

CLASS NOTES: Find and Convert Motivated Leads

MICHAEL'S CORE SUCCESS PRINCIPLES

Best practices:

- ✓ Be available when buyers and sellers are online
- ✓ Respond fast
- ✓ Find ways to build a personal connection with each contact
- ✓ Customize your response to each individual
- ✓ Have a plan in place
- ✓ Be consistent and persistent

REACHING OUT TO NEW LEADS

Michael's system: 21 Days of Gain

- This is a modification of the "10 Days of Lead Engagement" aka the "10 Days of Pain"
- Reach out every other day
- Send an introductory video
- Use your most effective touches

Video resource Michael uses: www.comf5.com

Resources to find a Lead Coordinator

- Myoutdesk.com
- Odesk.com
- Tech savvy people in your area

Don't have a Lead Coordinator?

- Create email templates
- Find a way to make it easy
- Block out time each day

REACHING OUT TO MOTIVATED LEADS

Use your Recent Activity report to find everyone who has been on your website in the last 48 hours.

How to find connections with your leads

- View their listing history
- Connect based on their social media
 - Google
 - Facebook and Google+
 - LinkedIn
 - Twitter
- Connect based on a Reverse Lookup
 - Your Market Leader system
 - Pipl.com
 - Whitepages.com
 - Anywho.com

OUTREACH STRATEGIES

Connect by phone, email or text

- Ask a question about your desired topic (e.g., ask about family so you can connect about family)
- Build your connection
- Sample topics:
 - Children and grandchildren
 - Work, company, new job
 - Special interests

Provide Unique Value

- Use a spirit of service and contribution
- Sample topics:
 - Obscure listing
 - Link to short sales and foreclosures

Outreach strategies for specific situations

- Prospect just returned back to your site?
 - Ask about what's changed
- Prospect on your site now?
 - "I see you're online....any properties you'd like more information about?"

BEST PRACTICES

Best Practice for effective calls

- ✓ Make a connection
- ✓ Provide value
- ✓ Use a welcoming tone
- ✓ Find a chuckle point
- ✓ Focus on connecting, not on a script
- ✓ Call at your productive time of day

Best practices for effective emails

- ✓ Make a connection
- ✓ Provide value
- ✓ Use a welcoming tone
- ✓ Keep it short and concise
- ✓ Include a call to action
- ✓ Email when people are available to reply

Keys to Success

- ✓ Get started!
- ✓ Modify your system based on your results
- ✓ Personalize to build connections
- ✓ Reach out when people will be online
- ✓ Use a spirit of service and contribution

EMAIL SCRIPTS

Michael uses scripts from the “10 Days of Pain” aka the “10 Days of Lead engagement.” Please view the Market Leader website for information about this system.

Here are the two email templates Michael’s team uses to reach out to prospects when they’re currently online.

- **Template:** For Online Contact (1)
- **Subject:** Houses
- **Message:**
- I noticed you are online at this moment and looking at properties. If there is anyway I can help you with anything just let me know.

- **Template:** For Online Contact (2)
- **Subject:** Houses
- **Message:**
- I noticed you are online right now looking at properties. Are there any that you would like more information about?

THANK YOU FOR JOINING US

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

-The Market Leader Team

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