

fusion

2022



HEADCOUNT ACCELERATOR™

Dan Stewart

Founder of Happy Grasshopper

What you'll learn today

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



Dan Stewart

RECRUITMENT, LEAD CONVERSION
& DATABASE NURTURING EXPERT

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

Connect With Me at
DanStewart.com

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



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





The background is a vibrant green with a pattern of colorful dots in shades of blue, orange, red, and white. Some dots contain small, stylized plant icons. The overall effect is a dense, textured field of green with scattered colorful elements.

Signal vs. Noise

We Need a New Framework



What is recruitment?

EXIT

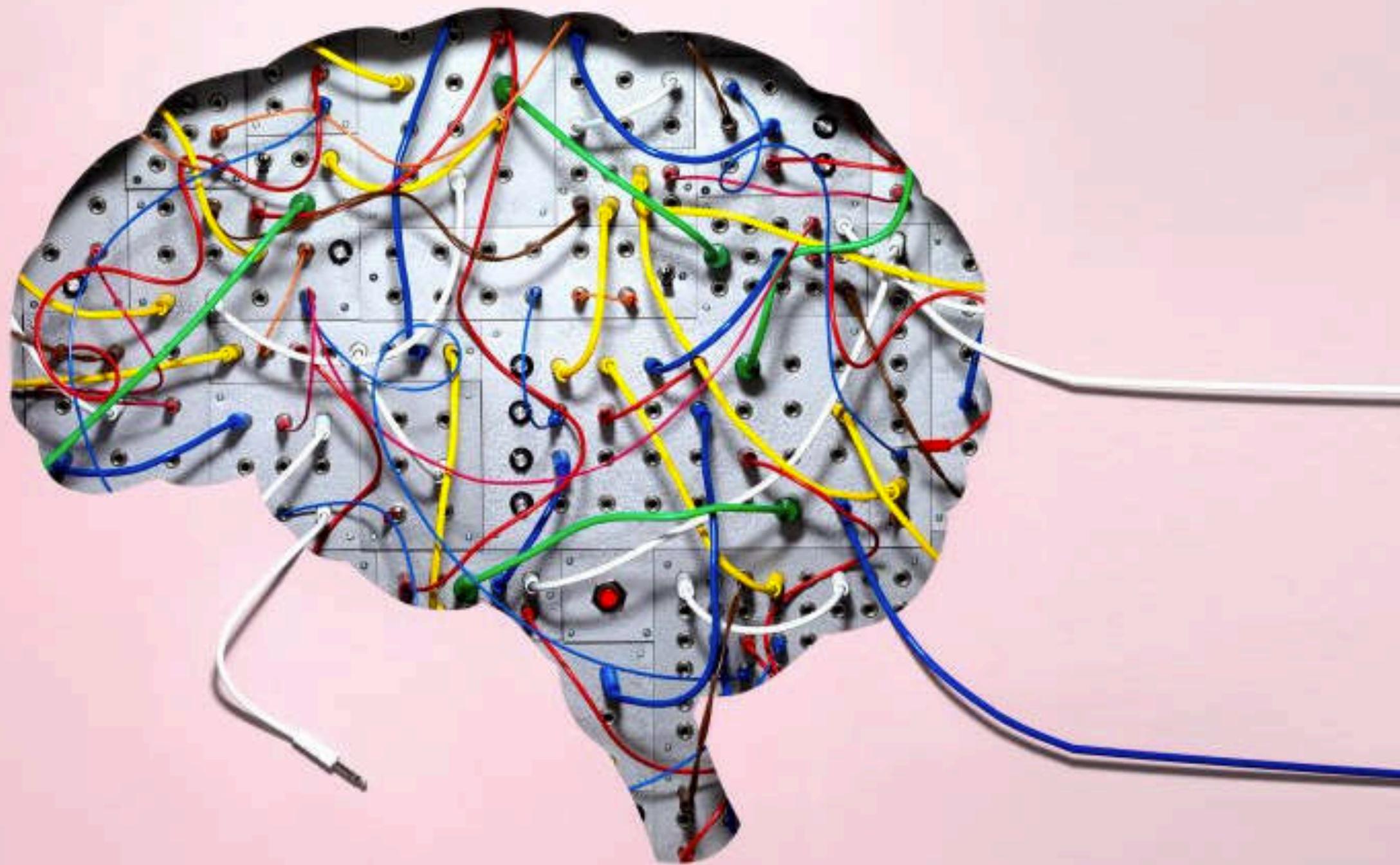
Receives a signal
they have outgrown
their former life

