



Lead Generation

SESSION 5

Generate Your Leads

Today's Agenda


Real Estate
Expert




Lead
Generation




Lead
Follow-up




Transaction

Notes:



My fear of failure was greater than my fear of lead generating.

Gary Keller

You: the Lead Generator

The Six Core Competencies of a Business

- 1 Lead generate, capture, and convert to appointments
- 2 Present to buyers and sellers and get agreement
- 3 Show buyers and market sellers
- 4 Write and negotiate contracts
- 5 Coordinate the sale to closing
- 6 Manage the money

Lead Generation Fears and Myths

- I think lead generation is really difficult.

- I don't have time to lead generate.

- I don't know what to say.

- I'm afraid of making mistakes.

Notes:

Sphere of Influence

Your Sphere of Influence, or SOI, is the group of people you know and who know you. They not only know you, they like and trust you and are the most likely to do business with you or refer others to you.

Your SOI and your social media are the beginnings of your business database, or databank.

SOI Income Opportunity



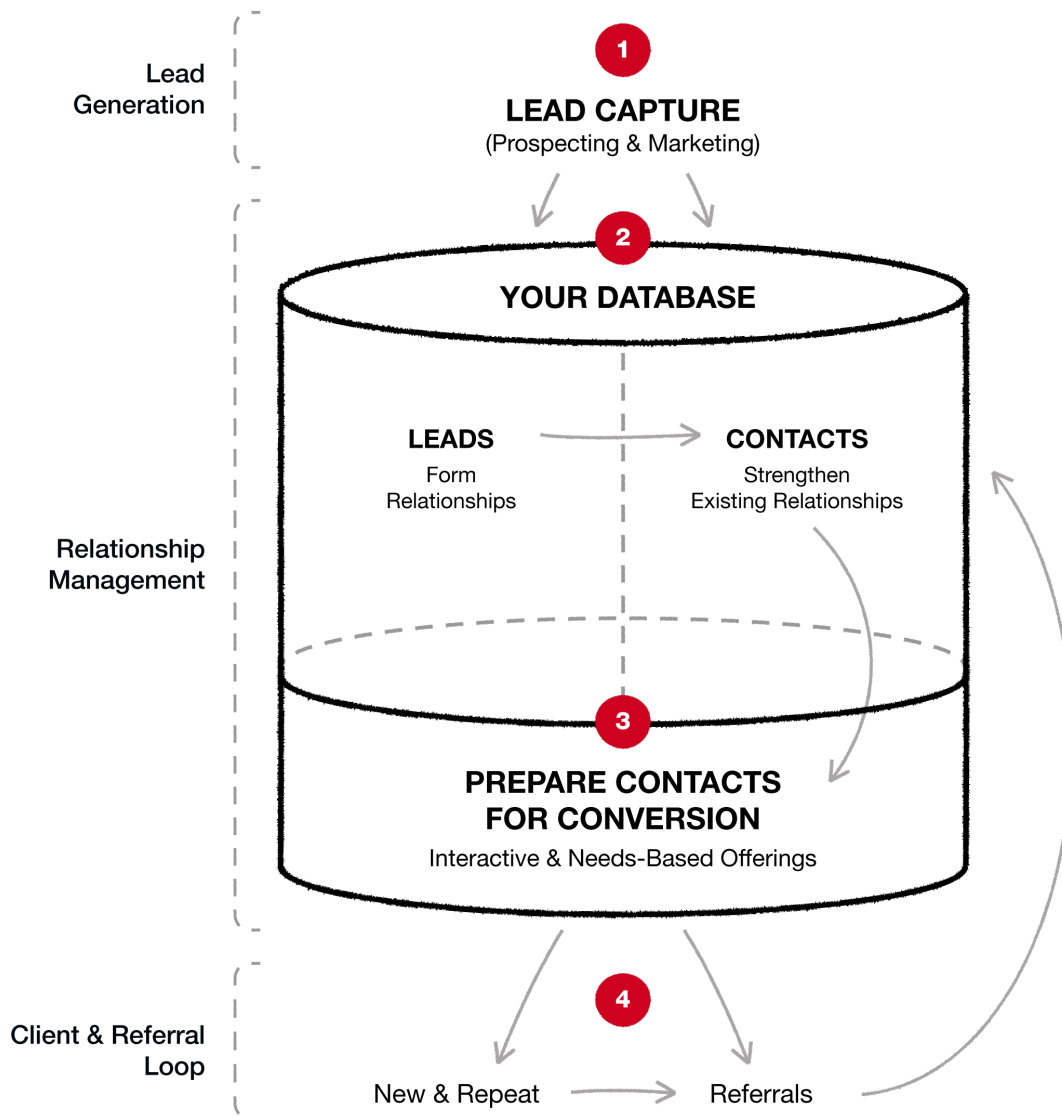
A. Number of contacts in phone	
B. Potential closing opportunity from contacts (A x .081*)	
C. Potential referrals in database (A x .10)	
D. Total potential (B + C)	
E. Average commission	
F. Income opportunity	

