



# Power Session #5 Static vs Dynamic Groups

## The Surefire System

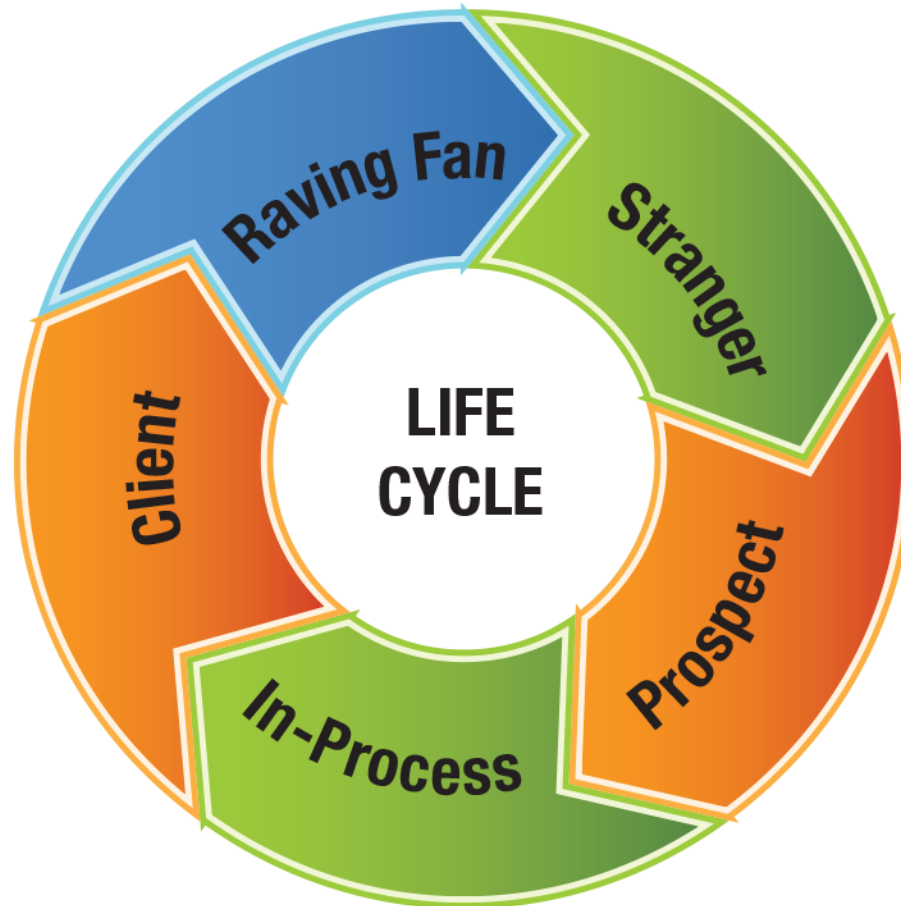


# Power Session Agenda

- Static vs Dynamic Groups
- Email Blast for each group
- Email Blast Report
- Action Items

# Customer Life Cycle

Effective Communication with  
Prospects, Clients & Referral Partners



# Static vs Dynamic

## Static Groups

- Data that does not change
- Typically, no fields exist to track

## Dynamic Groups

- Data can change
- Customers can be added, deleted, updated automatically
- Tracking specific data fields

# Examples of Groups

**My Groups**

Static Groups    Dynamic Groups

**+ Add New Static Group**

**Group**

- A+ Investors
- Adult Tennis Class
- Beer Drinkers
- Current Home Shoppers
- My Football Friends
- Networking Group
- People who like donuts
- people who like donuts
- Top 3 Agents

**My Groups**

Static Groups    Dynamic Groups

**+ Add New Dynamic Group**

**Group**

- Business - Account Executive
- Business - CPA
- Business - Financial Planner
- Business - Home Inspector
- Business - Lender
- Business - Other
- Business - Title Company
- Business Contacts
- Email Global Unsubscribe
- Email Unsubscribe
- Exclude from Quarterly Mailing

# Email Blast B2B

- Send an email blast to a Static or Dynamic Group today
- Step by Step Instructions and video tutorial:
  - <http://topofmind.tv/video/surefire-email-blast-b2b-07-29-2013/>

# Email Blast Report

- Check your email blast report 24 hours later
- Review the Email Blast Summary
- Prepare to take action on those that viewed the email (phone call, follow up email, receive a phone call)

# Email Blast Summary



Wed 2/26/2014 4:00 AM

SureFire <support@top-of-mind.net>  
Daily Email Summary Report - February 26, 2014

› Jonas Kruckeberg

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

This is a non-commercial message sent to you by Top Of Mind Networks as part of your SureFire Account.

## Your SureFire Daily Email Blast Summary

February 26, 2014

Hi Jonas,

This is your daily email blast summary for the past 24 hours. You are receiving this email because you have sent at least one email blast within the past 24 hours.

### Total Emails Sent: 98

Sent	Subject
47	VIP Top of Mind Training Update 2-24-14
51	VIP Top of Mind Training Update 2-24-14

Don't ignore emails from Support@



## 5.5 Most Important Things To Do Next

- 1 – Create Static and Dynamic Groups
- 2 – Send email blast to the group
- 3 – Review and prepare
- 4 – Edit contact info, make notes, schedule tasks, meetings, to-dos
- 5 – Take action
- 5.5 – Rinse & Repeat