and

ARRIVAL

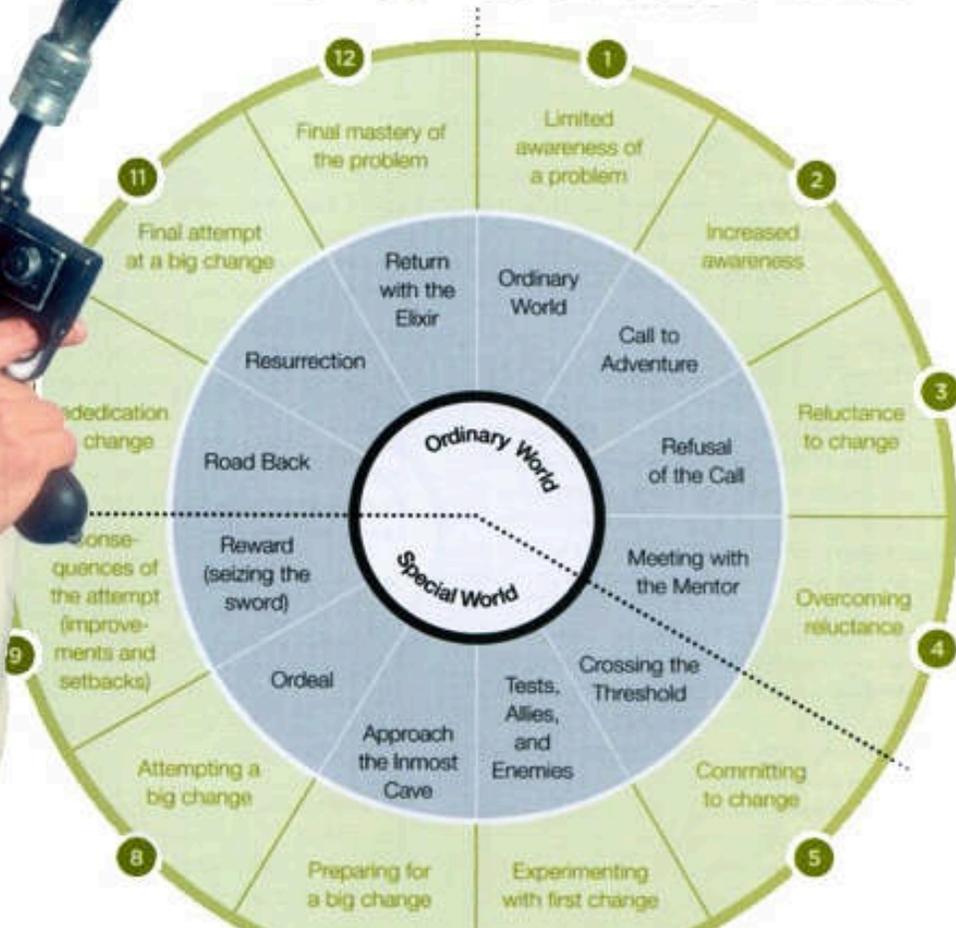
In a new, fantastic
adventure, opportunity,
career, or way of thinking





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 vibrant green with a pattern of small, colorful dots in shades of blue, orange, red, and white. Some of the dots are replaced by small, stylized grasshopper icons. The overall effect is a festive and nature-themed pattern.

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**



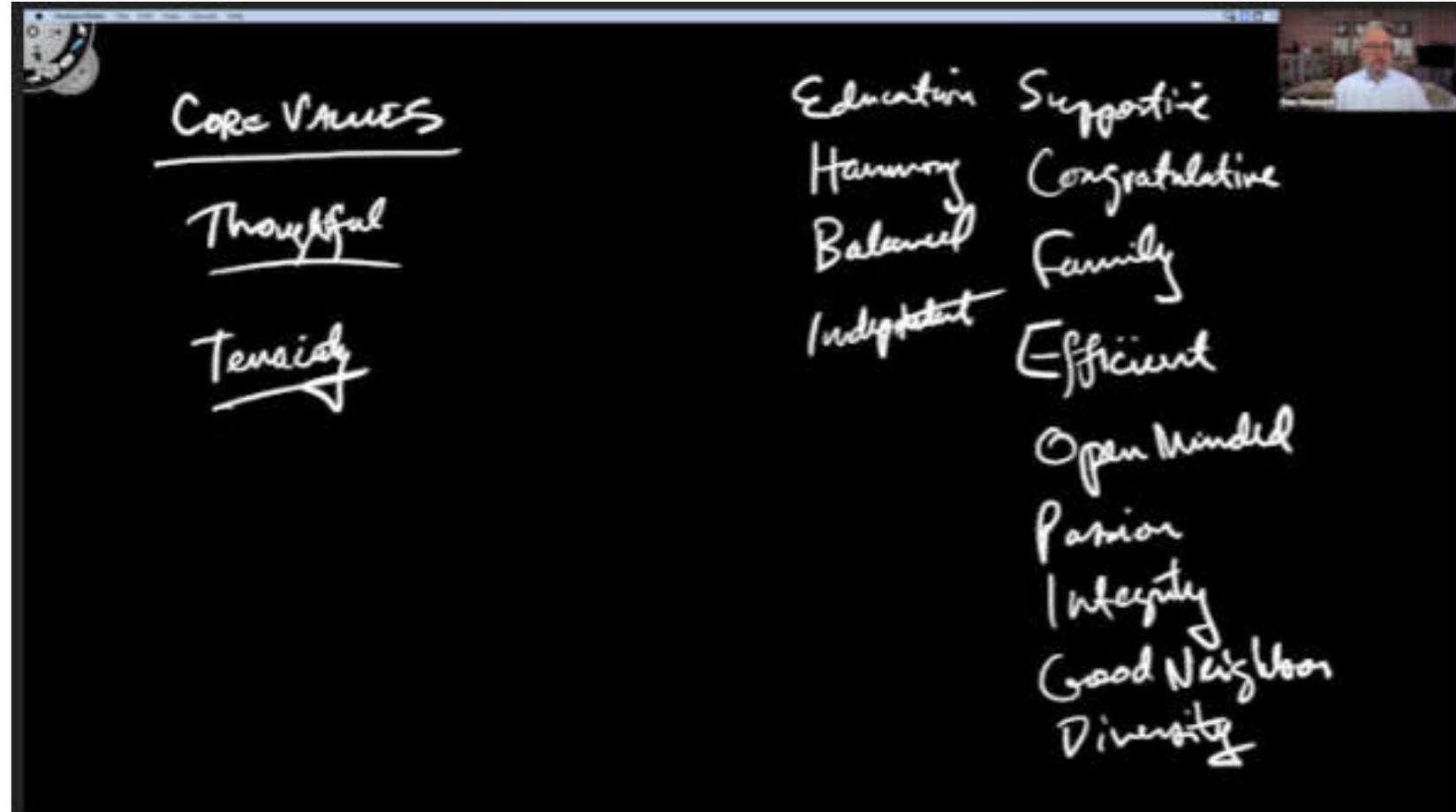
Wounds

What keeps my ideal recruit up at night?



