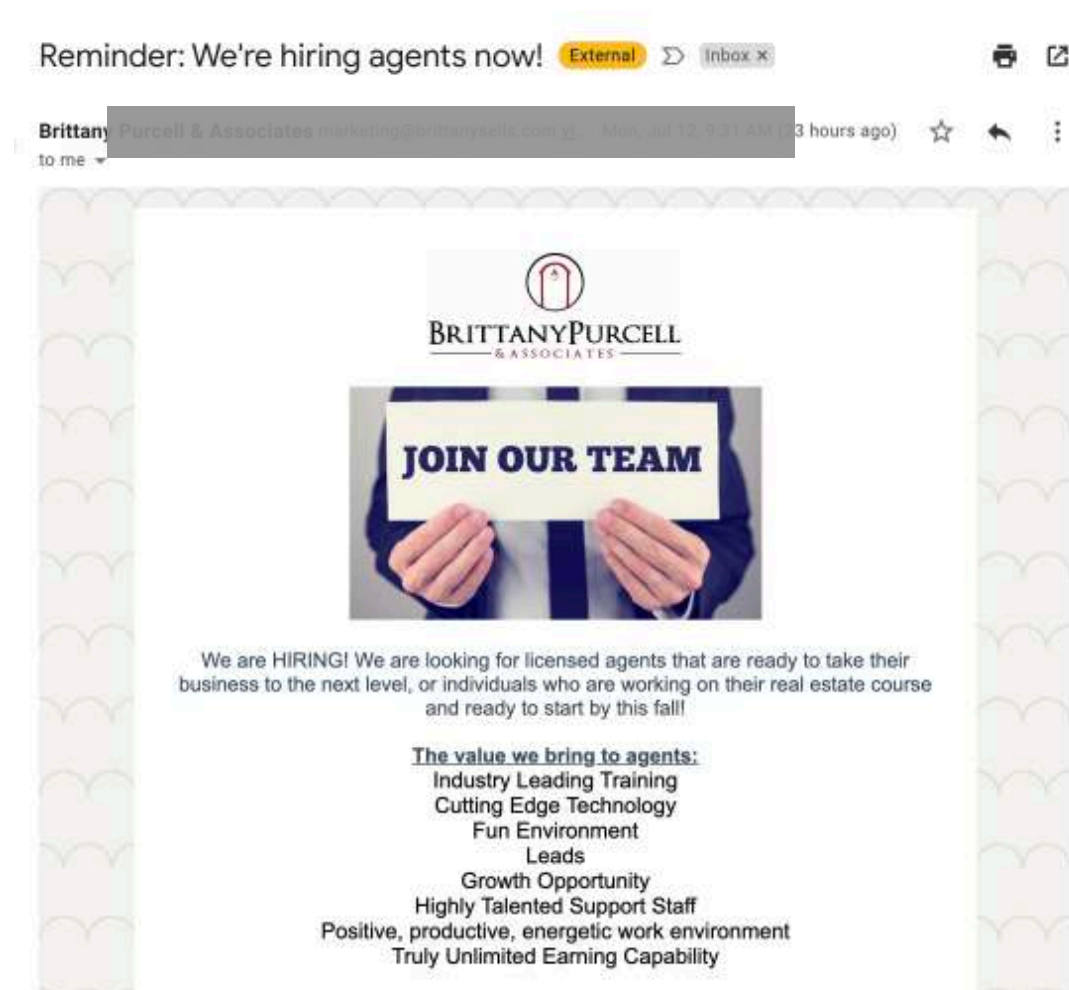
 **EMOJI vs. NO EMOJI**

**WINNER: The Question Mark**





# EMAIL: HTML vs. TEXT TEST



Let's kick it up a notch

ⓘ Triggers immediately after Opt-In

Your name has come up recently and I just had to reach out. You seem like that wicked awesome kind of real estate professional who goes the extra mile for their clients.

Because you're so good at what you do, I'd like to know if there is anything you need that your current brokerage isn't providing you. We're looking for professional real estate agents to join our organization at eXp Realty and that's the most important question I have for you.

Do you have a few minutes to talk today?

Let's connect,

**Mitch Ribak**  
Team Leader, Tropical Beachside brokered by eXp Realty LLC  
Email: [mitch@tropicalrealtyhomes.com](mailto:mitch@tropicalrealtyhomes.com)  
Mobile: 321-258-4150  
Address: 6767 N. Wickham Rd Suite 400 Melbourne FL United States 32940  
[Click here to unsubscribe.](#)



# EMAIL: HTML vs. TEXT TEST

## WINNER: Text Based Email

Let's kick it up a notch

⌚ Triggers immediately after Opt-In

Your name has come up recently and I just had to reach out. You seem like that wicked awesome kind of real estate professional who goes the extra mile for their clients.

Because you're so good at what you do, I'd like to know if there is anything you need that your current brokerage isn't providing you. We're looking for professional real estate agents to join our organization at eXp Realty and

	Delivered	Opened	Clicked	Opt-Out
2754	2720 (98.77%)	1991 (73.2%)	0 (0%)	101 (3.71%)







# Dan Stewart

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