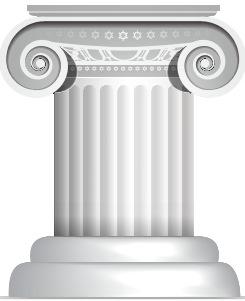


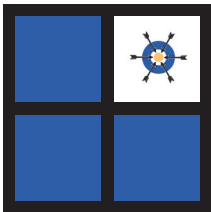
LOGSPERITY

QUICK REFERENCE GUIDE



PILLARS OF BUSINESS

CLIENTS RELATIONSHIPS
ADVERTISING PROSPECTING



CATEGORIES

CLIENTS	RELATIONSHIPS		ADVERTISING		PROSPECTING
	<i>PERSONAL</i>	<i>PROFESSIONAL</i>	<i>INTERNET</i>	<i>TRADITIONAL</i>	
Past Client Current Client Prospective Client	Family Friend Social Group Church School Sports Alumni Group	Accountant Appraiser Architect Attorney Banker Business Coach Consultant Contractor Dentist Designer Doctor Engineer Escrow Officer Financial Planner Insurance Agent Insurance Company Lender Realtor Salesperson Therapist Vendor	Website-Personal Website-Blog Website-Free Website-Paid Website-Video Site	Article Billboard Car Wrap Door Hanger Flyer Lead Generator Magazine Mailer/Farming Newsletter Newspaper Promotion Radio Sign Sponsorship Swag TV	Cold Calls Committee Door Knocking Expired Listings Floor Time Office Visits Open House Organization Network-Open Group Seminar Trade Show



SOURCE

Input the individual source name such as a person's name or company name. Logsperty will save each entry to the drop down menu.



ACTIVITY

CLIENTS
Past Client Interaction Current Client Interaction Marketing for Current Client Prospective Client Interaction Client Appreciation Party Database Marketing Email Campaigning Facebook Marketing Mail Campaigning Newsletter Campaigning Personal Visit Twitter Marketing

RELATIONSHIPS	
PERSONAL	PROFESSIONAL
Relationship Buiding-Personal Community Involvement-Personal Socializing	Relationship Buiding-Professional Networking-Closed Group Partner Coaching Committee Involvement Organization Involvement Community Involvement-Professional

PROSPECTING
Cold Calling Committee Involvement Door Knocking Expired Listings Calling Floor Time Office Visits Open Houses Organization Involvement Networking-Open Group Seminar Trade Show

ADVERTISING	
INTERNET	TRADITIONAL
Website Set Up Blog Development Website Ad Set Up-Free Website Ad Set Up-Paid Video Production	Article Writing Billboard Ad Set Up Car Wrap Set Up Door Hanger Set Up Flyer Set Up Lead Generation Magazine Ad Set Up Mail Campaigning Newsletter Set Up Newspaper Ad Set Up Promotion Set Up Radio Ad Set Up Sign Set Up Sponsorship Set Up Swag Set Up TV Ad Set Up

BEST PRACTICES



PRINTING REPORTS

The best way to print reports is to set the orientation to landscape. Printing to PDF format first helps insure they print correctly. Adobe Acrobat prints very clean reports.

WHERE BUSINESS COMES FROM

Regardless of industry, there are four essential places that business comes from. These are known as pillars, which include clients, relationships, advertising, and prospecting.

CATEGORIES

These are the categories that correspond to each pillar. Logsperty provides the appropriate categories in drop-down menus once a pillar is chosen. Past, current, and prospective clients are examples of client categories.

SOURCES

This is the name of a specific person or venue that needs to be input. Logsperty will remember previous entries for quick input. This helps identify your best and worst sources to help you better allocate resources.

ACTIVITIES

These are the activities that correspond to each pillar. Logsperty provides appropriate activities in the drop-down menus once a pillar is chosen. Past client interaction is an example of an activity under the client's pillar.

SUB-PILLARS

Within the relationships and advertising pillars, there are sub-pillars. For relationships, this consists of personal and professional relationships. Personal relationships have categories such as family and friends. Professional relationships would include such categories as accountant, insurance agent, and vendor.

Within the advertising pillar, the sub-categories are Internet and traditional advertising. Internet advertising has categories such as website (personal), website (paid), and website (free). Traditional advertising has categories such as newsletter, newspaper, and promotions. Logsperty will automatically track and report on the sub-pillars for greater perspective.

WHAT IS A PROSPECT?

Any time a person inquires into your product or service, you should log them as a prospect no matter how strong or weak their interest. You may want to avoid logging weak prospects, but it is important to log these regardless to see if a particular pillar, category, activity, or source has a pattern of referring weak prospects. Eventually, eliminating this stream of prospects can save you time, money, and energy.

SECOND GENERATION REFERRALS

These are referrals generated from previous referrals. For example, your accountant refers a prospect who you convert to a client. This client then refers you a new prospect. Although it is good to remember where the chain of referrals started (your accountant), this new referral should be logged under clients.

MULTIPLE TRANSACTIONS

You may conduct multiple transactions for a client at one time. It is best to log one transaction on the closing log and the others on the income log. This keeps the conversion rates honest while properly crediting the income.

FREQUENT CLIENTS

Similar to multiple transactions, it is best to log the initial transaction in the closing log and log the subsequent transactions on the income log. This keeps the conversion rates honest while properly crediting the income.