

## **Seller Lead Gen System (Module 11)**

### 1) **CHOOSE NICHE OF SELLER** (define)

i.e. Homesteaders, families (either spectrum- growing and downsizing), area of town (neighborhoods, style of homes), Drs/Dentists/Execs/Entrepreneurs (luxury), In service to others (servicepeople, healthcare/teachers, EMTs, firefighters), age (55+, millennials, gen z, etc.)

These situations NEED to sell- DIVORCE, SEPARATED, RELO, DEATH, FALL AND CAN'T LIVE ON OWN, FINANCIAL DISTRESS

## **WHO ARE YOU PASSIONATE ABOUT HELPING?**

- 2) **RESEARCH WHAT THEY WONDER/NEED** THAT WOULD a) save them time, b) answer their need or desire, c) make them able to enjoy life, d) get them something
- 3) **CREATE a ONE (or TWO) PAGER** (a RESOURCE) to answer THEIR NEED/DESIRE above. This becomes your ASSET that YOU **KNOW THEY will find valuable.**
- 4) **CREATE A LANDING PAGE** (way for you to get email) to see who wants it. Alternatively, you can give CTA in social media platform like a DM, MSG or give me a heart and then you can send it via messenger OR you ask them for their email in messenger You get their email in exchange for giving them the ONE PAGER/RESOURCE ASSET (flodesk, kvcore, even simply as a google form, ask your CRM co if they have landing pages. Get emails captured into your CRM via zapier if they don't go into your CRM automatically)

5) **Repeat with delight** in ALL ways..... Email, social media posts and social media stories!!

6) Look up + connect with those who request your resource on Social Media

7) Send them follow up emails:

-next day

-3 days later

-1 week from day you initial sent your resource/asset to them

-Then, insert them into your regular database , sending them your visibility plan regular email from in your CRM.

EXAMPLE

**\*NEXT DAY.**

I know life gets busy, I want to be sure you got your \_\_\_\_\_, which I emailed to you yesterday.

To make it easy for you, here it is. ENJOY  
and include PS for them to friend you on facebook, join your fb group, etc.  
(WHAT DO YOU WANT THEM TO DO?)

**\*3 days later.**

Subject This made me think of you. Topic is something related to your resource asset you emailed. With a CTA (WHAT DO YOU WANT THEM TO DO?)

**\*A week after sending your resource.**

Subject You won't believe this! Discount just for YOU And include an offer or discount code pertaining to your resource. SOMETHING OF VALUE AGAIN.... With CTA. X% of homeowners in your neighborhood (or area of town) are sitting on some nice equity. My friend mortgage lender or banker John Smith has a great home equity offer and I thought you might be

interested. It's a great way to get that addition or redo your kitchen or even pay college. Would you like an intro to her?

PS B/c so many people want to know what their home is worth, I've open up my calendar to share the great news if you wanna know what your home is worth (no obligation) let me know.

**\*INSERT INTO YOUR REGULAR DATABASE SYSTEM** Per your visibility plan (weekly or twice monthly email)

\*You may decide to email/text them a VALUE SERIES  
i.e. 3 steps to \_\_\_\_\_ .

Email/text 30 second video of you sharing step 1 on one day, the next day, you email/text step 2 and the next day is the final step #3

NOTE: REGULAR DATABASE SYSTEM follow up- You choose in your Visibility Plan what you do for your database regularly, including:

-Weekly or twice monthly email

-Weekly LIVE on Facebook / Instagram

-VIP EVENTS (yours or jump into events already happening in your town)

---

**What if you could BLOW away your goals with this SIMPLE SYSTEM?**

YOU CAN!

It's NOT more complicated than this!

You will blow your own mind with your results if you approach this with:  
-COMMITMENT TO RAISE THE BAR BY INTENTIONALLY DEEPENING YOUR BELIEF IN YOUR VALUE  
-PASSION + LOVE OF IT  
-CONSISTENCY  
-COMMITMENT  
-YOU'RE WILLING TO FEEL WHATEVER, KNOWING IT'S OK

**When you're "all over the place, overwhelmed", it's hard to feel confident!!**

So we solved for that. YOU ARE NO LONGER ALL OVER THE PLACE.

You are doing THIS, ALL IN, LOVING IT, REPEATING WITH DELIGHT, IN ACTION WITH HUMANS

*NOTICE: YOU ARE FOCUSING ON THEM, NOT YOU. The more you KNOW THEM... the more you will resonate with them... the more passion you will have in serving them... and THEY WILL SEE YOUR PASSION and in turn, TRUST YOU and WANT YOU to be their realtor!!!!*

**QUESTIONS TO ASK YOURSELF EACH DAY TO MAKE MORE MONEY + SERVE MORE PEOPLE IN THE CALM:**

1) HOW CAN I MAKE THIS SIMPLER?

2) AM I REPEATING WITH DELIGHT?

You will KNOW you're repeating with delight if you feel compelled to share for the good of THEM. And you can go to your last week's posts + see repeated posts, stories, themes.

If you aren't repeating with delight, the reason is due to lack of belief in the value of your service. So get yourself on board with the thing/theme/offer. LOVE IT.. then repeat repeat repeat with delight!

## **YOU GOT THIS!**

xx

Ideas for your asset

- Sellers guide
- Homeowners guide
- Insider look at \_\_\_\_\_ name of town (your fav eateries for date night, for families, etc.)
- Best of the Best in \_\_\_\_\_ name of town .. and you give your best and showcase each days or weeks in a row and have a one pager for people to grab
- Great finds in (section of town )
- Just us girls upcoming events, couples upcoming events, kids etc
- Summer camps for toddlers, for school age, for teens, etc
- How to grow a garden, how to care for chickens, where to get meat free of chemicals
- Grab my list of green bizes in \_\_\_\_\_ name of town
- Fun outdoor dining

Vendors.. What vendors / businesses do YOUR niche best clients want/need?

Cleaners

Lawn svce

Painters

Decks

Fences

Roofs

Organizer

auctioneer/estate professional

renovation/additions inside or out

Pool

Patio

Wedding planners

Attys

Drs. naturopaths

Babysitters

Etc