

# Miracle Marketing with Petty Cash For Section 42

**8:30 AM – 9:45 AM**

Featuring  
National Speaker, Author, & Comedian  
Toni Blake



**TotallyToni.com**

TONIBLAKE@AOL.COM  
(866) 889-6600

## BIOGRAPHY

Toni Blake began her career in 1978 as a leasing agent and worked her way to be a nationally recognized Speaker & Author with a drive for excellence, innovation, and high performance. By 1990, she was appearing at Multifamily Housing's largest conferences, including Multi-Housing World and the Multifamily PRO Brainstorming Session.

Toni was selected by the National Apartment Association as one of the industry's "Marketing Gurus" and is recognized for her industry research and innovative concepts in customer service, sales, and marketing. Toni was honored at the very first Multifamily PRO "People's Choice Awards". She was presented with awards for **Educational Excellence**, and **Imagination and Innovation**. She is the President and CEO of TotallyToni.com and founder of the newest ideas in apartment training – The Keys to GREATNESS and The Breakfast Club DVD programs. Toni lives in Northern Colorado with her husband and two stepdaughters.

Toni has entertained and inspired audiences for more than 20 years with her "laugh while you learn" philosophy. Her performance style is unique, with a combination of education and comedy. In 1992, Toni began her career in standup comedy and has appeared at many of the country's popular comedy clubs, including Denver's famed Comedy Works and Seattle's Comedy Underground. Toni's industry comedy makes her a favorite Keynote Speaker and MC for dinner meetings and awards programs around the country. If you have never been to one of her programs buckle your seatbelt and get ready for a time of renewal, restoration, and rejuvenation with Toni Blake.



Go to [TotallyToni.com](http://TotallyToni.com) for:

Totally Recommended – links to resources that will help you to be more successful.

Totally Cool Articles – print down and share all of Toni's most recently published articles.

TotallyToni Training Products – enjoy DVDs of Toni's live programs from around the country!

Total Seminar Planning – find out more about hosting a LIVE Toni Blake event!

Your Total Success – read success stories of property management professionals from around the world who have taken it to the next level after Toni's program. Send us your success story and will share your success with others!

Go to EASY STREET – and find over 80 minutes of FREE MP3 files from Keys to GREATNESS and products designed to make your life easy!

# Miracle Marketing with Petty Cash

The Solution is Sustained Innovation!  
Innovate - then innovate again – and again and then plan the  
next innovation!  
**SUSTAINED INNOVATION!**

**Creative Whack Company**

*“Fun products to stimulate your creativity”*



Creative Thinking from Roger von Oech

Author of:

A Whack on the Side of the Head

A Kick in the Seat of the Pants

What does the future hold?

*Two roads diverged in a wood, and I... I took the one less traveled by, and that has  
made all the difference.*

*Ein Weg teilte sich in einem Wald und ich nahm den Pfad,  
den weniger Leute gewählt haben, und das hat den größten  
Unterschied in meinem Leben gemacht.*

Robert Frost, Amerikanischer Autor britischer Abstammung

Are you ready to take on new challenges?



## THINK – RETHINK

Few people think more than two or three times a year. I've made an international reputation for myself by thinking once or twice a week.

*George Bernard Shaw*

People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in the world are the people who get up and look for the circumstances they want, and if they can't find them, make them.

*George Bernard Shaw*

*Fashion is no more than an induced epidemic*  
*George Bernard Shaw*

## What will people buy? What ever you sell them!

If Fuzzy Pink Dice and Accessories can sell –  
How easy is it to lease your property?

Today you can PIMP YOUR RIDE  
WHY – because a TV show said so!

Are you Following the Trends  
or MAKING THEM!

If fuzzy pink fabric is what's hot -  
What can we do with a  
Multi-Million Dollar Real Estate Asset?



## Heart Smart Apartment

Health.com: Why it's so hard to exercise  
Out of your regular routine (45%)  
No time (26%)

Upstairs Apartment –  
Partner with American Heart Association  
FREE Heart to Heart E-Card Prospect Follow-up  
FREE Poster to print and Marketing tool  
FREE Email educational program for residents.

