



Prospect with Soul for Real Estate Agents: Discovering the Perfect Prospecting Strategies for Wonderful, Extraordinary One-of-a-Kind YOU

Jennifer Allan-Hagedorn

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"Believe nothing, no matter where you read it, or who said it...unless it agrees with your own reason and your own common sense."

Buddha (mid-5th century BC)

"Trust Your Gut."

Jennifer Allan-Hagedorn, GRI (early 21st century)

It's such a simple concept, but one so often dismissed in the real estate training industry - *trusting your gut instincts*, even when prospecting for business. Strike that; *especially* when prospecting for business.

In this third book of the "Soul" series, Jennifer Allan-Hagedorn helps new and experienced real estate agents discover the perfect mix of prospecting strategies to best suit their unique personalities, strengths and goals. She accomplishes this NOT by insisting that they venture out of their comfort zones and implement strategies that feel unnatural (or even "icky"), but rather by following the Golden Rule of Prospecting: *Prospect Unto Others as You Would Like to Be Prospected Unto.*

In *Prospect with Soul*, Jennifer examines more than a dozen traditional prospecting methods and shows agents how to "soulfully" tweak them to better apply and appeal to today's real estate consumer.

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