*According to the National Association of REALTORS, the typical person moves every 8 years. And according to the 2020 U.S. Census, the home ownership rate in the U.S. is 64.8%. If we can assume that 64.8% of your database is a homeowner and they will move every 8 years, this means about 8.1% (.081) of your database will buy, sell, or buy and sell a home every 8 years.





The Lead Generation and Database Model



Notes:

Relationship Management

Difference between a Database and a Smart Database / Databank

A **database** is a container that holds the information of your leads and contacts.

A **smart database/ databank** allows you to have planned and meaningful communication with your database.

Definition of Leads vs. Contacts

Leads

People who you have earned the right to at least have a one-way conversation with.

Contacts

People you've held a two-way conversation with and whom you've established a value-based relationship with.

Notes:

Relationship Touches

Touch:

Campaign:

Types of Lead Generation Touches

- Phone calls
- Emails
- Text messages
- Face-to-face meeting
- KW App
- Handwritten communication



WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.



Your Sphere of Influence



Category	People You Know
1. Immediate Family	
2. Friends	
3. Relatives	
4. Neighbors	
5. Past Coworkers	
6. Hobby / Sports Groups	
7. Teachers	
8. Worship / Club / Volunteer	
9. Professional Services	
10. Financial / Legal Services	
11. Personal Services	
12. Home / Auto Services	
13. Real Estate Agents	
14. Real Estate Services	
15. Other	



Expand Your Sphere of Influence

1. Gather additional personal information

2. Strengthen casual connections

3. Join groups

4. Ask for referrals





Lead Generation Best Practices

1. Track your lead sources
2. Audit your lead sources
3. Diversify your database
4. Be consistent
5. Time block for lead generation and lead follow-up

Notes:



Protect Your Time Block

1. Build a bunker.

Where will you work to avoid distractions?

2. Store provisions.

What provisions will you have in place?

3. Sweep for mines.

What distractions will you remove?

4. Enlist support.

Who will help you?



Aha's



Turn Aha's into Achievement

How has your **THINKING** changed?

What do you **FEEL** differently about? What was meaningful for you today?

How will your behaviors be different going forward? What **ACTIONS** will you take?

What **TOOLS**, models, or systems will you use? How will they make you accountable?

Daily Success System

















Success Activities

These are suggested activities for the second half of your session.



DAILY SUCCESS SYSTEM

- ___ of 10 CONVERSATIONS
- ___ of 10 CONTACTS ADDED
- ___ of 10 HANDWRITTEN NOTES
- 10-5-1 SOCIAL MEDIA ENGAGEMENT
- ENRICHMENTS
- APPOINTMENTS
- AGREEMENTS
- CLOSINGS

10					
					
5					
1	 Social Media Engagement				

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Conversation Sheet

Get your phone and the list of contacts you prepared for this session. You may also have a few referral names to connect with.

Use the conversation starters provided to you in earlier sessions.

1. Call for 20 minutes and make contact with as many people as possible.
2. Ask for business, that is, an appointment, if it's a strong lead.
3. Ask for referrals from each contact.
4. Offer your KW App to each contact.

Record your results below and share them at the end of the conversation.

Name	#	Email	Notes

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