# EXPECTATIONS

Most of our disappointments are personally inflicted upon ourselves by:

## Unrealistic Expectations

If you hadn't expected it...you wouldn't be disappointed! When it comes to expectations – even gift giving is a dangerous act! We get points for meeting their expectations? From Zero to Hero when you cross the line and give the unexpected!!!

Leasing is like a beauty pageant – you start with a lot of options and each round of competition ELIMINATES! Find their expectation and go beyond! DON'T GET ELIMINATED!! An unexpected surprise, kindness, fresh flowers, clean shiny windows, fresh swept steps, manicured landscaping, wonderful music, someone who is completely prepared! A note saying, "fresh ice made for you" in the freezer on a hot summer move in day! How are you giving your customer a WOW!

Relationships are built on moments of contact with your customer. Moments build relationships.

Expectation Mapping – What is the customer expecting?

1. See your Marketing – how can you look NICE?
2. See your Property – how can you be NICE?
3. See your Office/Staff – how can you act NICE?
4. Lease the Apartment – how can you make this a NICE place to live?
5. Application Process –how can paperwork be NICE?
6. Move into their new home! How can help them to have a NICE day?
7. First Service Request – how can you provide NICE service?
8. Problem – how can you turn it into a NICE experience?

---

---

---

---

---

---

---

## Cooperative Business Marketing!

Use our "LOVE THE LIFE" day-pass to the experience  
the Life at Cherry Creek Apartments

Be a part of our "LOVE THE LIFE" program at Cherry Creek Apartments. We are working hard to persuade visitors to our community to make this their home. Each new resident in our community means a new customer for your business. What type of incentive could you include in our "day-pass" to help visitors "LOVE THE LIFE" and choose the Cherry Creek area as their place to live. Thank you for being a part of our cooperative area marketing program!

### *Area Gifts!*

Enjoy this "LOVE THE LIFE" Day-Pass to the Life at Cherry Creek Apartments

Pack your suit and come spend the day with us. Swim, play tennis, enjoy our amenities. Enclosed is a sample of the menus from the area restaurants with lunch coupons. Swing by the dry cleaners and drop off one shirt with the enclosed coupon for FREE same day service while you swim, and pick up your FREE flower at the flower shop next door. Cherry Creek Apartments and the area businesses would like for you to come and spend "a day in the life of our residents!"

### *UNFORGETTABLE! Don't blend in!*

Layitout.com – place furniture in the apartment



Get Ready for BIG RESULTS!

Merchandise The Apartment for BIG RESULTS

How about a 12 - 37% immediate increase in Closing? Now that is GREAT!

Self-Closing Apartment Cards for BIG RESULTS

### Self-closing Apartment Cards

A few years ago I created what I call the "Self-Closing Apartment Cards". This set of 48 mini-signs can be printed from the computer and displayed inside a vacant apartment to ask the customer to lease over and over and over again. They can be used like "cue" cards for the leasing team -- reminders to address closing and messages to the customer encouraging them to lease. I have been truly amazed at the success people have experienced using this simple idea. I have had reports of 12-37% immediate increase in closing.

Send me an email and request the Half-page Closing cards

We know this is an important decision. Behind every door in our property is a family - who looked around and decided to live here. Because . . . it IS a good decision!

**SAY YES!**

**You look  
good here!**

**SAY YES!**

*These cookies are for the new resident of this apartment . . .*

# HUNGRY?

How do you eat an Oreo?!

*Murphy's Law -*

**If you really love this apartment –  
while you're thinking tonight . . .**

*The people who looked yesterday will rent it this afternoon!*

## INNOVATION - The Golden Path

Retailers identify the highest revenue path in each store. This is called the "Golden Path". The world's largest manufacturers spend millions of dollars on research designed to discover the right color, style, words and image to influence the customer's decision process. It is time for multifamily to find their Golden Path and implement better practices for high visual impact. Once this "high profit" - "high impact" path through your property is established, it should have special maintenance, landscaping, and marketing enhancements. For example - weekly touch up painting of the front curbs to keep a "new", "clean" image to the front area. A planter with a dead flower and a welcome mat that is missing letters is a very expensive mistake in the visual marketing. I might not be able to afford to remodel my whole property - but I will be clean, neat and freshly painted with manicured landscape on my golden path.