Plant Your Flag

**Defend your
CORE VALUES**



Core Values

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?



GOALS & METRICS

① TAM - total addressable market

Zelda - 10k
Shane - 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?



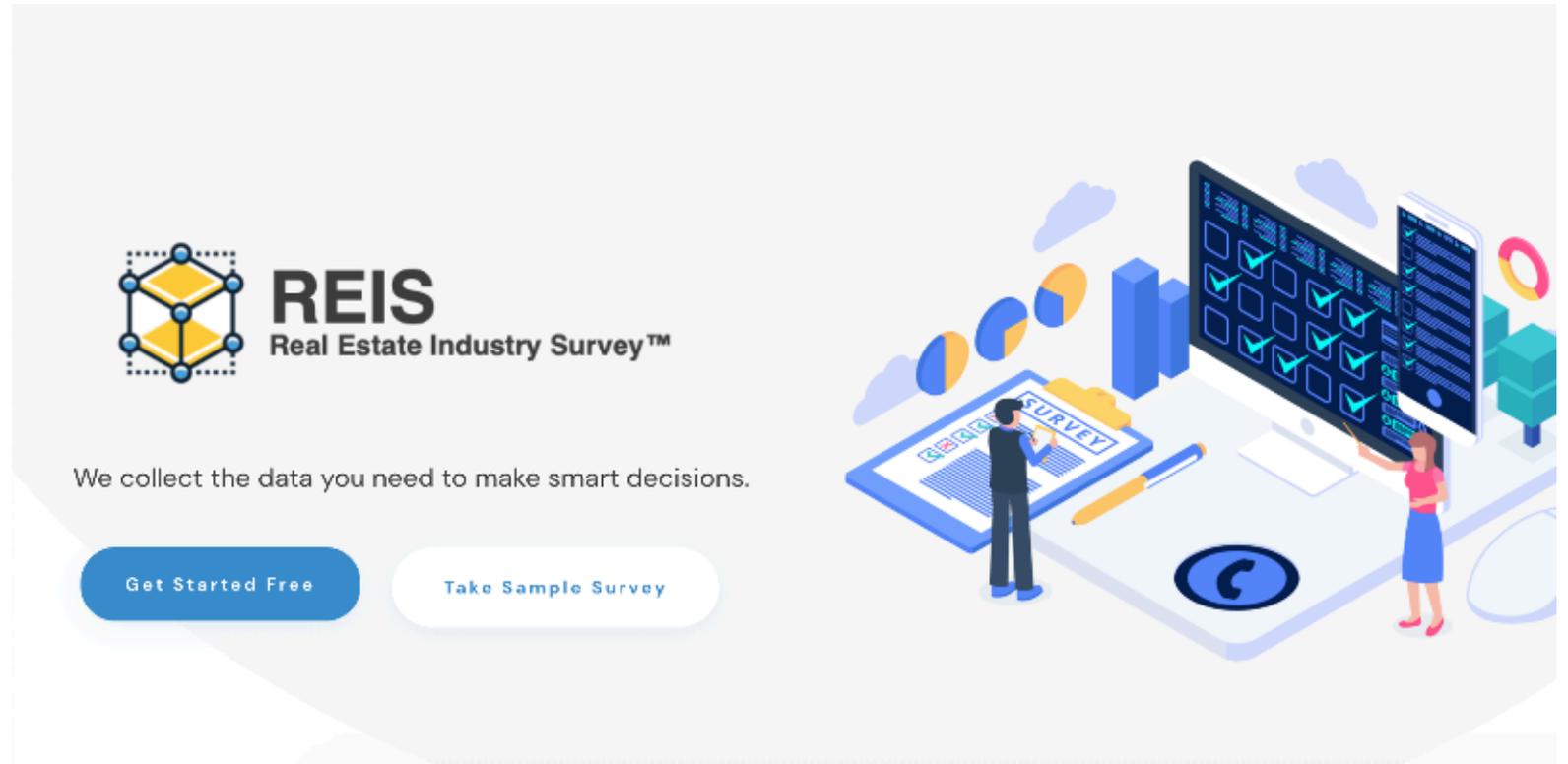


step two

LOOK OUTWARD

Conduct Surveys

1. Your agents
2. Your prospects



The banner features the REIS logo on the left, which consists of a yellow and blue geometric pattern. To the right of the logo is the text "REIS Real Estate Industry Survey™". Below this is the tagline "We collect the data you need to make smart decisions." and two buttons: "Get Started Free" and "Take Sample Survey". On the right side of the banner is an illustration of a man and a woman interacting with a large digital screen displaying a survey form with checkmarks, surrounded by various data visualization icons like pie charts and bar graphs.

REIS
Real Estate Industry Survey™

We collect the data you need to make smart decisions.

[Get Started Free](#) [Take Sample Survey](#)



G/

How important is agent attraction/recruitment for you?

Pre-

W/

What are your biggest challenges regarding recruitment?

