



the course >>>>>>>

## The Marketing with Microsoft Office Course

Office 2010 has powerful, money-making features that every real estate professional must be using. This newly revised course will help you master Word, PowerPoint, Excel and Outlook.

You'll discover great marketing ideas like:

- 📺 Creating videos for YouTube
- 📺 High Impact personalized printed presentations
- 📺 Time saving templates that will "WOW" your customers
- 📺 Continuous contact system for email marketing and social media
- 📺 Managing your business in the "Cloud"

Half the course is devoted to exploring Outlook to discover the most powerful features that will maximize your communications while managing your contacts. The entire course is focused on marketing ideas to help you sell more real estate and make it easier at the same time.

The time-proven class format describes the technique, shows you exactly how to do it while you're following the step-by-step instructions in the workbook. You'll be confident that you can do the same thing when you get back to your computer. Thousands of REALTORS® have accelerated their business by implementing the marketing techniques taught here. You'll find yourself saying, "You're kidding...I didn't know it would do that!"

*Marketing with Microsoft Office* is approved as an eight-unit elective course toward the award of the CRS, Certified Residential Specialist designation of the Council of Residential Specialists.

Class begins at 8:30 AM and goes until 4:30 PM. A one-hour break will be given for lunch. Tuition is set by the course sponsor and includes a comprehensive, step-by-step manual.

## Leverage your productivity with Microsoft Office

Trial and error is far too expensive a form of tuition. It takes too much time, unnecessary mistakes are made, and key features may be missed. The lost productivity experienced by this "do-it-yourself" approach is exponentially larger than the cost of qualified training.

## Every person on your team should attend

You as the agent, your assistants and your buyer agents can all benefit from the skills and knowledge that will be gained here. This seminar is perfect for both beginners and the experienced user.

## This course is not like other classes

*Marketing with Microsoft Office* is designed specifically for residential real estate professionals. Only the pertinent aspects of Office will be covered that will increase your productivity. There is a unique focus on the marketing aspects necessary for success in real estate and how Office can help you to perform them



more effectively.

the course >>>>>>

### Computer-less training

This is intentionally designed to be computer-less training. Everyone works on computers at a different speed. Some people like to explore and may get lost while others may fall behind and need help catching up with the group. Ultimately, a hands-on class slows everyone down because it is difficult to keep everyone together.

Each step is projected on a large, easy-to-view screen. Students will have their questions answered immediately, receive practical examples, and benefit from the synergy of learning with other real estate professionals.

The first step of learning is to become aware of what can be done. The second step is familiarizing you with the steps on how to do it. The third step is integrating it into your business through repetition. You do need to know how the Office features work, and how to use them. The step-by-step workbook you'll receive will give you the confidence you need to complete any task covered in the class and gives you a basis of knowledge that will "teach" you how to find things that are not in the class once you learn how the software is constructed.

### As a result of this training

You and your team members will gain the confidence that comes with knowing the most widely used productivity software available - Microsoft Office. In one day, you will learn techniques that will save time, improve professionalism and appearance and increase your production.



f.a.q. >>>>>>>>>>

May I bring my computer to class?

You can bring it to class but we discourage it. Our experience shows us that you will learn more by watching “how” things are done rather than trying to keep up with the actual keystrokes. The comprehensive, illustrated workbook you receive with your tuition will show you the steps necessary to achieve the desired task.

Can I send my assistant?

We strongly recommend that you attend the class together so that your entire team understands the power of using Microsoft products to increase marketing productivity. Even though one person might be responsible for most of the day-to-day work with the software, effective teams have learned that everyone needs to have a good understanding of the tools they are using.

How many students will be in the class?

Class size varies but generally, there will be between 40 to 70 students in the class. We have found that this is a manageable size to maximize the learning experience.

What kind of things can be done with Microsoft Office?