- Entrance
- Clubhouse
- Office

What are you doing to get points?

What do you do to standout?

What are you doing to be the  
“Best Choice”?

- Tour Route
- Apartment
- Model
- Amenities

## INNOVATION - Create a Front Porch

*Design a FRONT PORCH*

Frontgate.com

*Add outdoor accessories, mats, furniture and landscape. Turn a commercial office entrance into a FRONT PORCH!!!!*

Seating:

Creative Mats:

Landscape:

Accessories:

**Create something special in your tour path  
A "Garden" in your Golden Path**

**Butterfly Garden, Rose Garden, Berry Garden,  
Herb Garden, Grape Vineyard**

Add something special to your GOLDEN PATH!

A Butterfly Garden, Rose or Herb Garden to give your property a "Down to Earth" feeling! People like to garden. Gardens are treasured by many homeowners and should be a pleasure you extend to your residents. Find a "gardener" – create a "Garden Club" and have a Garden Party with an Easter Bonnet Parade. I have a berry garden with raspberries and wild strawberries along with a grape vineyard (four vines). They are beautiful and low maintenance. Each year we make homemade jelly. The harvest and jelly making is a family activity and great fun. What a great low cost idea for a New Resident gift!

**Find out if you have any gardeners living on your property.**

**Take a walk and see if they have any ideas.**

**You pay for supplies – they turn your dirt into a beautiful unique amenity!**



## People WANT COLOR! Create a Design Center Earn Design \$\$

Jaime Stephens, executive director of the Color Marketing Group, in her office. The company forecasts and decides what colors will be fashionable in coming years.

## We shop because we want something NEW!

Keep their apartment FRESH & NEW

RENEWAL – Detailed CLEAN – Touch up paint

With NEW HOME ESSENCE - The Psychological Scent of NEW!



First Impressions are lasting and smell is the most notable of all the senses

- Effective, affordable and a great new "Best Practice" for make-readies
- Create freshness that endures through Make-ready, leasing & move-in
- Choose from a variety of popular scents

## Build Confidence In The Property

Create a poster of your world that lists, in large letters, 25 reasons why a prospect should become a resident of "Value World Apartments". Reinforce the message to your team with spot checks where regional managers call or personally ask a team member to state five of the reasons to rent, and if they can, they give them \$5 on the spot.

## Love is the Answer!

Do you love your property – are you grateful for what you have?

We share from what we have – do you have love for your property?

One day a father of a very wealthy family took his son on a trip to the country with the firm purpose of showing his son how poor people live. They spent a couple of days and nights on the farm of what would be considered a very poor family. On their return from their trip, the father asked his son, "How was the trip?" "It was great, Dad." "Did you see how poor people live?" the father asked. "Oh yeah," said the son. "So, tell me, what did you learn from the trip?" asked the father. The son answered: "I saw that we have one dog and they had four. We have a pool that reaches to the middle of our garden and they have a creek that has no end. We have imported lanterns in our garden and they have the stars at night. Our patio reaches to the front yard and they have the whole horizon. We have a small piece of land to live on and they have fields that go beyond our sight. We have servants who serve us, but they serve others. We buy our food, but they grow theirs. We have walls around our property to protect us; they have friends to protect them.

The boy's father was speechless Then his son added, "Thanks, Dad, for showing me how poor we are." Isn't perspective a wonderful thing? Makes you wonder what would happen if we all gave thanks for everything we have, instead of worrying about what we don't have.

Thank you for spending this time with me.  
Peace like a River!

*Toni Blake*

*TotallyToni.com*

*Direct line: 970-378-6784*

*Cell: 970-397-7007*