How

40

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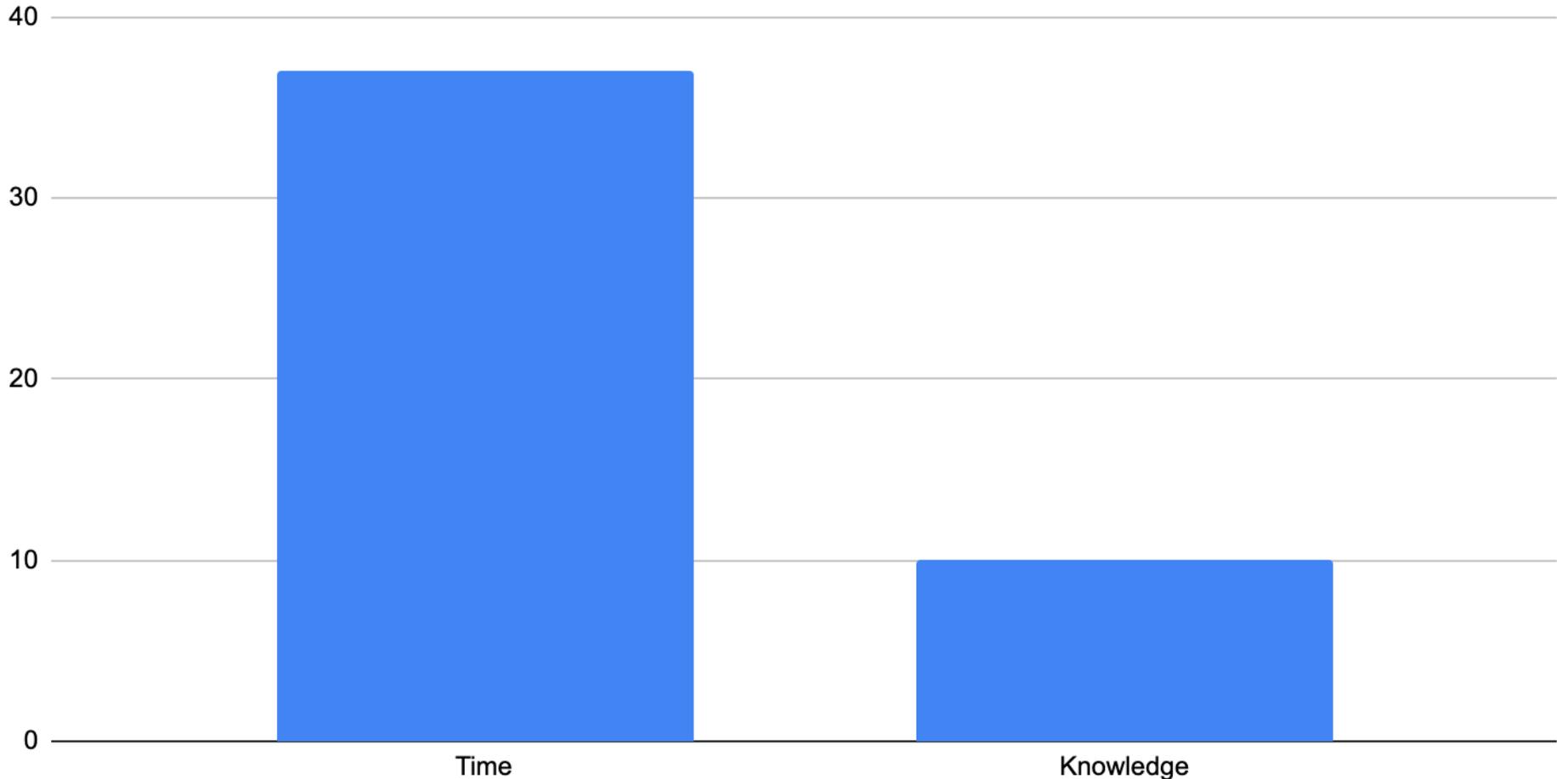
Time

Knowledge

Count of

How important is agent attraction/recruitment for you?

