

Updating missing phone numbers and email addresses

1. At this point you now have every past client, sphere, lead and just about everyone else you've ever interacted with in your entire life in your email marketing account, clean and de-duped, ready to go to receive an email reconnect message from you. It's also loaded to _____ as an audience.
2. You are, however, likely missing _____ and physical mailing addresses for many – if not most - of your contacts. That's okay – you are not alone.
3. When you get your report back of the people clicking the links in your emails, you want to have their _____ so it's easy to call them.
4. You also want an old school USPS physical mailing addresses for your _____ contacts so you can send them a monthly print letter, too.
5. There are also services that _____ your contacts and will tell you when they are “likely” to buy or sell a home. The more information you provide to these “monitor my database” companies, the more accurate your reports.
6. It's all about getting the right _____ ...that's why you pay for cheap, upstream buyer and seller internet leads on Facebook – it's not about their intent (there isn't much of it) – it's the opt-in, accurate phone number!
7. The #1 way to get a correct phone number or mailing address is to just straight up _____ directly to give it to you with a compelling reason why.
 - a. “Hey it's Frank with ABC Realty. I'm starting a newsletter and I'd like to mail you a free copy – what's your best mailing address?”

- b. “Hey it’s Frank with ABC Realty. I’m planning on holding events from time to time, I’d love to invite you – what your best phone number for a private invite from my assistant?”
8. You can hire an assistant to do this for you on _____.
There is no better list than manually building it this way – you are guaranteed 100% correct contact information and your list will be infinitely more valuable.
 - a. (assistant messaging) “Frank at ABC Realty asked me to call you and he wanted me to ask you....”
9. Start with your _____ friend list when building your monthly print newsletter list. These are your closest contacts in addition to any past clients you have. You’ll likely see their full contact details in their “About” section.
 - a. Put the people who get your print newsletter on a separate list in your email marketing account with their full mailing addresses.
10. Never give out your personal Facebook password. Use _____ on a secondary laptop in your office for them to do the work for you in your account. Use _____ if there’s an IP address issue.
11. The #2 best way is to look up missing phone numbers and mailing addresses from a _____ database, one-by-one, manually by hand. Again, you can hire an assistant to do this for you. It will not be as accurate.
12. You’ll need access to a people search database; there are tightly regulated databases under the _____ and non-regulated databases for public use.
 - a. Non-regulated include BeenVerified, Intelius, Spokeo and your county recorder/assessor website for mailing address details.

- b. Regulated include LexisNexis Accurint, TLOxp, and Microbilt Enhanced People Search.
- 13. Regulated databases are often referred to as _____ databases. They are used for private investigations, debt collections, court summons, etc. They pull credit header detail directly from the credit bureaus.
 - a. Pick the first two numbers that come back – skip the rest.
- 14. **You must have _____ to use a FCRA regulated skip-tracing database that pulls credit bureau grade contact information.** You cannot use it for advertising, but you can use it for verifying a homeowner or updating your customer database. Ask the data provider on how to remain compliant. You'll likely need to pass an office audit and FCRA test.
- 15. The final way to append missing phone numbers and mailing addresses is by using a _____ append service where you simply upload your list and download the new one with appended missing fields. That is the fastest way, but least accurate in my experience.
 - a. DataZapp.com and Melissa are excellent places to start
- 16. You should call every number that comes back from your results to make sure it rings. This will _____ the phone number. There are also phone verification services that will do this for you bulk.