

LEAD GENERATION ACTIVITIES

Prospecting	Both	Marketing
1. Phone or Face to Face <ol style="list-style-type: none"> 1. Listings without Agency <ol style="list-style-type: none"> 1. FSBOs (For Sale by Owners) 2. Expired Listings 2. Circle Prospecting <ol style="list-style-type: none"> 1. Neighborhoods 2. Apartment Complexes 3. Recently Sold listings 4. Recently Listed Properties 3. Community Outreach <ol style="list-style-type: none"> 1. Charity 2. Volunteer Work 4. Key Relationships <ol style="list-style-type: none"> 1. Corporations 2. Builders 3. Banks 4. Third-Party, Data Companies 5. Investors 5. Teaching and Speaking Opportunities 6. Meals 7. Door-to-Door Canvassing 8. Networking Events 9. Booths and Kiosks 10. Walk-ins 2. Text Correspondence <ol style="list-style-type: none"> 1. SMS 2. Messenger 3. Email 	1. Farming <ol style="list-style-type: none"> 1. Geographic 2. Demographic 2. Events <ol style="list-style-type: none"> 1. Open Houses 2. Seminars 3. Contests 4. Client Appreciation Events 3. Networking <ol style="list-style-type: none"> 1. Sphere 2. Past Clients 3. Allied Resources 4. Agents 4. Purchased <ol style="list-style-type: none"> 1. Referral Networks 2. Advertising Networks 3. Clientele 	1. Advertising <ol style="list-style-type: none"> 1. Pay per Click 2. SEO 3. Radio 4. TV 5. Newspapers 6. Personal Vehicles 7. Bus Stop Benches 8. Social Media 9. Portals 10. Magazines 11. Billboards 12. Yellow Pages 13. Grocery Carts 14. Moving Vans 2. Broadcast/Content Creation <ol style="list-style-type: none"> 1. Radio Segments 2. TV Shows 3. Live Social Media 4. Blogs 3. Direct Mail (Non-Farm) <ol style="list-style-type: none"> 1. Postcard Campaigns 2. Special Events Cards 3. Just Sold/Just Listing Cards 4. Quarterly Market Updates 4. Promotional Items/Swag 5. Public Relations/Press <ol style="list-style-type: none"> 1. News Releases 2. Advice Columns 6. Sponsorship

MY BUSINESS PLAN - LEAD GENERATION MODEL

My Database, My Business

_____ Contacts needed to achieve the goals of my Economic Model

_____ Contacts in my database today _____ Contacts needed to add to my database

_____ Add each month _____ Add each week

My Lead Generation Sources

CURRENT

1. _____
2. _____
3. _____
4. _____

FUTURE

1. _____
2. _____
3. _____
4. _____

My Lead Generation Activity

_____ Lead Generation calls daily

My 19 to Connect Touch Campaign for Leads

- 4 annual calls (quarterly)
- 12 monthly emails, newsletters, market reports, videos
- 2 promotional direct mail: magnet, calendar, market report
- 1 annual event, party, movie, get-together

Details

My 36 to Convert Touch Campaign for Contacts

- 4 annual calls (quarterly)
- 26 bi-weekly emails offering information of value to the consumer
- 2 events, get-togethers, parties
- 4 promotional direct mail: magnet, calendar, market report, etc.

Details