Wha



Lists

Florida Department of
Business &
Professional
Regulation



NATIONAL
ASSOCIATION *of*
REALTORS®

MIBa®

MORTGAGE BANKERS ASSOCIATION



AMERICAN
INSURANCE
ASSOCIATION



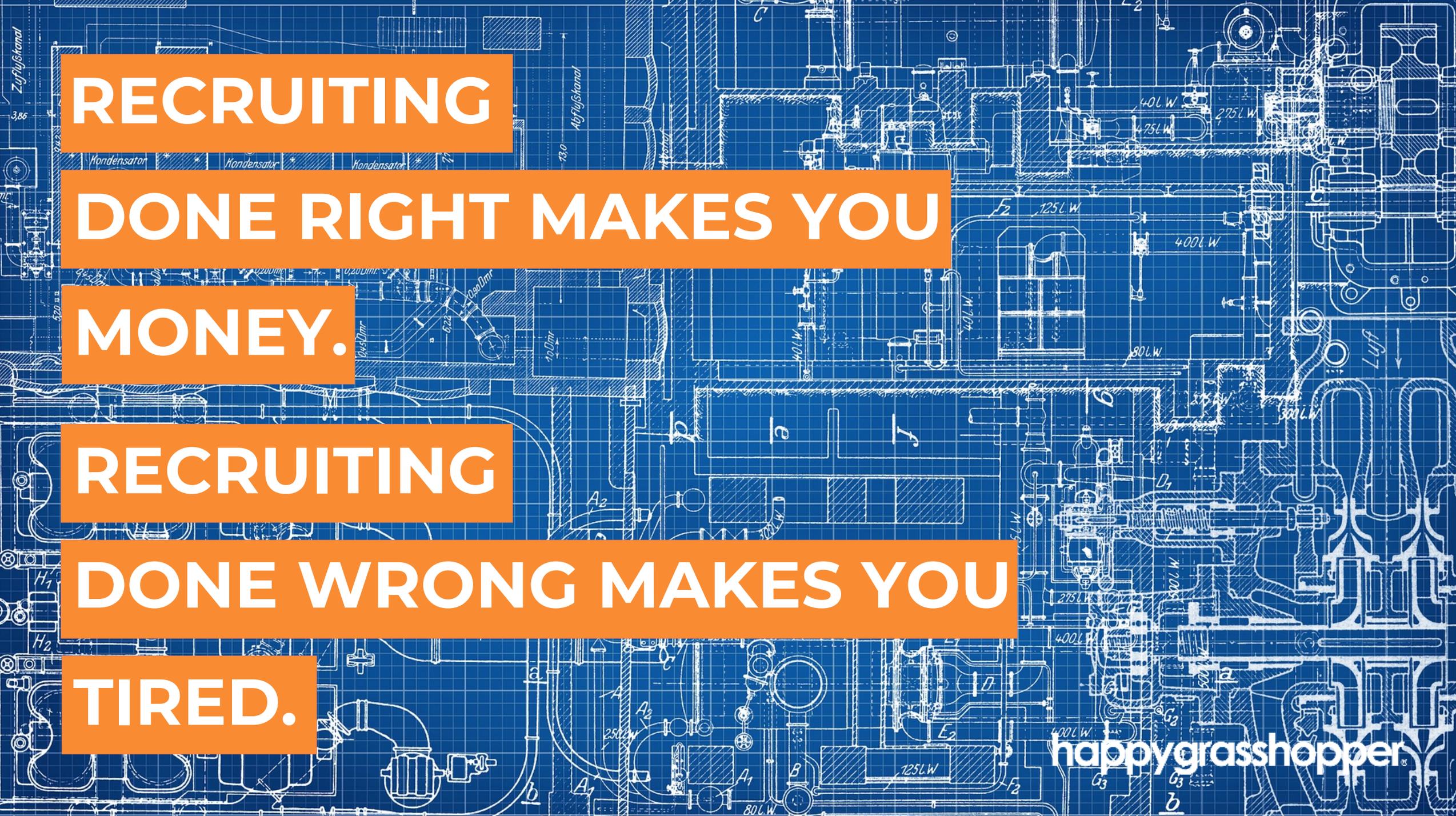
Agent Data





step three

USE A BLUEPRINT

A detailed technical drawing of a mechanical system, likely a steam engine or boiler, rendered in white lines on a blue background. The drawing includes various components such as cylinders, pipes, valves, and structural supports, with numerous labels and dimensions. Labels include 'Zufuhrkanal' (inlet channel), 'Abfuhrkanal' (outlet channel), 'Kondensator' (condenser), 'Luft' (air), and various alphanumeric codes like 'A1', 'A2', 'A3', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z'. Dimensions are given in millimeters (mm) and centimeters (cm).

RECRUITING

DONE RIGHT MAKES YOU

MONEY.

RECRUITING

DONE WRONG MAKES YOU

TIRED.

