

Bill Hart

TalkJet Audio Interviews

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This month's TalkJet interview is with Michael Maher in Overland Park, KS. Michael is one of the top Real Estate Agents in the Country, and has just written a book about what has made his practice (and his life) so successful, called "*7L: The Seven Levels of Communication*", which, at the time of this interview, is about to be released.

Michael Maher

Realty Executives of Kansas City

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2009 - 216 units \$30 MM

2010 - 214 units \$27 MM

Michael rocketed to the top of his profession in just 3 years, netting over \$1MM in just his third year of selling real estate.

The 7 Levels of Communication:

One on One Meetings

Events & Seminars

Phone Calls

Handwritten Notes

Electronic Communication

Direct Mail

Advertising

Michael refers to the bottom three levels as the "Information Zone", handwritten notes as a bugger between the bottom and top groups, and the top three levels as the "Influential Zone".

Handwritten Notes: 1) Use unbranded cards 2) Use the word "YOU" as much as possible 3) avoid "ME", "MY" and "I" 4) Be specific with your praise 5) Use blue ink 6) "Write Rightly" - up and to the right sloping handwriting indicates positivity 7) The plus of the P.S. with a Call To Action.

Listen For:

Michael spends 80% of his time in the Influential Zone (One on One Meetings, Events & Seminars and Phone Calls).