Outlook can be used for e-mail, maintaining contact records, labels, envelopes, letters, and merging. It has a calendar, task list, and memos. Word can be used for letters, labels, postcards, property flyers, printed presentations, and forms. PowerPoint can be used for multimedia presentations for buyers and sellers and self-running presentations on a CD ROM. Excel can be used to automatically provide financial information and analysis by simply filling in the blanks. All of the components of Microsoft Office work alike and they work together sharing information seamlessly. Any document created can be sent by e-mail.

What version of Microsoft Office is required?

The workbook has the keystrokes for both Office 2007 and Office 2003. The instructor will point out the differences in versions. Outlook, Word, PowerPoint, and Excel are discussed in class. Access, Publisher, or Business Contact Manager will not be addressed.

Does this class have CRS credit?

Marketing with Microsoft Office is a CRS-approved one-unit class that applies toward the designation upon successful completion.



## program agenda >>>

### Prospecting and Organization with Outlook

- Maintaining critical information on your contacts
- Assigning categories to contacts for target marketing
- Linking a contact with related parties
- Creating mailing labels
- Maintaining a calendar
- Creating a Task List
- Creating notes & journal entries
- Tips on creating contact records, appointments, and tasks
- Tips to maximize the use as a contact manager
- E-mail tips
- Creating an e-mail signature
- User-defined forms for frequently used messages
- Forwarding a contact record by virtual card
- Individually merging names to e-mail messages
- Creating an e-mail newsletter
- Strategies for collecting e-mail addresses
- Advantages of HTML e-mail

### Making Word do wonderful things

- Making Word behave like a desktop publisher
- Customizing the toolbar
- Using the AutoCorrect feature and suggestions to fix typos immediately
- Improving the look of your documents
- Creating and using Tables
- Protecting documents so they can't be changed
- Creating form letters to mail merge
- Creating a page of address labels for a customer
- Sending documents by HTML to save postage, printing, and get immediate response
- Outsourcing printing to a digital printing company
- Developing personalized printed presentations with headers and footers
- Developing ¼ and ½ page postcards
- Developing property flyers
- Quick keystrokes that will save time



## program agenda >>>

### Convincing customers logically with Excel

- Creating a new worksheet
- Using complex financial formulas like Mortgage Payment, yield, and Future Value
- Formatting a document quickly to give it a professional look
- Sending a worksheet by e-mail
- Protecting a worksheet
- Examples of financial analysis worksheets

### Creating powerful presentations in PowerPoint

- Learning the steps to create a new presentation
- Customizing the toolbar to save time
- Creating a slide master for unique and uniform appearance
- Changing the color scheme and slide design
- Adding music and sound effects to increase the dimension of the presentation
- Adding a movie
- Adding transitions to give effect to slide changes
- Developing presentation techniques to increase effectiveness
- Building a self-running, multi-media presentation for uploading to YouTube
- Locating royalty free music and graphics
- Locating websites for additional PowerPoint resources



enrollment >>>>>>>

**Refund Policy** - Some classes are purchased from Seminars & Systems and the purchaser will set their own refund policy. Classes produced by Seminars & Systems will make a full refund available if registration is cancelled two weeks prior to the scheduled class. It must be received by fax at 972-407-0780 or by e-mail at Seminars@PatZaby.com. This is only applicable on classes that are produced by Seminars & Systems.

If the cancellation is received within two weeks of a scheduled class, the registration can be transferred to another class within 12 months at no additional charge.

**Program Schedule:** Check-in: 8:00 AM - 8:30 AM Seminar: 8:30 AM - 4:30 PM

**Registration Form**

Class Date and Location \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Payment:  MC  Visa  Amex  Check payable to Pat Zaby

Card# \_\_\_\_\_ Exp: \_\_\_\_\_

Signature: \_\_\_\_\_

TOTAL: \$ \_\_\_\_\_ per person

**Enroll Today!**

Phone 972-407-1337  
Online [www.PatZaby.com](http://www.PatZaby.com)  
Seminars & Systems  
5023 Sea Pines, Dallas, TX 75287



more reasons to attend>>>

Spend one day to get one great idea after another and you'll be amazed at all that Office can do for your business and excited about applying what you've learned.