happygrasshopper

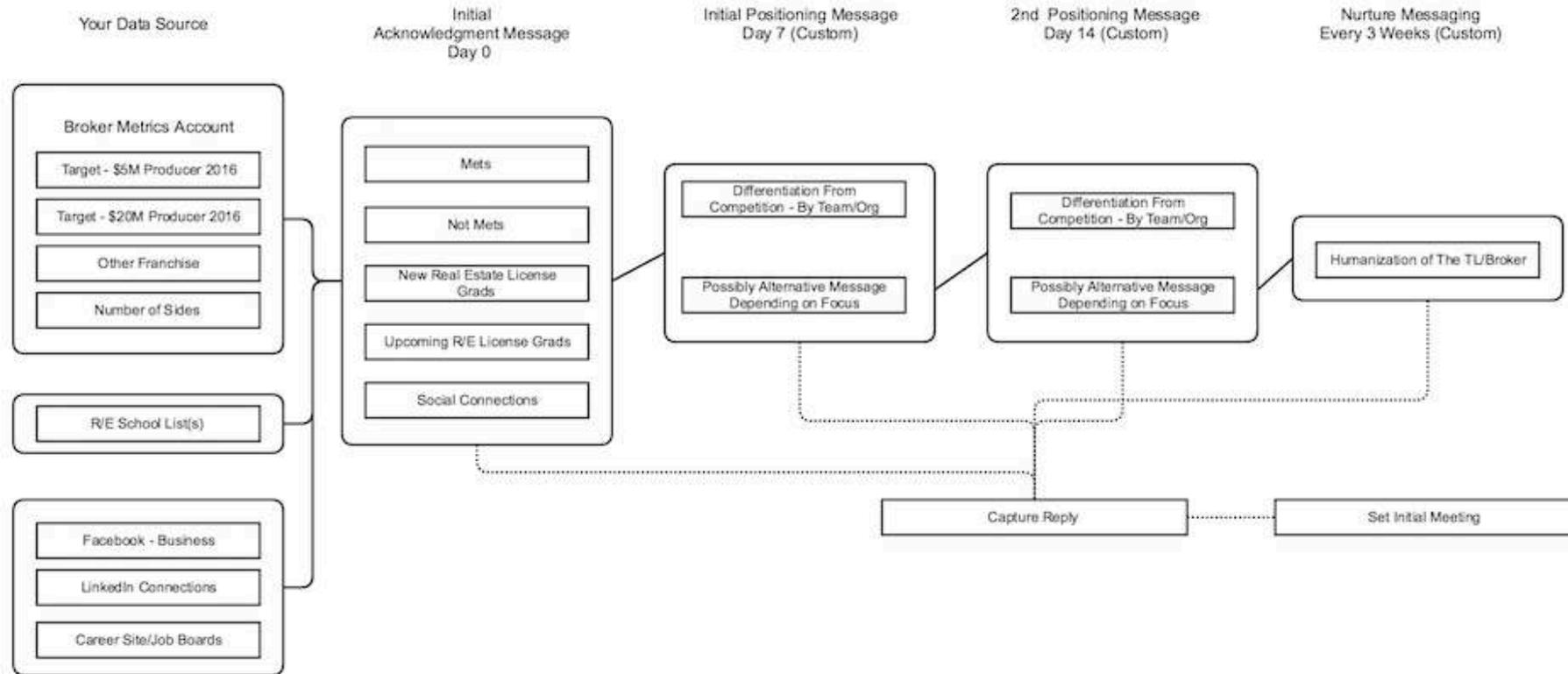
MECHANICS

+

MESSAGE



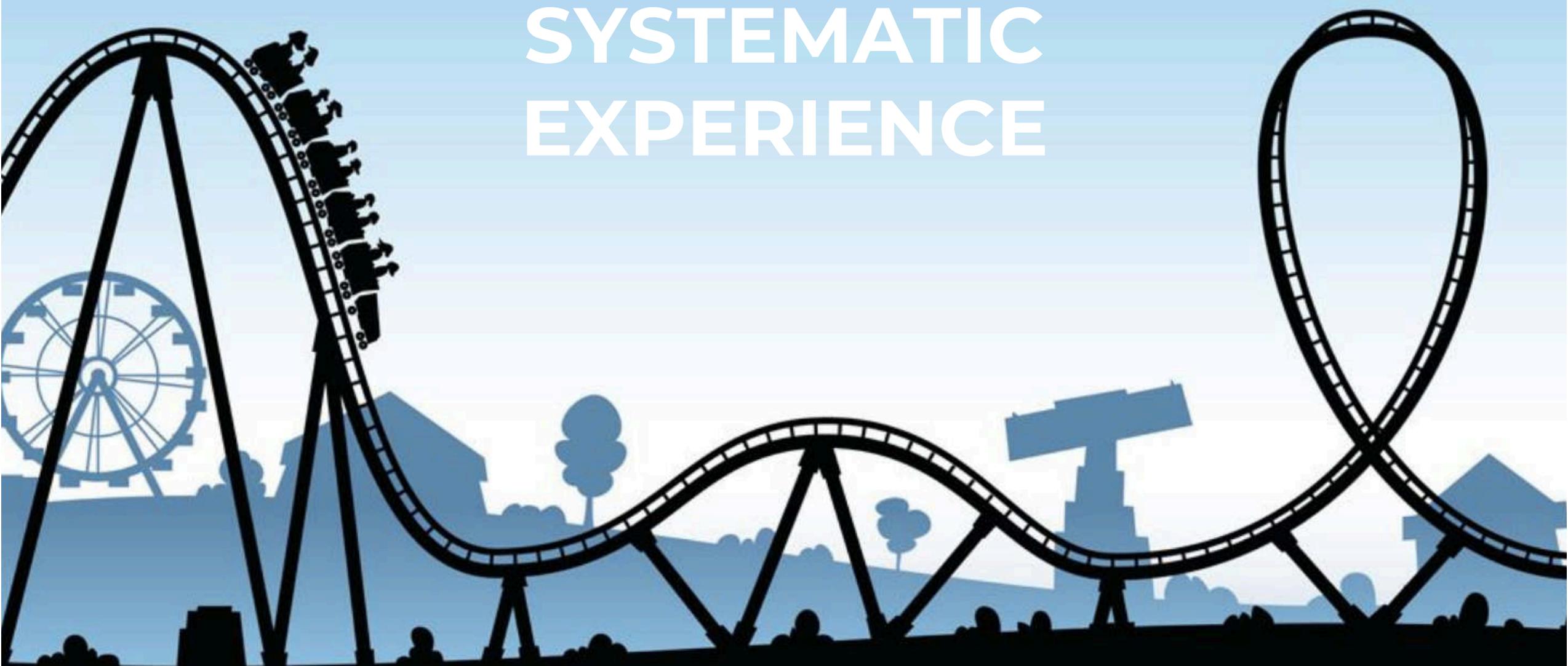
Recruitment Blueprint





happygrasshopper[®]

SYSTEMATIC EXPERIENCE



happygrasshopper[®]



GET LEADS

WOW CLIENTS

CLOSE SALES

happygrasshopper[®]

