

## CLASS NOTES: Day 1 of Lead Engagement

### BEST PRACTICES

#### Your Goals

- Connect with leads when they're most receptive (first two weeks of their search)
- Win appointments
- Build your pipeline for future business

#### Systematize your Follow-Up

- Be fast
- Have a clear goal

#### Provide Compelling, Valuable Content

- Short emails
- Call to action
- Personalize your outreach
- Know the market

#### Time Block

- Be consistent
- Do the work

### PHONE AND TEXT MESSAGE BEST PRACTICES

#### Effective Phone Strategies

- Use the script from the Initial Contact Wizard
- Friendly, soft touch
- Connect to the prospect
- Offer assistance
- Discuss their interests
  - Location
  - Price range
  - Timeframe
  - Working with an agent?
  - Mortgage
  - Set an appointment

#### Effective Text Messages

- Thank you
- Connect to the prospect
- Offer value
- Call to action

### EMAIL TEMPLATE TIPS

#### Use these Strategies to Save Time!

- Type and save your templates in NotePad
- Enter templates in the order you'll use them
- Label templates for each day

## DAY 1 ACTIVITIES

### Respond Immediately

1. Call
2. If no answer, send a text message
3. Launch and complete the Initial Contact Wizard

### Reach Out to Added/Imported Leads

1. Input lead into Market Leader system
2. Send introductory email
3. Change the prospect status
4. Schedule your first reminder

### Take the Next Step

1. Do a reverse look up to obtain contact information
2. Write a hand-written note

## RESOURCES

### Recordings

Power Hour webinar recordings: [www.marketleader.com/powerhour](http://www.marketleader.com/powerhour)

### Questions

Market Leader questions: [www.facebook.com/marketleader](http://www.facebook.com/marketleader)

## THANK YOU FOR JOINING US

We look forward to helping you take your business to the next level!

-The Market Leader Team