Includes step-by-step advice on the best ways to create...

- Pre-listing packages
- Property flyers
- Listing presentations
- Understandable financial information
- Contact management
- Frequently used e-mail messages
- E-marketing techniques
- Personalized newsletters
- Customized mailings

Learn dozens of tips, techniques, and shortcuts that will organize your business and dramatically increase your productivity.

Learn dozens of tips, techniques, and shortcuts that will organize your business and dramatically increase your productivity.

Enroll Today!		
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<p><b>972-407-1337</b></p>	<p><a href="http://www.PatZaby.com">www.PatZaby.com</a>  <a href="mailto:sales@PatZaby.com">sales@PatZaby.com</a></p>	<p><b>Systems &amp; Seminars            5023 Sea Pines            Dallas, TX 75287</b></p>

The Ultimate Workshop for:

- Agents wanting an alternative to real estate specific programs.
- Agents struggling to learn Microsoft Office on their own.
- Agents who learn better from seeing it done.
- Agents who are starved to get new productivity ideas
- Assistants who are responsible for follow-up



## testimonials >>>>>>>>

- *“A wealth of information which Pat Zaby has generously shared with us. Very inexpensive course for the knowledge that I’ve gained. All Microsoft users should take this course.”* Anne I. W. Keamo - Honolulu, 2003 President of Honolulu Board of REALTORS®
- *“I really enjoyed the presentation. The course moved at a good pace yet was so friendly and easy to sit and follow.”* Cliff Carey - San Antonio, TX
- *“Pat is an excellent trainer. He is very effective at teaching REALTORS® to integrate technology into their business. His methods equate to success in real estate if practiced!!”* John Sullivan - Dallas, TX
- *“And it was a great course. I could not believe that there could be so much usable information at my fingertips. I am an assistant to a realtor and she hopes that I learned and retained a lot. But, we thank you and hope to make you proud.”* Marsha Babb - Atlanta, GA
- *“I would take this course again. Everyone had to walk away with at least 6 good new points of knowledge!”* Diane Dilzell - Bedminster, NJ
- *“As someone who is well-versed in Microsoft Office products, I was surprised at the amount of useful information I learned from start to finish! Don’t hesitate to take this course.”* John Mesa - Boonton, NJ
- *“I have been using Outlook for years but not to the extent that I can now after taking this course. I would recommend this course to all others who asked.”* Shirley Norquest - Horseheads, NY
- *“Finding the numerous possibilities in Microsoft Office was very enlightening!”* Carol Margolis - Ithaca, NY
- *“Thank you for another great day, several so-that’s-how-they-do-that moments and a fantastic reference book to take home.”*
- *“I loved the step-by-step guides! It is absolutely invaluable to have a realtor explain computer applications knowledgeably enough to make me money and better serve my clients.”* Teresa Colley - Lynchburg, VA
- *“This course was excellent! I would highly recommend it to anyone serious about their career.”* Eric Daniels - Reston, VA



and finally >>>>>>>>

### **This Workshop Is Available For Your Organization**

There is an enormous demand at this time among agents to learn how to manage their business with the tools they already own, like Microsoft Office. They need a class that understands the real estate business and addresses those requirements.

Standardizing on a powerhouse product like Microsoft Office can be the least expensive and most effective decision your company can make. Training time is reduced because of the vast familiarity of the public with Microsoft products.

- It's a cost effective choice to train an office or a company.
- We can tailor the class to meet your specific needs.
- The class can be scheduled with a minimum amount of lead time.
- All attendees can gain course credit toward the CRS designation.

For more information about bringing this program to your organization, call Pat Zaby at 972-407-1337 or e-mail at [Pat@PatZaby.com](mailto:Pat@PatZaby.com).