THEIR EXPERIENCE

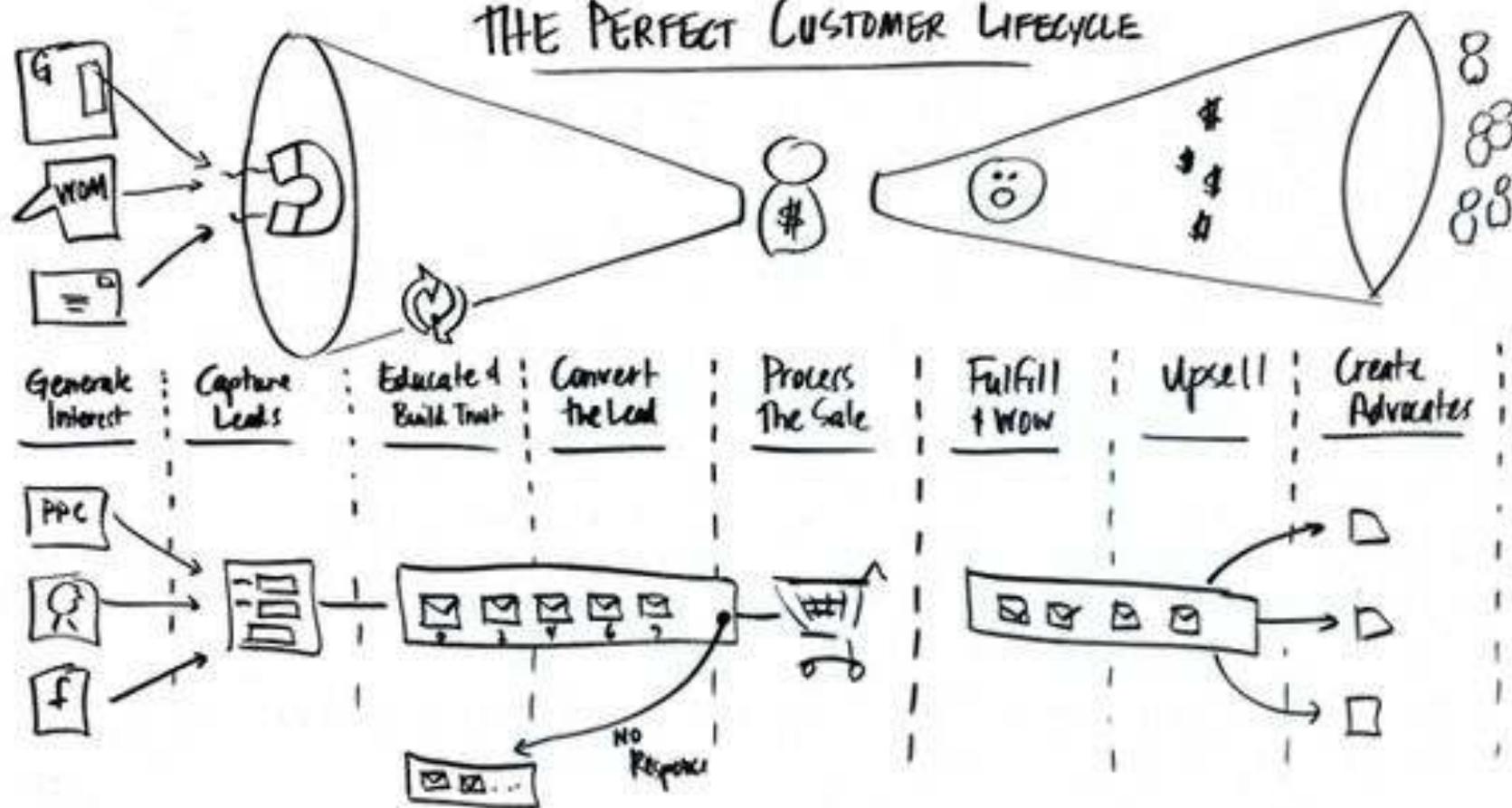
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YOUR GCI



happygrasshopper[®]

