

# GENERATE LEADS! (PAGE 2)

- 45 Courts could be a place to prospect— evictions, probate, divorce, tax liens, and code violations
- 46 Partner with a local business and send a coupon to your sphere of influence
- 47 Put up information on bulletin boards at coffee shops or grocery stores
- 48 Radio campaigns—see if you can be a guest on a talk show
- 49 Attend a “meet-up” (meetup.com / bumble bizz)
- 50 Give your vendors your business cards to hand out (hair dresser, nail salon)
- 51 Learn a new part of this business (commercial, vacant land, new construction) — look for referral opportunities with other agents in attendance
- 52 Interview people you want to meet to broaden your sphere of influence
- 53 Go to charity events and meet new people
- 54 Mail sports cards/calendars
- 55 Do a drawing to capture names
- 56 Create a customized website
- 57 Capture and follow up with internet leads (follow-up is the key!)
- 58 Host a networking group yourself (lunch for eight concept)
- 59 Maintain your mailing list — always look for who you can legitimately add to your list!
- 60 Farm a neighborhood & add them to your social media platforms
- 61 Work out of state referrals— find cash buyers as they may be investors
- 62 Take care of your current clients—ask them for referrals
- 63 Work in a coffee shop and put up a tent card that you'll buy customers a cup of coffee!
- 64 Schedule a public speaking opportunity at a service club
- 65 Adopt a school—take them treats and volunteer
- 66 Prospect in laundromats—usually tenants are “hanging out” there!
- 67 Wedding announcements — are they interested in buying a home?
- 68 Baby announcements—do they need more room?
- 69 Work with attorneys to prospect for divorce and estate transactions
- 70 Send holiday cards—All seasons
- 71 Get a wrap or magnetic sign for your car (mobile advertisement)