THE PERFECT CUSTOMER LIFECYCLE



Message Optimization

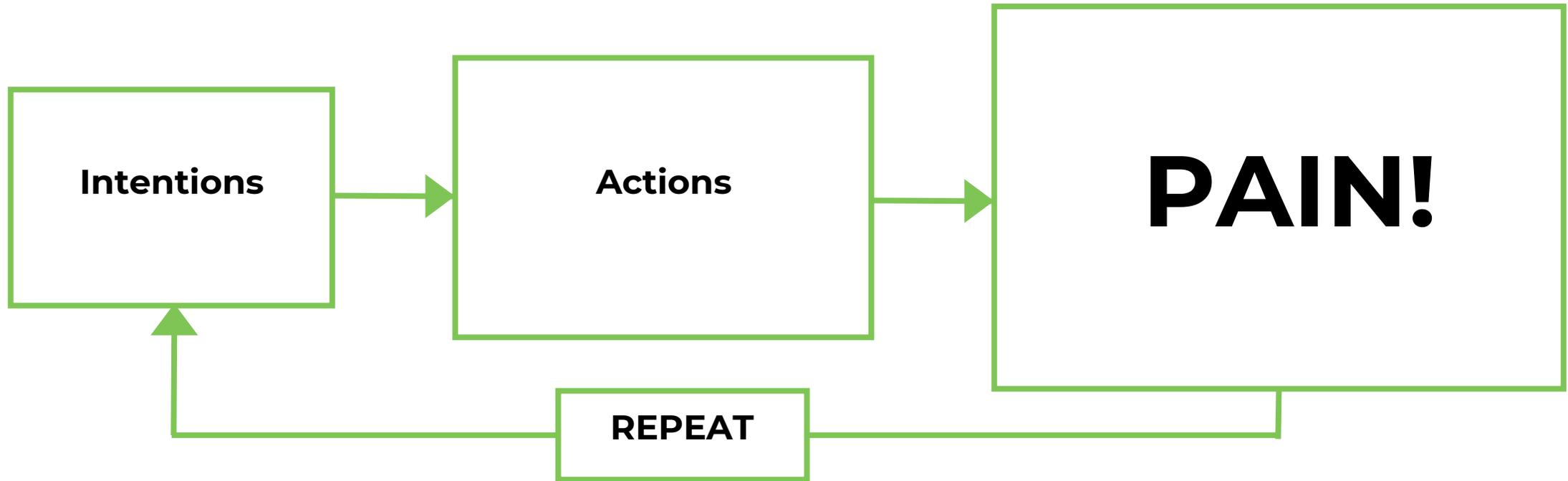
WORDS MATTER



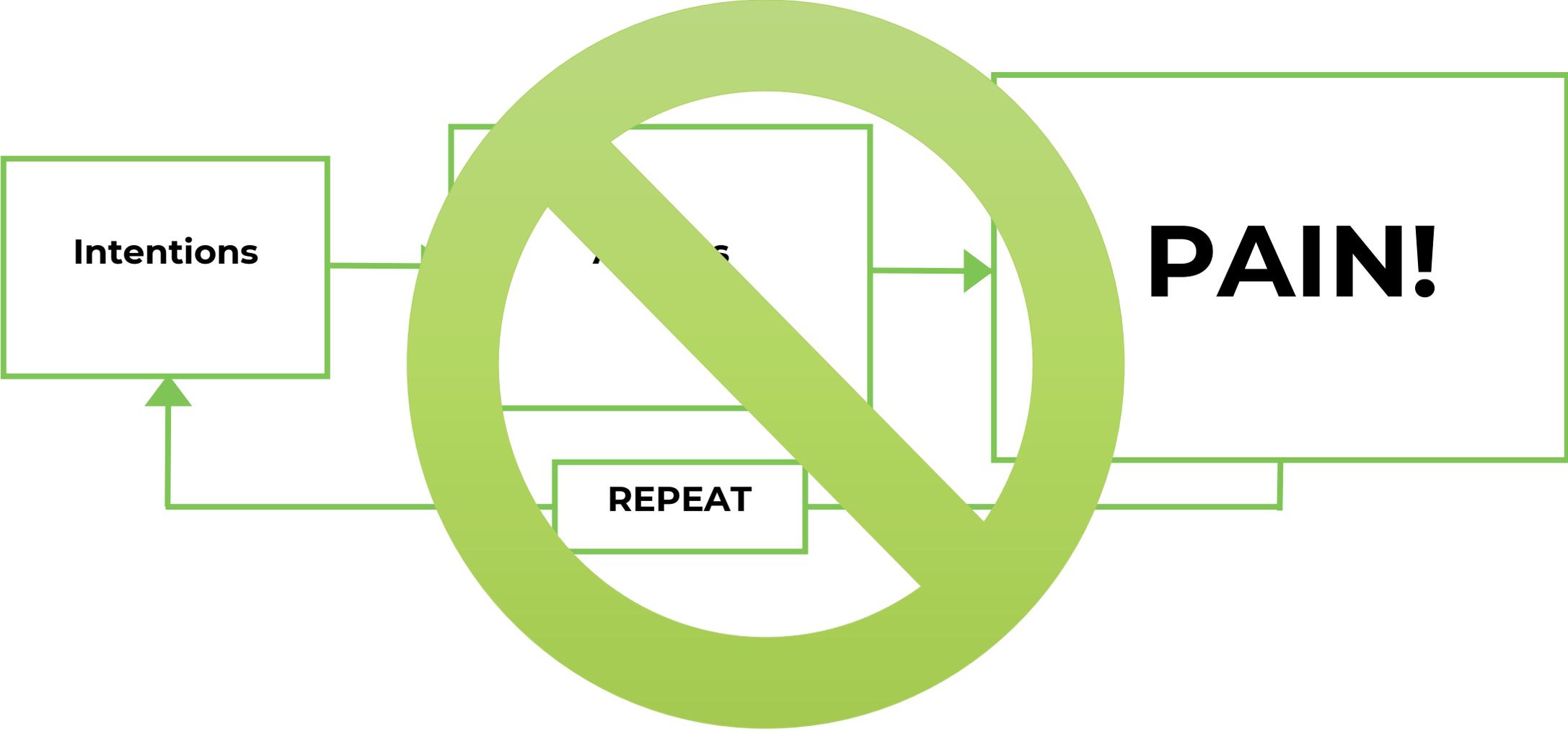


step four
GET LEVERAGE

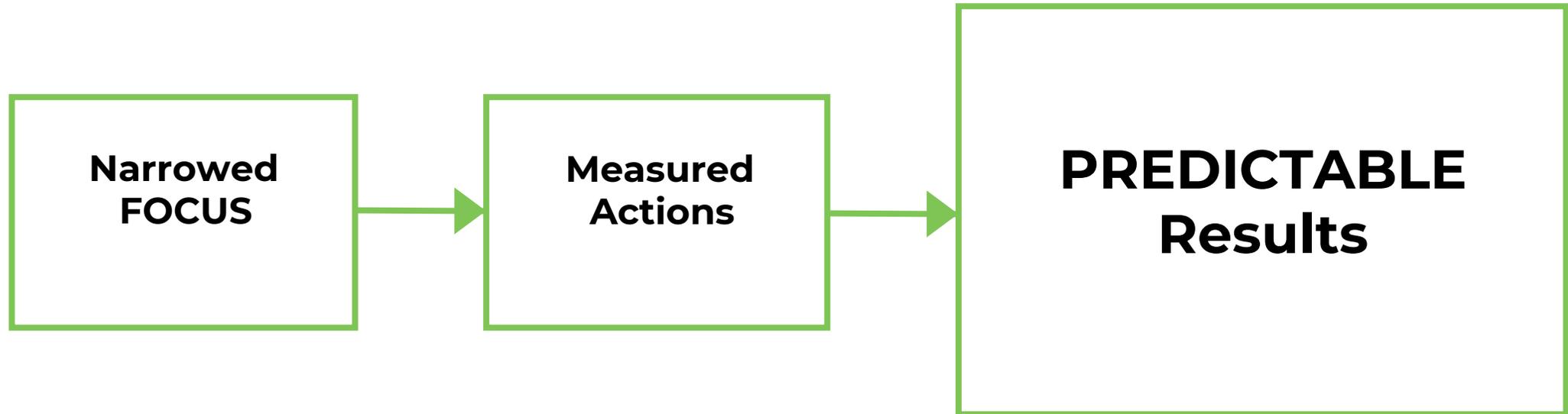
The Cycle of Suck



Breaking the Cycle of Suck



The Path of Mastery





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

Reminder: We're hiring agents now! External Inbox x

Brittany Purcell & Associates marketing@brittanypurcell.com y Mon, Jul 12, 9:31 AM (3 hours ago) ☆ ↶ ⋮
to me



We are HIRING! We are looking for licensed agents that are ready to take their business to the next level, or individuals who are working on their real estate course and ready to start by this fall!

The value we bring to agents:

- Industry Leading Training
- Cutting Edge Technology
- Fun Environment
- Leads
- Growth Opportunity
- Highly Talented Support Staff
- Positive, productive, energetic work environment
- Truly Unlimited Earning Capability

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
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

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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

Connect With Me at
DanStewart.com

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